

## ENGLISH FASHION AND FASHION DESIGNERS

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British fashion has been a role model for many centuries, has made a great contribution to the development of industrial production of clothing, accessories, shoes. Nowadays, English fashion is still popular and has an impact on how people dress all over the world. Despite this, most Russian schoolchildren who study English know almost nothing about British fashion. Therefore, the study of this topic is relevant.

It is now undeniable that fashion is dictated by England. London tops the ranking of the world's fashion capitals. The capital of England manages to set stylish trends without losing its exclusive distinctive style. At the same time, London fashion week is recognized as the most innovative among the largest trendsetters, it is here that experimental designers, seething with unexpected solutions and bright ideas, strive to get.

We began our work with a study of English fashion magazines (Mode Lifestyle Magazine, Allure, Fashion Magazine), in which we identified frequently used words in the Fashion industry.

1. Dressed down – dressed / dressed in ordinary clothes.
2. Dress up – dress elegantly for some good reason.
3. Lookbook – a selection of ready-made images (so-called bows).
4. On point – (to dress) appropriately; exactly the way it should be.
5. On-trend – on trend.
6. Boyfriends of Instagram – this is what they say about those people who post a new photo almost every hour – with friends or parents, in a cafe / school / toilet, at lunch / dinner and the like.
7. Cover of magazine – the cover of the magazine. The cover girl is a cover girl [1].
8. Date night is an event where a guy or a girl puts on elegant festive clothes. A kind of "coming out".
9. Fashion Week – fashion week. Or rather, a whole network of fashion events. Fashion weeks take place twice a year – in February and September. They gather all the fashionistas of the world in one place.
10. Pop-up is a temporary store or exhibition that suddenly appeared and subsequently disappears.
11. Photoshoot – photo shoot.
12. Portfolio is a kind of folder with photos that the model shows to her employers.
13. Runway – podium.
14. Showroom is a kind of atelier store where clothes are sewn and sold [2].
15. Eye-catching is a thing that attracts the eye.
16. Gorgeous / to look gorgeous – to have a "royal", majestic appearance.
17. Head turner is a man who cannot be overlooked among others.
18. Slay – to impress with your appearance.
19. Sleek is a shining, shiny thing.
20. Make a name for yourself – create a good reputation for yourself.
21. Set the pace – almost immediately set a high bar / standard; seriously declare yourself.
22. Screw sth up – to spoil something, to fail.
23. Splash out (on sth) – spend a huge amount of money on something [3].

There are also many famous designers in England who have conquered the whole world with their work. Several of them are presented in our study.

1. Alexander McQueen.

The late Alexander McQueen, conceived Lee Alexander McQueen in London, was one of the UK's greatest examples of overcoming adversity. His work drew on gothic and heartfelt impacts to make exceptionally particular plans that were worn by numerous A-rundown stars, including Sarah Jessica Parker and Kirsten Dunst. He won Britain's top plan grant The British Fashion Award multiple times, including for his 1996 Autumn/Winter assortment called Highland Rape.

McQueen ended it all in 2010 at the period of only forty – an obscurely tragic finish to a splendid vocation.

2. John Galliano.

John Galliano, brought into the world in Gibraltar by a Gibraltarian dad and English mother, is one of the best British style fashioners ever. He has worked for a portion of the world's driving style houses, including Christian Dior and Givenchy. His stunningly dramatic plans have won him various honours, including three British Fashion Awards.

Galliano was terminated from his situation as Creative Director at Christian Dior in 2011 after offering bigot and hostility to Semitic remarks in broad daylight. He later opened his name, John Galliano.

### 3. Christopher Bailey.

Christopher Bailey is the Chief Creative Officer and President of Global Brands at Burberry. He began his profession at Burberry in 2001 as Chief Designer and sent off his first assortment for the mark in 2002. He has been answerable for planning a portion of Burberry's most famous looks, including the raincoat worn by Kate Moss at the British debut of "The Corporation." In 2009, he was named as a Member of the Order of the British Empire for administrations to mould.

In 2016 Bailey was named British Fashion Person of The Year at London Fashion Week.

### 4. Mary Quant.

Mary Quant is one of Britain's most compelling style originators. She opened her first shop in 1955 selling miniskirts that she had planned herself. Her plans were viewed as more humble than present day minis that are uncovered, yet they were progressive at the time since they permitted ladies to be more dynamic while wearing them. Quant additionally planned garments for The Beatles' supervisor Brian Epstein and showed up on TV with them a few times.

Quant said of her work: "I carried the smaller than normal to London, I was truly satisfied with it and no one needed it. And afterward abruptly everyone needed it. At the end of the day, the smaller than usual skirt informed everyone concerning legs and how young ladies needed to be free what not."

### 5. Isabella Blow.

Isabella Blow, brought into the world in London to an English dad and Russian mother, worked at the popular Chelsea shop Bazaar. She likewise planned garments for herself under the name 'Issa', which became known for its splendid tones and unique style. It was her mastery in spotting ability that made her one of Britain's most persuasive style architects – she found Alexander McQueen when he was filling in as a humble sales rep at the store, after being enlivened by his complicated portrayals. She sent off Lee McQueen's first show with Givenchy in Paris in 1997.

Blow ended it all in 2007 at age 49 because of melancholy after genuine medical conditions including liquor addiction and bipolar issue.

### 6. Vivienne Westwood.

Vivienne Westwood is one of the most notable British style planners ever. She was brought into the world in Tintwistle, Derbyshire. In the wake of learning at Harrow College of Art and later at the Royal College of Art, she worked for different style houses prior to going into business with Malcolm McLaren in 1971.

The pair became known for their ridiculous troublemaker plans, which tested the conventional perspectives on design.

Westwood has been regarded with a few honours, including an OBE and the French Legion of Honor. She is likewise a Dame Commander of the Order of the British Empire.

### 7. Zandra Rhodes.

Zandra Rhodes, brought into the world in Croydon to an English dad and Malaysian mother, is one of Britain's best style originators. Subsequent to learning at the Royal College of Art, she began her own mark in 1969 and immediately acquired a standing for her vivid and rich plans. Her garments have been worn by a portion of the world's most well-known ladies, including Diana, Princess of Wales, Madonna, and Kylie Minogue.

Rhodes has additionally planned ensembles for the Royal Opera House and north of 100 outfits for Elton John's 1974 visit.

She was made a Commander of the Order of the British Empire in 2007.

### 8. Bruce Oldfield.

Bruce Oldfield is one of Britain's most popular style creators, known for having the option to blend gentility in with class and innovation. After learning at Harrow College of Art, he proceeded to work with a few couturiers before sending off his mark in 1981. His garments have been worn by various superstars

including Elizabeth Taylor, Princess Diana, Kate Moss, Vanessa Paradis, Sarah Jessica Parker, and Catherine Zeta-Jones.

Oldfield got an OBE honour in 2010 for administrations to design [4].

In this work, we studied the most famous designers and fashion designers, got acquainted with their work. After researching articles and fashion magazines, we have deduced the most frequently used words that are popular in the fashion industry. In our opinion, this topic is one of the most relevant and interesting topics for people around the world.

### References

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