

The Impact of Menswear Style on Women's Fashion Designing

Dr. Maarouf Ahmed Maarouf

Associate Professor of Garment Design and Manufacturing – Home economics, Faculty of Education,
Suez Canal University.

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ABSTRACT

In this research we discuss the relationship between Menswear Style and ladies' Fashion Designing where the researcher thinks that there is the effect for men's clothes style on ladies' fashion and how effect on selecting their clothing styles.

In this days, we notes lot of women are wearing types of menswear such as suit, pants and shirts where many of them believed that menswear is practical, wearable ,fashionable and more quality. The researcher had selected 300 women and girls where leading figures of women in universities and civil institutions, and divided them into three equal groups according to age as follow:

- ✚ Group [A] within age (18-30) years.
- ✚ Group [B] within age (30-40) years.
- ✚ Group[C] within age (40-50) years.

The researcher had designed questionnaires about the main subject for the three different groups of women and girls in different levels of age and he had used the way of Analytical Descriptive as a research Methodology.

In the final results after compared and analyzed where the presence of statistically significant differences between the mean scores of the three different groups based on their age while the results indicator leads us to the results as following:

69% of First group (A) of workers women have tendencies to wear some types of menswear like pants, shirt and suit.

78% of Second group (B) of the young women and girls are interested in to wear some types of men's clothing like jeans and t-shirt.

82%. Of the third group(C) of women "older" refuse to wear menswear.

KEYWORDS: Menswear style, ladies' fashion designing, women's wear, Coco Chanel, World War II

I. INTRODUCTION

In fact, the fashion has circle of life for menswear and women's wear, it Oscillates up and down in different stages and heterogeneous.

Often, fashion designers draw inspiration their creative from some sources such as: history, nature and others.

In certain periods, fashion designers tend to convergence of fashion design for both male and female and from time to time, are designed some clothes for men which similar to the female's clothes or vice versa. So, we see many women are wearing menswear while some men wearing clothes with feminine character.

It is led to study this topic under title: "The Impact of Menswear Style on women's Fashion Designing".

Hence, the research aims to studying the relationship between the male style of clothing and the ladies 'fashion designing and knowledge the main reasons for wearing women to menswear, where there are some ladies follow up to Gentlemen's style of clothing, such as: the suit, shirt and pants to the causes, may be job-related, like police woman, or be a leader as a manager or because of working with a lot of men or may be psychological reasons.

Maybe other reasons for wearing the women male clothing where they want to send a message to which around them including meaning that they are like men in their actions, or may be in order to change the appearance and break the monotony in women's fashion.

The researcher had selected 300 (women and girls) where leading figures of them in universities and civic institutions, and divided them into three equal groups according to age as following:-

- Group A, from 18 to 30 years.

- Group B, from 30 to 40 year.
- Group C, from 40 to 50 years.

The research is seeking to shed light on the impact of male clothing on the women's fashion with using comparison way for women's fashion and men's to show their views and opinions or topics affecting people's lives, artistic, social. We can take advantage of this way of media and advertising, also it show the importance of research in enriching the scientific library.

The researcher had designed questionnaires about the main subject and included into three classes; each one of them contains some sentences or phrases for the three different groups of women and girls in different levels of age.

Actually, the researcher has used Analytical Descriptive as a research Methodology.

It is expected that the presence of statistically significant differences between the mean scores of the three different groups based on their age.

As the final results showed after were compared and analyzed.

II. THEORETICAL FRAMEWORK

II.1. Fashion and World War II

Since the 1940s that pink was considered a 'girly' hue, with babies wearing dresses of no specific color up until that point, regardless of their gender.

Sometimes, Women's clothing and menswear has differed widely from each other, but at other times has borne more than a striking resemblance ^[7].

Maybe this happen because of Cultural changes where you can go some way to explain such changes in fashion trends - for example, the periods during and after the Second World War.

^[6] Told us that the Military garments in during World War II where women began wearing menswear (Uniforms).

1940s fashion was complicated by fabric rationing and general conditions of wartime.

Practicality and a business-like, menswear-inspired look were increasingly in vogue and Vogue. And fashion designers used neutral colors and narrow suiting.

While, the American Army issued a shirt and tie for a more "military" appearance closer to the male uniform for the Nurse Corps.

The curators told cultural media website ARTINFO: "Designers are not creating their clothing in a vacuum - however fashion cannot be viewed as a mirror of what's happening in society, it's more complex than that."

The idea of unisex dressing originated in the 1960s when designers such as Pierre Cardin and Rudi Gernreich created garments, such as stretch jersey tunics or leggings, meant to be worn by both males and females.



