



CLOTHING



FORMAL & TRADITIONAL CLOTHING

If you were at a cultural performance of young women from across the Asia-Pacific region, you could pick the nationality of each by her costume. Traditional clothing reflects national and cultural identities.

- The Vietnamese girl would wear an *ao dai* (a tight-fitting tunic over trousers).
- The Filipina would be in a *terno* (a long dress with broad "butterfly" sleeves that rise slightly at the shoulders and extend to the elbow).
- The Singaporean would have a *cheongsam* (a figure-hugging Chinese dress).
- The Indonesian would wear a *kebaya* (a sheer blouse-dress combination) with a *sarong* (wrap-around skirt).



- The New Zealand Māori would wear a *piupiu* (a flax skirt).

People often wear particular forms of dress at special occasions, even if this only means "good" clothes instead of work clothes.

For formal occasions, I wear:

"traditional clothes i.e. baju kurung, baju kebaya or jubah (a type of long robe)."

Nuraini, 17, F, Malaysia

"a proper (nice) shirt and trousers or even a suit if the function is very important."

Garn, 16, M, Thailand

"a beautiful dress, or depending on the occasion jeans and a T-shirt."

Trang, 16, F, Vietnam

"a smart shirt and nice jeans or trousers."

Taimus, 17, M, New Zealand

"a long-ish dress (below the knees), high-heeled shoes and nice jewellery."

Molly, 15, F, New Zealand

"a sari, high heels, bangles, bindi."

Ranjini, 17, F, Singapore

"long-sleeved dresses, very conservative, or pants and a headdress, in white, given to me by my grandmother."

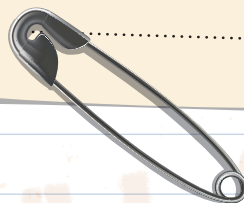
Naema, 15, F, Phillipines

"a beskap, a Javanese jacket. To accompany the beskap, we also wear a batik (a traditional Javanese patterned fabric) sarong."

Banuaji, 13, M, Indonesia

"a kebaya (traditional Indonesian blouse)."

Riska, 17, F, Indonesia



PIUPIU
CHEONGSAM
TERNO

MANUFACTURING

INFLUENCES ON CLOTHING CULTURES

Clothing worn across Southeast Asia, Australia and New Zealand is shaped by:

- the environment
- history
- trade and military expansion
- cultural practices and belief systems
- media communications and technology.

TRADE AND EXPANSION

Local clothing has been influenced by religion, migration, trade and other interaction, sometimes even military clashes.

- In 17th century Indonesia, the royal family debated whether local or Arab styles of dress should be worn.
- Cotton and silk were highly valued textiles throughout the region before the development of fine wool. They made up most of the commodity trade in Southeast Asia.
- After the Ming conquest, Chinese jackets and skirts were adopted in Vietnam.
- It is becoming more common for people to wear clothes made elsewhere in the region, particularly from the textile and clothing manufacturing hubs of Thailand and Vietnam.
- Countries such as Australia and New Zealand have lost the greater part of their own once-flourishing clothing industries.

HISTORY

European colonists introduced new styles of dress and different attitudes to clothes to local populations in most of the region. In spite of the warm climate, many people ended up wearing more clothes than they had before colonial times.

- People wore multiple layers of garments.
- Underwear became first fashionable, then standard.
- Shoes and socks were widely adopted.

Technology has changed clothing in unexpected ways. Air-conditioning, for example, has made a business-suit bearable even in the hottest, most humid climates.

NATURAL MATERIALS

Varying materials and resources in different natural environments across the region have resulted in different clothing cultures.

- Bast (plant bark) and leaf fibres were the main clothing materials throughout Southeast Asia before the rise of cotton.
- Cotton, including imported cotton from India and China, became standard wear throughout Southeast Asia in the 16th and 17th centuries.
- Many indigenous clothing materials have survived and are now becoming more popular as traditional crafts.



THE FASHION INDUSTRY

Until the 1980s, international fashion was based in the world's fashion capitals, Paris, London and New York, while Southeast Asia, Australia and New Zealand lagged behind.

