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Vintage revival: Exploring nostalgia and retro aesthetics in contemporary fashion

Abstract. The purpose of this study was to investigate the revival of vintage and retro styles in contemporary fashion. To this end, the study analysed how nostalgia influences consumer choice and the reinterpretation of historical fashion trends. The phenomenon of trend in modern fashion, factors influencing fashion trends, the essence and origin of vintage style, its establishment in fashion, and the influence of retro motifs on modern fashion were considered. The study covered the terms “vintage”, “vintage fashion”, “trend”, “nostalgia”. The features of modelling vintage costume elements were analysed, types of retro trends and their implementation in the artwork of designers were characterised. The main vintage trends in fashion in 2024 were highlighted (trends, prints, fabric, accessories, decor, and accessories). Attention was paid to the review of decorative vintage costume elements of different periods. The study highlighted the techniques of material processing to create vintage effects in modern costumes. The study identified the influence of retro trends and the ways in which nostalgia dictates fashion trends. It was emphasised that consumers of antique goods choose rarity to form their personal identity. That is, admirers of this style recognise retro fashion as an embodiment of authenticity, which differs from the interpretation of vintage items in fashion trends. By choosing vintage, the consumer aims to stand out from the crowd. The conducted study made it clear that retro motifs in modern fashion have a profound influence, mainly because fashion uses vintage elements. The task of fashion industry designers is not only to use vintage details and components competently and successfully in creating an image, but also to shape promising fashion trends and promote the fashion industry and expand the fashion market based on their essential advantages

Keywords: authenticity; fashion market; popular trends; recycled textiles; updated brand

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INTRODUCTION

The availability of and growing interest in vintage clothing in the late 20th century and early 21st century explains the development of the fashion system. The ability for consumers to choose from a range of past garments in vintage stores, as opposed to just styles dictated by the fashion industry, allows them to express their personal identity and individual style. Retro motifs and the use of vintage elements in

the creation of clothes and looks are a popular trend and fashion aspect in the fashion industry of the 21st century. There is no analogy between vintage fashion and retro style, the vintage of the last century is a piece of clothing with high aesthetic motifs that reflect the style of the time and the manufacture of the product by famous brands. The influence of vintage motifs and retro aesthetics on fashion

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trends is particularly relevant, as modern fashion uses retro elements. The task of successful fashion designers is to skilfully use vintage items and retro elements to create an image while developing fashion trends. Vintage fashion attracts with the charm of its imperfection, exclusivity, and authenticity that comes from the ageing process. Vintage clothing skilfully combines the past with the present, allows expressing one's identity, and provides an opportunity for the emergence of various forms of mediated memory.

The phenomenon of vintage style has been investigated in the studies of researchers from around the world, but they focus on distinct aspects of the research. N. Khair and S. Malhas (2023) considered vintage fashion as an independent area of the modern fashion industry. The study describes its development, as well as interest in vintage elements in 21st century fashion, which is a means of re-connecting with the history of fashion and a mechanism for creating a unique new trend in the fashion industry. N.V. Chuprina *et al.* (2020), Y. Ma and H. Bian (2020) presented the specific features of influencing consumer choice based on retro styles and explored the positioning elements responsible for the performance of a vintage clothing brand. Vintage is combined with nostalgia, authenticity, and individuality. According to B.J. Hartmann and K.N. Brunk (2019), the key factor that attracts people to vintage style is that it has a philosophy. Vintage style is in demand regardless of its age. In the studies of K.L. Pashkevych *et al.* (2019), T. Liu *et al.* (2023), the development of retro style is considered through the segments of consumer culture transformation. The findings of M.A. Sbordone *et al.* (2024) suggest that current trends in fashion consumption and societal ideals cannot fully explain vintage practices, which are relevant as a way of communicating cultural differences but depend on the demand of mass consumer culture.

F. Festa (2018) and H. Yang (2023) discussed the revival of brands of the past under the label of retro brands. These brands have a chance to become valuable to consumers if they manage to reconnect the present with the past by combining innovative features with nostalgic associations. Nostalgia tends to be melancholic and past-oriented, while also being utopian and future-oriented, making it a multimodal phenomenon (Dodai & Apisukh, 2023). L.J. Hackett (2020) and M. Oh and N. Kim (2022) focused their studies on retro aesthetics and the phenomenon of nostalgia in fashion. Consumers in the fashion industry perceive the past as a certain stability in the fast-paced present, which can be reflected in the choice of vintage style, as nostalgia is a means of preserving identity.

