

SEMESTER I

Course Title: INDIAN AND GLOBAL FASHION (THEORY)

Course Code: MFD/1/CC/012

Unit V: Fashion Centers

- Major Fashion Centers of the World - Paris, Milan, Tokyo, New York, London, India

FASHION CENTERS

Major Fashion Centers of the World – A fashion capital assumes leadership role in clothing and design. In addition, fashion capitals usually have a broad mix of business, artistic, entertainment, cultural and leisure activities and are internationally recognized for having a unique and strong identity. It has also been noted that the status of a fashion capital has become increasingly linked to a city's domestic and international profile. Fashion capitals are also likely to be part of a wider design scene, with design schools, fashion magazines and a local market of affluent consumers.

Since the 16th century, Milan has been regarded as the Fashion Capital of the World. Nowadays, often the term fashion capital is used to describe the cities that hold fashion weeks, most prominently Paris, Milan, London, Rome and New York, to showcase their industry.

Paris, Milan, Tokyo, New York, London, India

Paris- Paris's legacy in high fashion is indisputable and the city's fashion week is as prestigious as it gets. The city's legends include - deep breath - Louis Vuitton, Dior, Givenchy, Saint Laurent, Hermes, Lanvin, Balenciaga and Balmain, while avant-garde icons like Raf Simons, Rick Owens and Junya Watanabe showcase their collections in the French capital, too. Away from the high-end glitz and glamor, newcomer labels like AMI, Etudes and Maison Kitsuné present innovative twists on their nation's illustrious menswear heritage, and A.P.C. remain world leaders in all things chic. The Capsule trade show and Paris's many showrooms make sure plenty of business gets done, too.

Paris may be lacking in homegrown streetwear brands (barring Pigalle, of course), but as the high/low trend shows no sign of slowing down and upcoming labels continue to look to luxury houses for inspiration, the City of Love remains an utterly vital place for men's clothing - of all genres.

Milan-

Tokyo- Japan's insular culture makes Tokyo one of the strangest and most fascinating places on Earth; so it's hardly surprising that the city's unique fashion ecosystem is home to some truly legendary labels and a world famous retail scene. BAPE, WTAPS, NEIGHBORHOOD and fragment design have all made their mark on the global stage with their eccentric riffs on streetwear, while COMME des GARÇONS' bizarre family of labels continue to churn out some of the most avant-garde collections in high fashion today.

Retailers like the POOL aoyama, UNITED ARROWS and Dover Street Market's Ginza location deliver unique, immersive experiences at every turn, and the city's whirlpool of trends and subcultures make it an inspiration for countless brands, designers and stylists across the world, too. It may be difficult to comprehend at times, but the Japanese capital is undoubtedly one of the most unusual - and interesting - fashion locations in the world today.

New York- It comes as no surprise that the city that birthed hip-hop, graffiti culture and streetwear closes this list. The Big Apple has created more iconic streetwear labels than anywhere else in the world - from old school legends like Supreme and ALIFE right through to contemporary visionaries like Alexander Wang, Opening Ceremony and Public School. It's not just brands that make NYC one of the most vital places in the Highsnobiety universe; the city has spawned countless trends, subcultures and aesthetics, from heritage Americana through to normcore and street goth. The city's fashion week is one of the biggest events in the calendar, and the Capsule and Market Week trade shows make it a vital place for business, too.

The biggest shifts in the way men dress the world over have emerged in New York, and the city's melting pot makes the Big Apple ground zero for all things high, low and everything in between.

London- The UK's cultural influence has always far outweighed its size, and the country's fashion industry is no exception, as Londoners J.W. Anderson, Craig Green and Nasir Mazhar have invaded the global fashion scene with their radical stances on gender, race and culture. At street level, Palace Skateboards has grown from cult board label into a worldwide streetwear juggernaut, while the city's stylish youths excel in their own quintessentially British

take on streetwear that favors Stone Island, Polo, and garish vintage pieces over all-black sportswear and hyped sneakers.

The city may still have a ways to go before it can challenge the likes of New York and Paris in prestige, but its burgeoning London Collections Men fashion week, fiercely independent street style and new breed of fearless designers and brands make the British capital one of the most exciting places on earth for men's fashion right now.