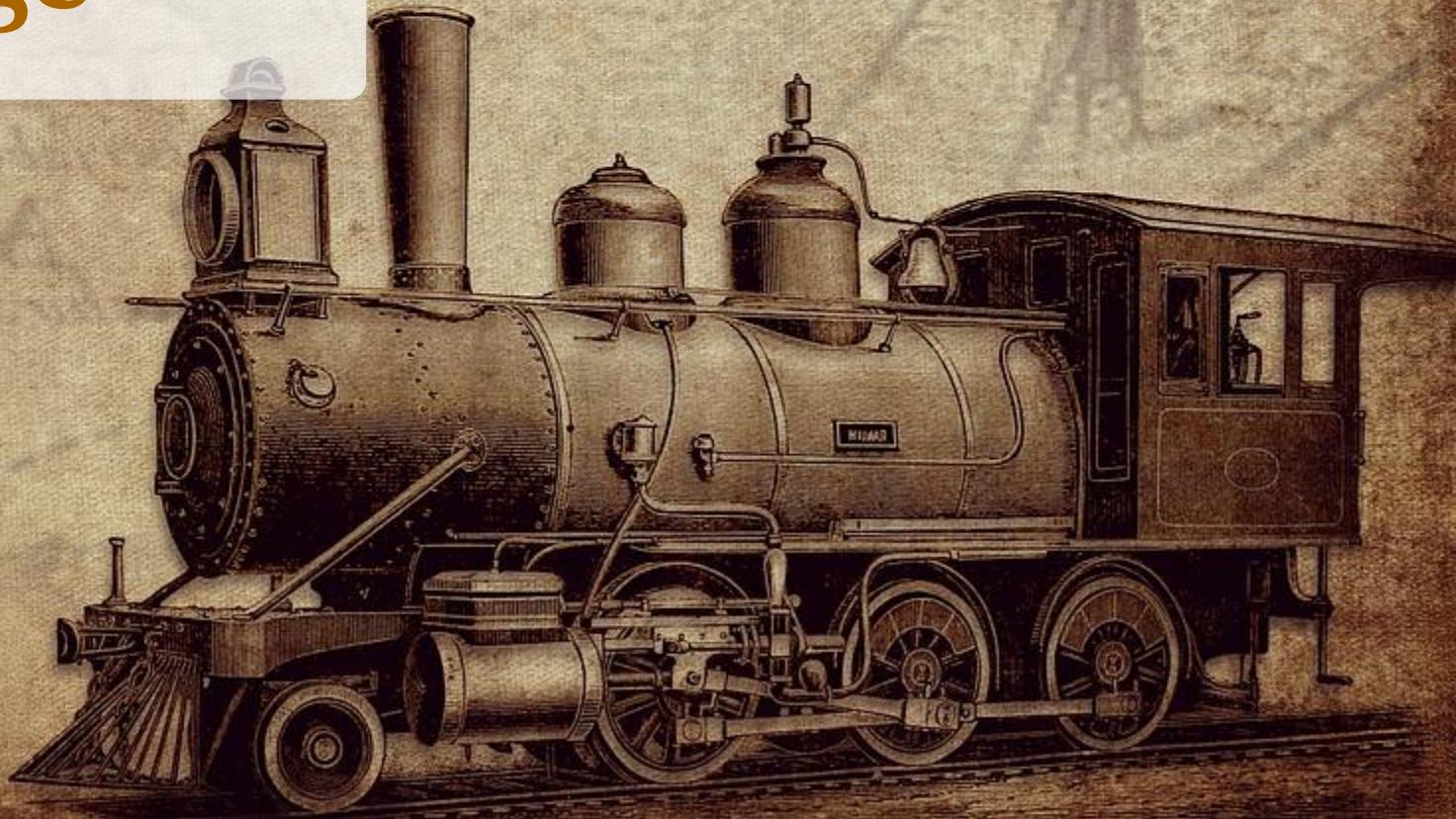


Wearing a Piece of History:  
Revisiting Vintage

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# What is Vintage

Vintage is a colloquialism commonly used to refer to all old styles of clothing.



## Etymology [ edit ]

From Middle English *vendage*, *vyndage*, from Anglo-Norman *vendenge*, from Old French *vendage*, *vendenge* (cognate with French *vendange*), from Latin *vindēmia* ( "a gathering of grapes, vintage" ), from *vīnum* ( "wine" ) + *dēmō* ( "take off or away, remove" ), from *de* ( "of; from, away from" ) + *emō* ( "acquire, obtain" ).



Cary Grant in A1 Flight Jacket.



James Dean in French Naval Breton Stripe Shirt.



# History of Vintage



## 1940s

'Vintage' began to captivate enthusiasts, paving the way for a unique style revival.

## 1960s

Vintage clothing became a symbol of **rebellion** against societal norms, making a statement about **individuality**, propelling the industry into significant growth.

## 1980s

Vintage was overshadowed by the dominance of **mass-produced fast fashion**.

## Recent

As **nostalgia** and **environmental consciousness** came to the fore, the allure of vintage was rekindled.



# Emergence of the New Vintage

Lyst's annual **Year in Fashion report**, a data-heavy distillation of the most popular brands, products, people, and movements of the past 12 months, confirmed a rising interest in used clothes. In September, when many of us were thinking about our fall wardrobes, "vintage fashion" generated more than **35,000 new searches** on Lyst, while entries for secondhand-related keywords **increased 104%**.



**In the industry**  
Garment worker crisis,  
Systemic racism,

**For customers**  
Nostalgia,  
Carbon footprint,

...





# Vintage as Heritage



## Preservation of History

“Cultural objects, including fashion, play a crucial role in **constructing collective identity** and **shaping social cohesion.**”

Jeffrey C. Alexander



## Intergenerational Connection

Individuals are socialized into specific generational cohorts characterized by **shared experiences** and **cultural references.** (Karl Mannheim)

Vintage is the **bridge**, between these cohorts, allowing for the exchange of memories, stories, and values across generations.





# Vintage as Heritage

## Adaptation and Renewal

Old styles are reappropriated and **recontextualized** within contemporary fashion.



## Identity and Authenticity

Vintage clothing serves as a **symbolic resource** through which individuals construct and perform their **identities**, signaling **authenticity** and uniqueness in a consumer-driven society.



## Question

How do influencers and content creators on social media platforms influence the **mainstreaming** of “new vintage” fashion trends, and what are the **power dynamics** at play in shaping cultural narratives and representations?

Thank you for your attention!

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