In the analysis of trends from the past by A.N. Núñez Barranco *et al.* (2022), vintage is associated with authenticity as self-expression, creativity, and commodity. The researchers separate practical approaches to the use of style, studying the product and the revaluation of vintage, discovery and motivation, authenticity that connects with time or event. A comparable method of researching trendy elements of the past is presented by F. Celhay *et al.* (2020): elements of nostalgia are used in fashion marketing as a tool that promotes a positive consumer perception of a particular brand. Some attempts to analyse vintage

style and retro aesthetics can be traced in the studies by R. Brett (2020), A. Novotni and Z. Tóth (2020), M. Holotová *et al.* (2020). N.E. Altintoprak and W. Wang (2021), S. Mole (2021), T. Atmadi (2022) reviewed retro aesthetics in fashion design, emphasising that vintage in the fashion of the 21st century has become one of the main fashion trends and business in the fashion industry.

Despite the analysis of the genesis of vintage style and the inherent prerequisites for the prospects of this issue, the following issues need to be further considered in science: the transformation of vintage code methods used by designers to create a fashion image; what entails the revival of vintage style in the fashion industry; what is responsible for revising fashion trends; and the question of how retro style affects the consumer choice of the user is not fully considered. Thus, the purpose of this study was to examine the current trends in the development of vintage and retro styles and the reasons for their renewed popularity. The key tasks arising from the purpose included consideration of the cultural phenomenon of vintage style, analysis of retro style, study of nostalgia and modern fashion trends.

The methodology of this study lied in applying analytical and cultural methods of researching vintage as a fashion phenomenon; analysing fashion trends to identify the influence of nostalgia on consumer choice; considering the general properties of vintage style, its characteristics, theory, and practice in fashion; arguing the humanistic essence of retro aesthetics. The research approach was based on the description of the evolution of vintage style, analysis of trends and retro fashion styles, their features, and factors of influence on the fashion industry.

RETRO TRENDS. THE CULTURAL PHENOMENON OF VINTAGE STYLE

As a phenomenon, by its stylistic nature, the trend includes life attitudes, value orientations, aesthetic and cultural priorities, figurativeness based on them, formative, colourful, constructive means of explaining certain meanings, united in the design culture and depicted in the way it is possible. Therefore, arguably, just like style in fashion, a trend also has ideological, formal, and figurative dimensions, visualising the transience of processes, the communicative function of fashion as a "message" of accelerating consumer demand and its embodiment in self-identification.

Fashion trends, which are a dynamic phenomenon, are renewed over time and differ across the regions of a country or abroad. The demographic component of society has its differences, with the following age categories: teenagers under 18, young people aged 20-25, adults aged 25-40, middle-aged people aged 40-60, and elderly people aged 60 and over. In addition, there is also a classification by gender. Each age group has its differences and similarities. However, teenagers and young people are considered more experimental in their clothing, they learn every new trend more quickly than others, and always follow the latest fashion trends. Below are the factors that influence fashion trends (Table 1). The theory of design of the 21st century uses a series of criteria for classifying trends (Table 2).

Table 1. Factors influencing fashion trends

Demographic component	One of the most influential factors that determine whether something concrete in fashion design will be in trend or not.
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Table 1. Continued

Influence of famous people	When a certain style of clothing is worn by celebrities (actors, singers, models, etc.), it is already considered fashionable and young people follow this style.
Sociocultural practices	If the community is more traditional and prefers ethnic and formal dress, the new trend will not work for such a society.
Person's income	The new design will be expensive at first, and therefore not everyone will be able to buy it.
Problem of accessibility	In countries where the infrastructure is still under development and is subject to certain limitations, the new trend will not be available.

Source: created by the author of this study based on N.L. Fischer (2015)

Table 2. Criteria for applying fashion trends

By duration	Macro trends	General trends that reflect the trends of the time and stay in fashion for a long time (style, silhouette, model, concrete item) do not end in one season and can last for 2–3–5 years. Macro trends dictate further development and vector and substantially influence fashion. It is responsible for relevance and can be easily fixed in everyday wardrobes. Such mega trends are social underlying trends that change the world and convey certain values. Examples of macro trends can combine classic style, eco-fashion, or sustainable fashion. Popular macro trends include minimalist style items, trendy low fit, and fitted silhouette.
	Microtrends	These are the fashion trends that are popular for 1–2 seasons. A microtrend can be a colour or a print, a concrete combination of things. These are bright, very often impractical things. They can arise against the backdrop of events, a new film, or a particular event. Microtrends are characterised by their rapid emergence and rapid disappearance. For example, in the fashion of 2023, ballet flats, cardigans, Barbie and Star Wars items were the trend.
By colour	Painted trends	These trends shape silhouettes and designs
	Motto trends	Dictate slogans and images for collections
	Colour trends	Dictate the shades of colour.
	Texture trends	Indicate the trendy texture of raw materials.

