

1. Fill in the gaps with the words from the box.

Restrictive Inspiration Campaigned Scandalous Segregated Barriers

- Gyms were private spaces segregated by gender.
- Clothing considered scandalous in the past is now widely adopted as gym wear.
- Women campaigned to make comfortable styles acceptable.
- High fashion looks to streetwear for inspiration.
- Women's clothes were extremely restrictive in the past.
- People used to wear clothes to feel accepted; now, they are breaking barriers to re-define what is fashionable.

2. Watch the video and answer these questions:

A. What trends led to the widespread adoption of comfortable clothing styles?

Comfortable clothing styles gained popularity as women were able to play college sports. Further, the widespread adoption of bicycles and tennis among women led to the increasing number of female style icons in the early 20th century. Ultimately, clothing that allowed people to move freely and comfortably emerged as a new industry of sports apparel.

B. What is a synthetic fiber and give an example.

Synthetic fiber is a fabric made by humans in a lab. For example, Nylon is a silk-like fabric that contrasts with scratchy wool stockings.

C. How did Spandex revolutionize the world?

Dupont revolutionized sportswear through Spandex, a material blended with natural fibers which made it more elastic and fit closer to the body. Spandex was comfortable; it allowed for mass manufacturing of form-fitting clothes without expensive seaming. People began to wear it for swimming, skiing, dance, and yoga.

3. Textiles were previously made from animals or plants. Fill-in the natural fibers that are made from these sources:

Source of Textile	Worms	Sheep	Goats	Flax Plants	Cotton Shrubs
Natural Fibers	Silk	Wool	Cashmere	Linen	Cotton

Explained: Athleisure (Netflix Series)



4. Provide reasons for or against the following statements. Please explain in 3 - 4 sentences.

1. “Lululemon invent the idea to use a gusset to make yoga pants more flexible”
The gusset in the crotch is a diamond-shaped piece of fabric in between the pant legs that increased coverage and flexibility. Finally, it was okay for women to leave a sweaty workout and be out on the street.
2. “There was an increasing number of partnerships between clothing lines and hip-hop artists.”
Ralph Lauren and Tommy Hilfiger are examples of clothing brands that used to be associated with exclusive country clubs. However, partnerships with Big Boi and Ludacris helped bring them to the mainstream. It became acceptable for all races and social classes to wear polos that symbolized exclusivity and the upper-class. Kanye West and Pharrell Williams were some examples.
3. “The evolution from formal wear to casual wear was a slow process in North America.”
Society took a long time to accept casual clothing and form-fitting sports style clothes. It took development in new fabrics that made it easier and comfortable for people to play sports to change people’s perspectives of style. Finally, rules also relaxed and allowed women to be part of competitive sports, which gave the apparel industry opportunity to cater to female needs.
4. “The names *sportswear*, *activewear*, and *streetwear* refer to the same but different parts of the evolution of *athleisure*.”
The evolution of athleisure is shown by a series of name changes. For example, the initial name *sportswear* highlights sports as the central reason why comfort clothes were needed. As *sportswear* became more popular, the target market broadened to encompass people who wanted to stay active. Thus, the name *activewear* was born. Finally, this type of clothing became known as *streetwear* as a blend of hip styles became the new focus.

5. “Clothing is a battleground” Watch the video segment from 2:00 - 0:00. Research on a few recent fashion controversies and complete the table below. You may use point form.

Answers may vary

Event	Potential causes/ Symbolism	Consequences to Society
Women’s soccer team wears jerseys inside out (US, March 2020)	<ul style="list-style-type: none"> <u>Wearing clothes inside out as an act of defiance against authority (US Soccer)</u> 	<ul style="list-style-type: none"> <u>The players were protesting against unequal pay vs. male soccer players</u> <u>Fighting for gender equality</u>

Event	Explanation of the event/ Potential causes	Consequences to Society
People in hoodies associated with crime	<ul style="list-style-type: none"> <u>Hoodies are often worn by street criminals to conceal their identity</u> 	<ul style="list-style-type: none"> <u>People wearing hoodies prosecuted regardless of whether they were part of the crime or not</u>
Banning of women from wearing burkinis (Nice, France 2016)	<ul style="list-style-type: none"> <u>French resort town banned burkinis, a covering for head and body, that is associated with religious groups.</u> 	<ul style="list-style-type: none"> <u>Courts overturned the ban on burkinis stating that local authorities could only restrict people's freedoms if there was a "proven risk" to the public</u>
Tennis icon, Serena Williams, banned from certain outfits during tennis matches. (2002, 2018)	<ul style="list-style-type: none"> <u>Serena Williams was body-shamed for wearing a bodysuit and was banned from wearing catsuits in 2018. Others got away with it.</u> 	<ul style="list-style-type: none"> <u>Unequal treatment of tennis players from different races and backgrounds suggests underlying stereotypes that are still present today.</u>
Schools enforcing rules around covering your leggings.	<ul style="list-style-type: none"> <u>Schools ban tight, revealing clothing to get students to focus on academics and less on physical appearance.</u> 	<ul style="list-style-type: none"> <u>Reduced freedom/expression through clothing choices in schools</u>

6. Watch the video from 5:00 - 0:00. Some sentences below are used in the video. Decide what the phrases in bold mean.

A. The adoption of sportswear was **mediated by** fashion magazines, movies, and TV shows.

Influenced by OR hindered by

B. Hip-hop artists **helped democratize** brands that were previously associated with country clubs and exclusivity.

Tightly control OR **Make accessible to everyone**



C. Hip-hop artists wore clothes to change who had **access to status** and how it is defined.

Have rights and freedoms honoured OR **Become a celebrity**

D. People historically **marginalized from** markers of success started to become influential.

Lacking in self-motivation OR **Treated as insignificant**

E. Hip-hop started in New York City and moved out to **mainstream** Americans.

High-status individuals OR **the mass audience**

F. Sportswear upsets the **hierarchy** of status and facilitates how styles define people.

The rankings of society OR **The prestige of the upper-class**

7. Essay/ Discussion Questions: Write a thesis statement for each of the following topics.

Choose the topic that you are most interested in and develop your thesis into a paper.

Answers may vary

1. How did hip-hop influence sportswear and fashion styles around the globe?

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2. What role did women play in the development of athleisure?

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3. Compare and contrast the advantages and disadvantages of synthetic and natural fibers.

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4. How did the development of sportswear, activewear, streetwear, and athleisure lead to the rise of celebrities and sports stars?

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5. How are current trends in fashion redefining the identities of North Americans?

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