Fig [1]: women& girls in the heavy suit

The study which was established by ^[15] on the Application of the Unisex Design Element in Menswear Design, this study tell us about Through an analysis on the background and the reason for the appearance of the unisex clothing design, this paper discusses the styles and the features of the unisex menswear design, and summarizes the multi-angle application of the unisex elements and the regular rules and trends of the development in the unisex menswear design, aiming to provide theoretical basis for the men's clothing design to develop in a wider and deeper.

Many goods were designed to be suitable for both male and female, especially of clothing or hairstyles) where that expands more broadly to encompass various themes in fashion. As [12] said about it, the fashion trends of the 1970s, such as sheepskin jackets, flight jackets and duffle coats, influenced men to attend social gatherings without a tuxedo jacket and to accessorize in new ways.

Some men's styles blended the sensuality and expressiveness despite the conservative trend, the growing gay-rights movement and an emphasis on youth allowed for a new freedom to experiment with style, fabrics such as wool crepe, which had previously been associated with women's attire was used by designers when creating male clothing as mentioned [1].

It is important of the study which [11] established in India about an impact of gender on brand perception of national as well as international brands of apparels. The study was conducted in groups (male and female) by questionnaire.

It was observed that males are more brand conscious than females.

The result of the study indicates that women are more regular in their shopping pattern as compared to men.

Women are interested in branded Indian wear than men.

The observation can be used in advertising more of feminine Indian wear apparels and as males prefer sportswear, more focus can be given on promoting sport 'swear amongst men.

II.2. Coco Chanel and menswear

In an interview conducted by the wall street journal about fashion and the effect of menswear style on women's dress style, Coco Chanel-(famous fashion designer in last century) - said "I love outfits that mix masculine and feminine elements, but find that in general it works best for me when the "masculine" bits are shoes and accessories.

A Bespoke suit is a nice idea, but has little place in my life and " No menswear items in my wardrobe" as She said.



Fig [2]: Trousers for Women

I agree that you need to be tall and willowy to pull off a good look with menswear.

She continues saying that, same thing here, the shirts make me look quite round, not a good look. Have been experimenting with men's ties, as a belt and fem scarves tied in traditional men's tie knots, not having much luck with that either.

Like the whole idea but doesn't seem to work for me .Chanel said that "I love the look of menswear but with my HH chest "Hiatus Hernia", it's not a reality.

I do wear neckties on occasion but with my women's shirt and jacket, At this point, that's enough for me as shown in figures (2, 3).

With so many menswear pieces cut for women, I have a couple of men's cashmere sweaters I picked up at Goodwill and a wonderful men's scarf, she said.

My teenage daughter buys shorts and t-shirts in the boys' dept. because she doesn't like 'girly' colors and designs and doesn't want to wear shorts.

Bernard [2] tell us about fashion where said "When the sherbet-colored floral shirts and cropped pants from Miuccia Prada's men's collection popped up in her women's resort presentation, the idea of ladies dressing in men's-inspired pieces was taken a step further.

One of designers used lissome words like "elegant" and "beautiful" to describe a heavy embellished military jacket.

Wearing clothes cut for a man requires a shift in perspective, and a lot of attention to proportion. Although many designers who dress men and women anticipate the latter's interest in men's pieces and produce sample small and extra-small sizes.

I've noticed about women who successfully incorporate menswear into their wardrobe is that they often choose pieces and fabrics with a bit of movement, drape and fluidity as Bernard ^[3] mentioned.

Alexa Brazilian ^[4] adds that "You get the sense of movement in those trousers even though they're structured".

In September, during New York fashion week, as alexa toured the show, she noticed that all had something in common with his images."We were looking at his photos from the '90s of supermodels wearing nothing but men's shirting; borrowing from the boys—and men—is a time-honored tradition in which some of history's most alluring women have partaken as shown in figures(4,5).



Fig [3]: Chanel in male clothes1937



Fig. [4]: Ladies in the suit



Fig. [5]: Women in men's style

Coco Chanel built an entire brand by raiding her male companions' closets, nicking hunting tweeds and cardigans, which became the foundation of her singular designs. The tradition continues today with women, who love feminine and fashion-forward looks from their favorite women's designers, but are savvy enough to source their classics—tweed coats, crew neck sweaters and button-down shirts—wherever they find the best ones, both in terms of quality and price.

Women who love fashion-forward looks, but are sensibility enough to source their classics, are finding the best fit and price is often the men's department. The menswear are favorite include shirts and sweaters ^[4].

Saint Laurent designer has long been known for dressing ladies in menswear and developed men's suits to make the women more chic where he made during his time at Dior Home in the mid-2000s .

Now, at Saint Laurent home, he designs both the men's and women's collections, such as biker jackets and combat boots.

Similarly, some designers in their fashion show had included some women's models among the models in his men's shows, acknowledging that his female clients like borrowing from his gents' collections—and even vice versa like Givenchy designer Riccardo ,and His printed T-shirts for men have become particularly popular for both men and women^[4].