Source: compiled by the author of this study based on Y. Jeon et al. (2020)

Couture clothing reflects the culture of the people, the art of the era, and the moment that has passed, it reflects emotions and experiences, psychological and sociocultural states of the person for whom the item is created. The means of designing are style, function, fashion, and aesthetics. In the context of the development of the consumer society of the 21st century, fashion actively influences the nature of development and becomes a social regulator of the population's behaviour. Retro motifs, vintage items and its elements are a super trendy feature of modern fashion. The phenomenon of a trend in fashion, which denotes a certain general vector, a tendency to expand in the design of footwear, clothing, and accessories, interior design, hairstyles, etc., is a sign of the structure of fashion, and the concept itself is a means of predicting and conceptualising fashion trends.

The main retro trend is historicism, which is based on creative and associative copying of proportions, colours, silhouettes, shapes, structures, elements, accessories, costumes of the past; style design; artistic style; historical cultures. Parts of historicism are present in the looks of different periods. However, historicism as a fashion trend emerged in the late 20th century. Historicism in the fashion industry was pioneered in the 20th century by Y. Saint-Laurent, who recreated elements of 1940s fashion in his 1971 collection, marked retro style as a fashion trend, and contributed to the development of vintage fashion. Sympathy for the ideas of historicism can be traced in the fashion collections of Raf Simons; fashion trends of the 1920s can be observed in the fashion house Lanvin and designer R. Cavalli; the 1930s are reflected in the collections of Dolce

& Gabanna, Dior, ValentiNo. Variants of historicism are the artistic interpretation of the style of famous personalities of the 1970s and the reproduction of their images in the collections of Armani, Gucci, R. Lauren, Y. Saint-Laurent (McCull *et al.*, 2018).

A subspecies of historicism is the "historical ethno". The distinctive feature of the designers' fashion collections is intertextuality: the combination of motifs from painting, architecture, and decorative art in the outfits. The representatives of Ukraine are designers O. Burba, L. Pustovit, V. Anisimov, I. Karavay, V. Gres. This trend has become more relevant amid the interest in authentic costumes. Bright and original eco-images were developed by designers O. Karavanska, R. Bohutska, and L. Pustovit (Pokhodenko, 2023). Vintage is one of the methods of establishing a connection with tradition and history. Past times are especially attractive and interesting for a person of the 21st century. The vintage fashion style reflects a person's sympathy and interest in the past and allows trying on things worn by characters in black and white cinema. The fashion for taking advantage of the past has been around for a long time, but the term "vintage" was not used before. This is especially true for items and things that are in fashion from time to time. Overall, these are clothes and accessories.

The word "vintage" has been in the vocabulary of fashion aficionados since the 2000s (Kneese & Palm, 2020). However, its interpretation is still vague, allowing everyone to add their personal tweaks to its content. Vintage is more than just a thing from the past, it is midway between second-hand and antique, it is original and recognisable.

Therefore, the demand for vintage items is both a means of forming a connection with the history of fashion and a certain type of practice aimed at creating an individual unique look. The word “vintage” originates from the French word “vendenge”, which means “grape harvest”. This term was used as a label for elite wines. For example, the French call wine aged for ten years “vintage”, while the British call drinks of a specific year of production “vintage”. The term “vintage” is also used to define an old object, the quality of which has been recognised since ancient times and has been given a new lease of life.

The authenticity of vintage clothing should not only convey the imprint of a certain time, but also show the most fashionable trends of its age. Iconic nature, uniqueness, quality are considered essential features inherent in vintage style. The original vintage is too expensive, and therefore not everyone can afford to buy it. Such things identify a bygone era and have the distinction of being popular with the brands that created them. Things that are considered authentic are associated with the past, traditions, nature, heritage, originality, and reflect identity. Authenticity is socially important for retro clothing. Consumers attach to it the meaning of handmade or artisanal goods. Vintage style clothing conveys an aura of antiquity that allows experiencing the historicity of a bygone era. This nostalgia, combined with vintage clothing, is an idealisation of the past that allows consumers to wear clothes with a sense of difference.

Vintage items are characterised by such authentic features as handmade and impeccable quality. Vintage clothes are emphasised by their authenticity. The redefinition of used clothing as rare and authentic marks an imaginary boundary between vintage and mass-produced goods of the 21st century. Rarity is one of the main topics among connoisseur consumers, as its perception implies the superiority and value of the item or service in question. In the fashion industry, the principle of rarity is emphasised by luxury and exclusivity. Since vintage clothing is perceived as a unique thing, unlike any other, rarity plays a significant role in vintage fashion. A consumer who wears vintage clothes is described as an authentic person, unlike others. However, rarity also has a positive effect on consumers beyond vintage fashion. Luxury high-end brands are based on the principle of rarity, but with recognition rather than just brand proliferation to achieve exclusivity.

In the 18th and early 19th centuries, expensive old fabrics were used in the alteration of clothing, and therefore 21st century costume museums always date exhibits, taking the time of production and the age of the fabrics into account. In London, the Petticoat Lane market, filled with second-hand goods, was popular. Among them were a variety of accessories, hats, tailcoats, shawls, tunics, and shoes. In Paris, there were over 1,700 intermediaries for the resale of used clothing. Consumers could explore clothes from different countries that were mostly not worn more than once and were in line with the fashion trends of the time. An analysis of the history of the integration of vintage goods into the culture and economy of consumption makes it clear that the trade in second-hand clothing has been a major component of the development of social and cultural preconditions for the development of fashion in

most countries and should be investigated in the context of the transformation of fashion trends.

The cultural phenomenon of vintage style was developed in the 20th century in the context of the evolution of certain trends in design and art. By the end of the 20th century, vintage items became increasingly popular among cultural critics, researchers, and fashion analysts. It was important to investigate the specific features of the development of the trend and components of vintage costume. In the 21st century, vintage is gaining a leading position in fashion trends and the state of culture, as its phenomenon was quite clearly visible in show business and art of that time. Costumes in this style were presented, conveying the trends of the past and their role in the development of various cultural trends. That is why vintage is considered an embodiment of the essence of artistic and cultural processes, as well as a component of fashion trends.

The high cost and scarcity of fashionable items guaranteed the rational use of vintage items and the possibility of resale in the future. In the late 19th and early 20th centuries, the rapid development of industrial production of widely consumed goods began. This helped to increase demand among a wide range of consumers for fashionable and inexpensive items. Natural materials were replaced by artificial ones, and fashion houses copied and replicated them. This led to less demand for vintage-style items. Everything that denied the past was fashionable. Still, the outfits included vintage elements in the looks (brooches, shawls, tiaras, fans, artificial flowers). The specific features of the development of vintage style may include signs of fashion trends in different periods of the 20th century. Thus, in the 1920s, it became fashionable to wear turbans, bowler hats, headbands, agraffes, and mini handbags on a strap (Schibik *et al.*, 2022) (Fig. 1). Artificial flowers, feathers, sequins, and fringes were becoming popular. The use of decorative elements in the fashionable image of the 21st century is associated with this era.



Figure 1. Fashion in the style of the 1920s
Source: Google Photo

The 1930s were characterised by a feminine look, with costumes focusing on the bust and emphasising the waist (Schibik *et al.*, 2022). Women preferred Victorian costumes. They started using accessories such as Victorian hats, leather goods, and other old vintage items. The daytime look was unpretentious, the evening look was overly glamorous. Turbans of the last decade and pearls were still in fashion, but the image itself had signs of a more sophisticated femininity. Hats with wide brims, fur, and

elbow-length gloves appeared in the wardrobe (Fig. 2). The stylisation of the 1930s era was manifested in the fashion of the 21st century in wedding and evening wear.



Figure 2. Fashion of the 1930s

Source: Google Photo

The use of military themes dates back to the 1940s (Schibik *et al.*, 2022). The military style became popular, featuring strict jackets and simple dresses with buttons. Scarves, hats, gloves, as well as certain additions with elements of plastic and wood were in fashion. Skirts were being made shorter, jackets with wide shoulders were becoming popular, resembling military uniforms (Fig. 3). Late 1940s – elements of military costume, wide skirts, hats with bows, veils, and artificial flowers became fashionable.



Figure 3. Fashion in the style of the 1940s

Source: Google Photo

In the early 1950s, women's everyday clothing consisted of long draped dresses, wide hats, and gloves (Armstead & McKinney, 2022). The pin-up style was gaining popularity (Fig. 4): small hats, pearls, brooches, decorative belts.



Figure 4. Pin-up style

Source: Google Photo

In the 1960s, mini-skirts, colour combinations that did not match, and accessories in the form of geometric shapes became fashionable (Fig. 5). The fashion motifs of the 1960s were also reflected in the works of 2020 fashion designers, namely in vintage leisure suits and casual clothing collections. The fashion of the 1970s was characterised by the appearance of overalls, flared trousers, and shirt dresses from the 1930s (Fig. 6). A vintage element from the 1940s, the fashion for platform shoes, was emerging. Bright shades were still popular. A new wave of interest in vintage style was the fact that ethnic themes and massive accessories were becoming fashionable. In 21st century fashion, the style from the 1970s was manifested in vintage summer clothing (Armstead & McKinney, 2022).