It is stranger that it started as men's, but it naturally became unisex. Ultimately, what the two sexes want to wear? May not be that different ^[5].

Recently, a journalist asked the fashion designer to make up a list of what every man and every woman should have in their wardrobe; the answer was exactly the same.

No matter how much it protests otherwise, fashion is a many-gendered thing.

As pointed out by ^[9] at Sociological Images, there is rarely an option these days to buy clothes that are categorized as anything other than men's or women's.

Many modern garments are in actual fact unisex, but retailers still make us enter specific shops, floors or sections of their website in order to purchase according to our gender ^{as [14]} mentioned as shown fig.6.

Wonder, why are t-shirts and the vast majority of leisurewear sold for male or female customers? When most of us would probably find it easier to simply purchase based on style, color and size?

While fashion has always been pretty specific about which gender wears what, these 'rules' weren't always the same as they are now ^[8].

In this days, the researcher believes that the difference between male and female clothing not very clear especially for the youth clothing.



Fig. [6]: Woman in 3 pcs. Suit



Fig. [7]: Fashion Police: Ladies in Menswear

These days, it is not always just the designers and manufacturers who rely heavily on gender assumptions.

Lazy advertising agencies often resort to using gender stereotypes to promote their clients' clothing which, in turn, only serves to strengthen traditional ideas of what men and women should wear.

Masculine things are almost universally considered to be good and most casual menswear can be completely unisex when viewed without a body inside it, yet most women's clothes is framed as nothing but feminine.

A manifestation of women's fashion influenced by these models, which take the form of police clothes as fashion as in Figure 7.

Finally ^[10] told us that at some point, creativity in menswear has been accelerating; arguably at a rate which is outstripping innovation in women's wear.

III. The practical work

The researcher had selected 300 women, girls and leading figures of women in universities and civil institutions and was divided into three equal groups based on their age as following:-

1. Group A, from 18 to 30 years.
2. Group B, from 30 to 40 year.
3. Group C, from 40 to 50 years.

For recording their opinions about their preferring wear some menswear.

As had been divided each group to three classes which contains five sentences about the attention span of the women to wear some menswear and male accessory and the impact on women's fashion designing.

Table 1: questionnaire about acceptability and impact of menswear on women's fashion designing

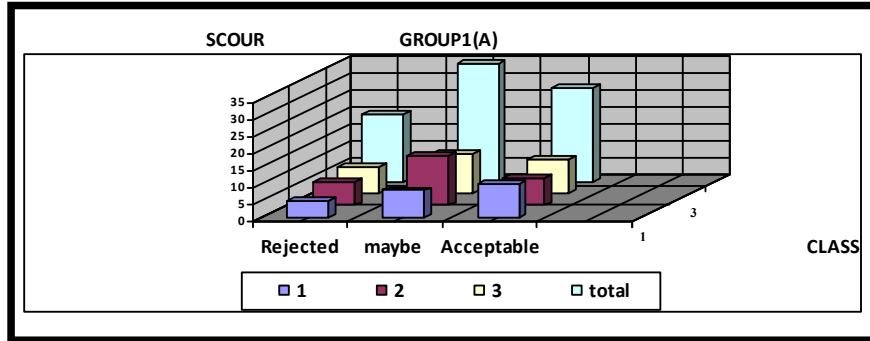
Serial number	The sentences	Evaluation		
		Acceptable	maybe	Rejected
Class 1				
1	wearing of necktie for women			
2	wearing of men's scarf for women			
3	wearing of men's socks for women			
4	wearing of men's vest for women			
5	wearing of men's shirt for women			
Class 2				
6	wearing of men's boot for women			
7	wearing of men's accessories(watch) for women			
8	wearing of men's shoes for women			
9	wearing of jeans Gents for women			
10	wearing of men's headwear (such as Cape) for women			
Class 3				
11	wearing of men's suit for women			
12	wearing of men's pants for women			
13	wearing of men's military jacket for women			
14	wearing of men's heavy coat for women			
15	wearing of clothing made of rough fabrics for women			

Acceptable =3 marks, may be =1 marks, rejected= 0 marks

Maximum=50 marks

Table 2: group 1 (A), (18-30) years.