Figure 5. Fashion of the 1960s

Source: Google Photo



Figure 6. Fashion of the 1970s

Source: Google Photo

The 1980s were characterised by an excessive combination of colours and shapes. Women's costumes were distinguished by large shoulder pads on blouses, jupes, and jackets, a waist accentuated by a belt, and tight-fitting leggings (Fig. 7). Massive accessories made of wood, plastic, and stones were in fashion. In the early 1990s, fashion designers and stylists began to add restored vintage clothing to their collections, altered and complemented by modern trends. Vintage elements in the collections of such fashion designers as B. Hulanicki, V. Westwood, Z. Rhodes, J. Galliano were filled with bright and diverse vintage elements, giving clothes a distinctive character and originality (Fig. 8). The rapid growth of interest in the use of vintage components in the 20th-21st centuries was marked by a certain protest against the constant monotony, unification, and technicism of mass production of clothing.



Figure 7. Clothing style of the 1980s

Source: Google Photo



Figure 8. J. Galliano's vintage dress, 1996

Source: Google Photo

However, as an independent trend, vintage style in clothing began in the 1990s with the emergence of fashion for old things from grandmothers' jewellery boxes, retro accessories, and vintage interior items.

NOSTALGIA AND COMBINATION OF VINTAGE ELEMENTS IN MODERN FASHION

The term "nostalgia" was coined in the late 17th century, but it originated in ancient times. The word comes from the Greek words *νόστος* (nostos, "return") and *ἄλγος* (algos, "longing"), which means that the term can be interpreted as "suffering and desire to return home". Until the 1700s, nostalgia was considered a neurological disease, and then in the 1800s and 1900s it began to represent signs of melancholy or depression, and to be associated with homesickness (Moorhouse & Moorhouse, 2018). Nostalgia is the dominance (affection, favourable influence) of objects or phenomena that were common, popular, or fashionable when a person was younger. Nostalgia has a positive effect on self-esteem and social relationships and recreates sentimental and idealistic memories of the past.

In terms of fashion dynamics, retro trends substantiate its cyclical nature, which has no absolute repetition and is intertwined with the new socio-cultural reality of certain images, colours, designs, shapes, and plastics. Through the lens of culture, this appeal to the past reflects its contextual

features. The psychological feature of retro trends in fashion design is the repeated explanation of the present through the future and the past, the establishment of a "connection of times", characterised by the distant intervals of compensatory, value-forming functions, and their combination with positive associative components. Guided by nostalgia, fashion designers and stylists of the 21st century are still interested in using vintage items when creating clothing collections. The most popular element is the use of artificial flowers, rosettes, vintage bags, fans, hats, and pins. This fashion trend is part of the culture of the 21st century.

A popular trend among designers and fashion designers is the "suit with a story". Not only the clothes of a bygone era serve as a source of inspiration, but also photography, cinema, actors, music, fashion designers, inventions, etc. The construction of a new image is always based on previous experience, where the old is rethought and improved. This means analysing and synthesising past experience and searching for new functions. In the fashion collections of designers, there is a return to the elements of fashion from the 1940s to the 1980s, which is what vintage fashion is all about. Vintage style in clothing includes all elements and items of clothing, footwear, and accessories made in the 1940s-1980s, but which are popular in terms of fashion trends of the 21st century (Renfrew & Lynn, 2021). The older a vintage item or piece of clothing is, the higher it is valued in the fashion industry. This includes, for instance, the fact that certain mechanical damage to things is not a disadvantage but an advantage, and therefore it is carefully emphasised and highlighted.

Even a certain vintage element or accessory from an image can be valued higher than the image itself from the latest fashion collections of the most famous couturiers. An outfit made up of vintage style elements will look the most stylish and fashionable. The influence of retro motifs on modern fashion trends is especially great, as modern fashion largely uses vintage elements. The task of fashion designers is not only to use vintage elements and components competently and successfully in creating an image, but also to shape promising fashion trends and contribute to the fashion industry and the expansion of the fashion market, based on their inherent advantages.

The fashion of the 21st century dictates several varieties of vintage style. For example, combined vintage, which helps to match retro wardrobe items with new ones that match the cut, colour, and style. Aficionados of trash vintage look for and exchange inexpensive items. If vintage conveys the high quality of an antique item, then even darned clothes that are larger than necessary are used to create a trash vintage look. Vintage styling is also popular in fashion. This means that modern things are created using old patterns. The use of old fabrics, patterns, and ornaments complements the new models, giving them the sophistication and individuality of the time they have lived in.

The vintage style covers all areas of fashion and gives designers the opportunity to copy models from old magazines, create unique looks, pushing the boundaries of established fashion. However, there is the concept of "pseudo-vintage" (models made from artificially aged fabrics with a certain "worn" effect). Sometimes, the only way to tell the difference between a pseudo-vintage and a genuine one is by the age of the thread of the stitched label. Models are made

from vintage fabrics according to precise authentic vintage patterns, resulting in clothes that will never be worn, or vice versa, modern styles are used to meet fashion trends.

In the terminology of retro style, there are several basic terms that denote the quality and value of a product. The term “mint” refers to a thing that has not been used, to its perfect condition, as at the time of creation. This item is a great find among collectors and connoisseurs of vintage clothing and is exceedingly rare. An item with the conditional marking “excellent” is an item that has been preserved almost exactly to the original, with some minor imperfections, as it has been worn or used for only a certain period of time. “Very good” – the product is in decent condition, with certain characteristic defects (dirt, stains, scuffs), but suitable for wear.

MODELLING VINTAGE COSTUME ELEMENTS AND PREVAILING FASHION TRENDS IN 2024

Vintage fashion began in the 2000s (Ailsa & Santosa, 2023). This skilful combination of wardrobe items with clothes, accessories, and shoes from the past with modern ones is the goal of designers to emphasise and show what was fashionable in the past. The process of democratisation of the 21st century costume began in the 20th century, when there was a transition to global industrial production of clothing, which led to changes in the structure of the costume according to the requirements of modern life. The 21st century is witnessing rapid changes in fashion trends, as well as vintage decoration and accessories. Textiles are an indispensable component of a costume. Shawls, scarves, and headscarves are decoratively finished and complemented by artificial ageing.

Modelling vintage costume elements in the structure of sets (things that are combined in style, time, finish, and material) is a common technique among designers. Vintage-style accessories combined with 21st century clothing create interesting compositional effects. The creation of such accessories stays at the peak of fashion. The assortment is diverse, mainly including bags, necklaces, scarves, bows, rings and earrings, and artificial flowers. To imitate the vintage style, the image uses surface treatment of materials in the techniques of wear, cutting, scuffing, burning, discolouration, decoupage, tinting, patina, etc.

Using modern materials, original elements and surface decoration techniques, the designers creatively and skilfully create promising collections of outfits with elements of vintage style. The effect of wear and tear can be achieved by painting, mechanical impact, heat treatment, and discolouration. For a worn effect, sandpaper, felt, or stone are used. Heat treatment is the process of heating a material to a certain temperature in a furnace to give an item a yellowed appearance and achieve the effect of fading the fabric. The fabric can be dyed with natural (tea, onion peel, plant juices) or artificial dyes. Chlorine-based bleaches are used to discolour the fabric. Decoupage is used to imitate painting with a special glue varnish. It can be different: direct, reverse, painted or tinted, decopatched, three-dimensional. The patina technique is used to create a darkening and tinted effect. Acrylic patina is a versatile patina used mainly on buttons, bags, brooches to imitate the texture of metal or gold. Nostalgia ruled the main fashion trends in 2023-2024 (Table 3). It brought back the minimalism of the 1990s, bows, sequins, sparkles, preppy polos, etc.

Table 3. The key trends of vintage in modern fashion

Areas	
Minimalism in the style of the 1990s	Understated chic is making a comeback: maxi skirts, oversized suits, pencil skirts, turtlenecks, white shirts, classic jeans from Proenza Schouler, Max Mara, Gucci, and the colour scheme is becoming more sophisticated.
Neo-preppy	Neo-preppy models with a relaxed aesthetic: striped button-down shirts, polo shirts, blazers with Polo, Ralph Lauren logos.
Business casual	Business style with an emphasis on monochrome looks: a well-tailored jacket, oversized silhouettes. The fashion collections presented a wardrobe that skilfully combines feminine and masculine: jacket and skirt suits, blazers, shirts in the most epic proportions.
Sports	Sports jackets, windbreakers, bicycles, loose trousers, oversized hooded sweatshirts, T-shirts, baseball caps, white sneakers and plimsolls are becoming popular.
Microshorts	Street-style micro-shorts have become a massive trend, with celebrities like Beyoncé and C. Jenner following suit.
High waist	Since the 1960s, the high waist in pants, skirts, shorts, and trousers has been visually lengthening the legs. Famous fashion shows presented collections with them (Louis Vuitton, Hermès, Saint Laurent).
Colour	
White	In the spring-summer 2024 fashion season, the designers' shows featured white colours, which combine sophistication and simplicity. These include see-through white skirts, white trouser suits, shirts, and blouses. Everything has moved away from the bright shades of the Barbie 2023 style and pastel colours.
Beige	The Michael Kors and Max Mara fashion shows feature chic outfits in caramel beige shades.
Red	The red and wine shade is trendy in the summer-autumn 2024 season, reflecting the high quality of the product, which will be noticeable to everyone.
Green	All shades of green are trendy in 2024 (grass, pistachio, khaki, sea wave, etc.).
Prints	
Coloured stripe	A bright trend throughout the year. The coloured stripe is combined on trousers, basic blouses, and shirts.
Polka dot	Nostalgia dictates the fashion for polka dots. It is mega popular and complements the style, adding a touch of 1970s charm. The fashion shows feature polka dot dresses by Dolce & Gabbana, coats by Maison Margiela, midi skirts by Vivetta.