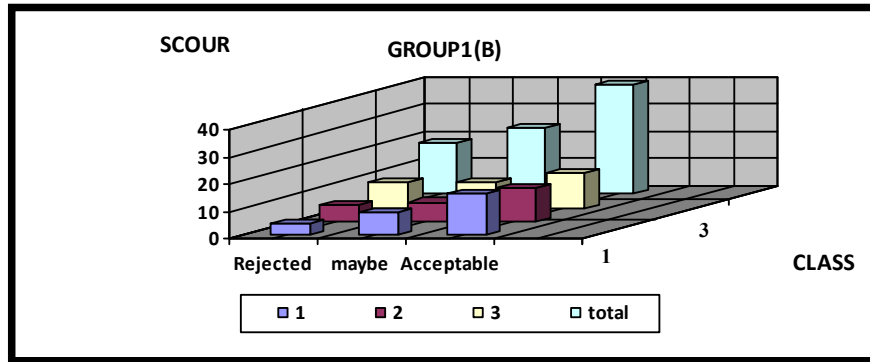
Classes	Acceptable	Maybe	Rejected
1	10	8	5
2	8	15	7
3	10	12	8
Tot	28	35	20



Graphic form [1]: Group1, from 18- 30 years (A).

Table 3: group 2 (B), (30-40) years.

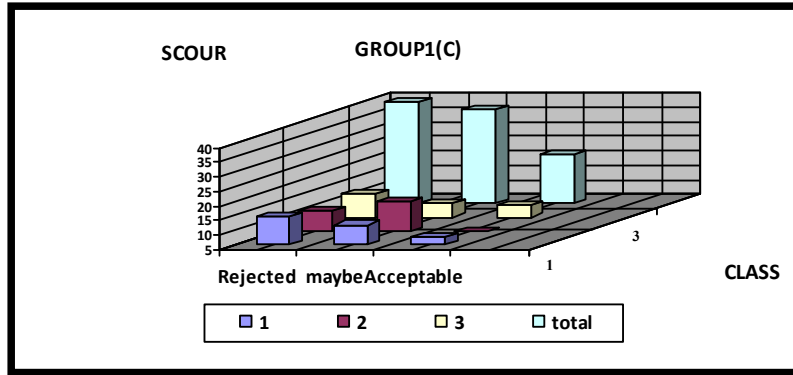
Classes	Acceptable	Maybe	Rejected
1	15	9	5
2	11	7	7
3	13	9	9
Tot	40	24	19



Graphic form [2]: group 2, from 30- 40 years (B).

Table 4: group 3 (C), (40-50) years.

Classes	Acceptable	Maybe	Rejected
1	8	11	15
2	5	15	11
3	9	10	13
Tot	22	37	40



Graphic form [3]: Group3, from 40- 50 years (C).

IV. Results and discussion

IV.1. card stability by using Alpha Kaaronbach standard:

We can account after applied it on 300 girls and women, the result for the dimensions of the sheet is: (group) 1(A) = 0.8265- (group) 2 (B) = 0.8685- (group) 3(C) = 0.8765 - sheet stability as all = 0.8947.

We conclude that the results of the statistical sub-themes and themes as well as the total have steadily high and statistically significant at the 0.01 level of significance which indicates the stability of the card.

IV.2. F-test. (ANOVA)

Table 5: Descriptive

Groups	The deviation standard	Average
A	1.7016	.9796
	1.7784	1.0200
	1.0926	.3000
B	1.7735	.9796
	2.1074	1.2600
	1.2137	.4200
C	1.0742	.3673
	2.2029	1.3800
	1.2656	.4800
TOT	4.3751	2.3265
	5.9474	3.6600
	3.3983	1.1765

Table 6: unilateral variation between the three group's analyses- ANOV

The level of significance	The volume	Average of squares	Free degree	Sum of squares	Source of variation	GROUPS
. * 037	3.380	8.159	2	16.319	Between groups	A
		2.414	146	352.460	Within groups	
* .051	3.028	9.140	2	18.281	Between groups	B
		3.019	146	440.780	Within groups	
.035	6.023	15.330	2	30.661	Between groups	C
		2.546	146	371.648	Within groups	
.031	3.549	77.966	2	155.933	Between groups	TOT
		21.969	146	3229.407	Within groups	

IV.3. Achieve hypotheses

There are statistically significant differences at the level of significance 0.01 between the averages of the three groups on the first , second and third class of the card for the first and second groups(A,B) within age (18-30),(30-40) .

There are no statistically significant differences between the averages of the three groups on three class of the card for the third group(C) within age (40-50) and the total groups.

IV.4.The explain

- 1.Thinking of some girls and women who their age between 18-30 , 30-40 that there is no significant difference between women's clothing and men's clothing in our current time, especially for some types of clothing such as: pants ,shirt and t-shirt.
- 2.Workers women tended to wear men's clothing such as: pants and jacket, where they think it is the practical, durable, fashionable and suitable for working, especially for some occupations that require more effort and movement.
- 3.There is no indication to the tendencies of the elderly ladies of the third group within age(40-50) to wear men's clothing where they think that is no suitable for them and prefer wearing female traditional clothing

V. Recommendations

The researcher recommends worthwhile to study:-

1. The relationship between menswear designing and ladies' designing.
2. The impact of some elements of male accessory and female accessory.
3. Encourage to study the relationship between style and men's style in clothing and shoes.

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