Table 3. Continued

Fabrics and textures	
Sequins/paillettes	The 2024 trend is borrowed from the 1920s. Being nostalgic, designers dictate the fashion for sequins and sparkles, which in the distant 1920s were an attribute in the image for parties, but in modern fashion they are found even in office style.
Transparency	The fashion shows of Dior, Hermès, Chanel, Prada demonstrate transparent clothes that are gaining popularity off the catwalk (Ferrari skirts, a long transparent skirt by Louis Trotter for Carven), these are elegant dresses with a transparent bottom, blouses with transparent inserts, tops, socks.
Leather	Designers present leather clothes at fashion shows in a new look, appearing at premieres with updated colours, style, and cut (jackets, skirts, dresses, tops).
Knitwear	Sweaters, cardigans, extra sleeves, draping around the elbows – all this was presented by the fashion houses Fendi, Erdem, Proenza Schouler, Brandon Maxwell, Commission. They showed capes, retro-style knitted dresses, tops that evoke nostalgia and a desire to start crocheting. Long skirts, dresses with collars, pyjamas with lace and embroidery, inspired by the 1930s, also became trendy.
Decor and some details of the look	
Flowers	Designer Olivier Rousteing for Balmain and Chloé showcase dresses with voluminous flowers made from recycled plastic bottles. S. Burton presented a dress in the shape of a black and red flower for the Alexander McQueen brand.
Bows	The trend will continue in spring 2025, as it is popular. At the Sixdo and Aknavs fashion shows, dresses and blouses are decorated with large bows. Bows add to the image of girlishness – they decorate hair, clothes, and jewellery.
Fringe	Prada's spring fashion collection features fringe, eyelets, and crystals on dresses, skirts, trousers, blouses, and T-shirts, which have returned from the 1920s jazz era.
Drapery	Fabrics with pleats and draperies have been in fashion since the Victorian era. Designers define this kind of clothing as one of the most comfortable, it accentuates the figure of the wearer.
Accessories	
Large-size bag	The trend of the spring-summer 2024 season. They are comfortable to wear, elegant, and can be used for any event. Bottega Veneta, Max Mara, Tibi, and The Row are the representatives of this trend.
Flat-soled shoes	Sneakers have been replaced by sandals, ballet flats, and flat-soled slippers. They fit any look, are comfortable and trendy.
Pearl jewellery	Pearls are coming back from the past, and designers are proving that they are timeless. Kate Spade, Theory, DSquared2, Jonathan Cohen, Anna Sui, Kimhekim, and Sixdo presented classic pearl necklaces, pendant earrings, and rings at their fashion shows. Versace, Sportmax, Dries Van Noten, Givenchy are also adding this trend to their collections for the spring-summer 2024 season.
Glasses	Aviator glasses are in fashion, and the “kitten look” successfully emphasises the look of 2024.

Source: compiled by the author of this study based on E Balloni *et al.* (2024)

When creating fashion collections, 21st century designers study old fashion magazines, watch classic films, look for photographs, look at museum exhibitions of past decades, skilfully combine elements of vintage style, and combine things from different eras in their looks. Fashion from the 2020s onwards is also complemented by such vintage elements as lingerie (bustier, non-wired bra, bandeau, top bra, corset); denim from the 1980s and 1990s (dresses, shorts, trousers, overalls); flared trousers; puffy sleeves from the 1940s and 1950s. The vintage look of the 2020s is clothing with a combination of accessories: bags, hats, jewellery, leather belts, glasses, scarves, headbands, scarves.

The growth in the consumption of vintage goods is caused by a boycott of the principles of fast fashion and what is in its concept. Consumers seek to express themselves through the choice of attributes. Self-expression in individualistic cultures is highly valued through the concept of freedom and individuality. Self-expression through clothing is more meaningful when the product is rare. Consumers of antique goods are interested in rarity to form an individual identity. That is, vintage style aficionados recognise retro fashion as an embodiment of authenticity, which differs from the interpretation of vintage items in fashion trends. By choosing vintage, the consumer aims to stand out from the crowd. Thus, retro

style in the fashion industry is an influential and important phenomenon that allows fashion brands and designers to experiment with classic items and add a modern meaning to them. This reference to classic items and the artistic aesthetics of the past allows designing memorable and unique looks that will attract the consumer's attention and inspire them for a long time.

CONCLUSIONS

The results of this study showed the development of retro trends, vintage style, its influence on modern fashion and human identity. The study analysed the main retro trends (historicism, eco-trend, vintage) and identified fashionable vintage trends for 2024. The trends covered included minimalism of the 1990s, neo-preppy, business casual, sporty style; colour schemes; prints; materials and textures of fabrics; decor and details in the look; and relevant accessories. The study described the modelling of vintage costume elements by designers. The findings confirmed that nostalgia often dictates fashion trends. The specific feature of retro trends in fashion is the repeated explanation of the present through the future and the past, characterised by the compensatory, value-forming functions, and their combination with positive associative components. The phenomenon of a trend in fashion,

which denotes a certain general vector, a tendency to expand in the modelling of clothes, hairstyles, accessories, is a sign of the multi-structured nature of fashion, and the term “trend” itself is a means of predicting and conceptualising fashion tendencies. The main distinctive feature of vintage style is the age of the item. Vintage is neither a century-old antique, nor a modern product made in recent decades, but a thing that belongs to a certain time and used by designers in modern fashion trends. A style with vintage features is intended to reflect fashion trends to the fullest. A true vintage has profound aesthetic characteristics that identify the manner of its time and the fact that a certain item was made by a well-known brand.

The study offered a preliminary idea of the revival of vintage in contemporary fashion, the influence of nostalgia and retro motifs on it, and provided some recommendations on how to successfully combine vintage in a look: to avoid choosing only vintage items in creating an overall look. For instance, to wear a top under a wool jacket with classic jeans, or add a narrow belt and skinny jeans to a trench coat, combine a short dress with a leather jacket or blazer; choose comfortable shoes, ballet flats or flat-soled sandals, and choose accessories based on the principle of

combining elements of a vintage look. A look at the history of adding vintage items to the culture of consumption makes it clear that the clothing trade was a major component of the cultural and social preconditions for the development of fashion in most countries and should be studied in the context of the transformation of fashion trends. Therefore, it appears valuable to further investigate the impact of vintage and new collections on consumer preferences. Since vintage consumers choose authenticity in clothing, individuality, emphasising differences in preferences and self-expression due to the different availability of vintage clothing, future topics for consideration may include how retro style influences consumer choice, what are the means of transforming vintage code tools, what designers use when creating a fashion look, what are the implications of the vintage style revival in the fashion industry and what is responsible for revising fashion trends.

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CONFLICT OF INTEREST

The author of this study declares no conflict of interest.

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Відродження вінтажу: дослідження ностальгії та ретро-естетики в сучасній моді

Анотація. Робота виконана з метою дослідження процесу відродження вінтажного та ретро стилів у сучасній моді. Для цього проаналізовано як ностальгія впливає на споживчий вибір та на переосмислення історичних модних тенденцій. Розглянуто феномен тренду в сучасній моді, чинники, що впливають на модні тренди, описано сутність і походження вінтажного стилю, його становлення в моді, вплив ретро мотивів на сучасну моду. У статті висвітлено поняття «вінтаж», «вінтажна мода», «тренд», «ностальгія». Проаналізовано особливості моделювання вінтажних елементів костюма, охарактеризовано види ретро трендів та їх реалізацію у творчості дизайнерів. Було виділено головні тренди вінтажу в моді 2024 року (напрями, принти, тканина, фурнітура, декор та аксесуари). Приділено увагу огляду декоративних вінтажних елементів костюма різних періодів. У роботі висвітлено техніки обробки матеріалів для створення вінтажних ефектів у сучасному костюмі. За результатами роботи визначено вплив ретро трендів, а також способи, у які ностальгія диктує модні тенденції. Підкреслено, що споживачі старовинних товарів обирають раритет для формування власної ідентичності. Тобто, любителі цього стилю визнають ретро моду як втілення автентичності, що відрізняється від трактування вінтажних речей у модних тенденціях. Обираючи вінтаж, споживач має на меті виділитися з маси. Проведене дослідження дало зрозуміти, що ретро мотиви в сучасній моді мають великий вплив, здебільшого тому, що мода використовує елементи вінтажу. Завданням дизайнерів модної індустрії є не лише грамотне та вдале використання вінтажних деталей та компонентів у створенні образу, але й опираючись на їх обов'язкові переваги, формувати перспективні тенденції моди та сприяти діяльності fashion-індустрії та розширенню модного ринку

Ключові слова: автентичність; fashion-ринок; популярні тенденції; перероблений текстиль; оновлений бренд