Today, however, there is strong local fashion design across the region.

International clothing trends have combined with local fashions to create signature looks which express unique styles, colour and texture.

- 1996 marked the first Australia Fashion Week, an opportunity to showcase Australian fashion on a large scale.
- New Zealand is important for Pacific fashion. "Styles Pasifika", begun in Auckland 1994, has become the major Polynesian fashion festival where established labels feature their new designs and emerging talents are launched.
- Jakarta's fashion week, Festival Mode Indonesia, began in 2008.
- Muslim-friendly fashions are now promoted in both Malaysia and Indonesia where the consumer market is big enough to attract the interest of leading designers. These clothes show that religious identity and fashion sense can co-exist comfortably.

HOW DO PEOPLE DECIDE WHAT IS FASHIONABLE?

...and you?

"When I go to the mall, I look at the clothes being sold at stores and at what other people wear. Sometimes I buy, but normally I inherit clothes from my older sisters."

Angela, 16, F, Philippines

"I know what is fashionable from teen magazines and the internet. I also like to talk about fashion with my friends. I get them from shops at malls and from factory outlets, where I can buy cheap but good quality clothes."

Riska, 17, F, Indonesia

"I find out what is fashionable from looking at 'Seventeen' magazine, 'Style Her Famous' show on TV and also from trends in streetwear. Fifty percent of my clothing is bought online from Forever 21.com and 50% are impulse purchases from Orchard Road, Bugis Street, and Cotton On."

Ranjini, 17, F, Singapore

"I find out what's fashionable from reading newspapers, asking friends and my sister."

Trang, 16, F, Vietnam

"I don't pay too much attention to fashion. I wear whatever looks alright, but I prefer colourful things. I mainly get my ideas about what's fashionable from shops and TV shows. I buy my clothes from local shops and don't own anything home-made."

Taimus, 17, M, New Zealand

"I buy my clothes at hypermarkets that sell cheap yet fashionable clothing."

Banuaji, 13, M, Indonesia

GLOBAL FASHION TRENDS

Increasingly you can see people from different countries wearing similar styles of dress. This is largely because fashion trends are spread throughout the world by movies and television, the internet, magazines and increased international travel.

- Teenagers commonly wear jeans and t-shirts. These are a practical, stylish symbol of the informality of global youth culture.
- Male business professionals across the region tend to wear a suit, shirt and tie.

Even traditional forms of dress, such as the Vietnamese *ao dai*, have changed over time to reflect international fashion trends. Today, young women in Laos wear the traditional *shihn* like a modern skirt, cut to a fashionable length and matched with trendy tops.



FASHION SELECTION

Young people are influenced by international fashions as well as the local fashion scene. Local malls, magazines and TV play an important part in fashion among young people.

FIND AND DESCRIBE THREE CHANGES IN CLOTHING THAT HAVE OCCURRED OVER TIME.



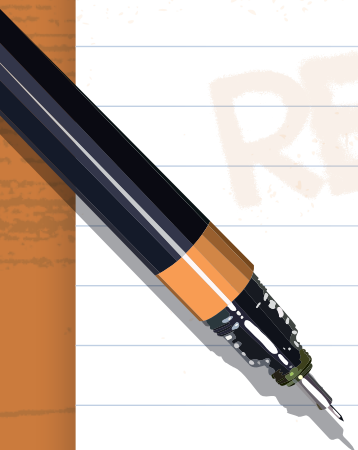


CLOTHING & FASHION DEPEND ON CONTEXT

What we wear is not only influenced by our age, climate, custom, history or international fashion trends, it is also often affected by where we are going or what we plan to do. People wear something different to relax at home than they wear for sports, at school or to a place of worship. Often we associate particular clothes with certain activities. For example, we may wear uniforms for school or sports, while we tend to wear more formal clothes to important family gatherings or religious events.



RELAX



Casual clothing

"To relax I like to wear a football jersey and shorts."
Banuaji, 13, M, Indonesia

"To relax I wear track suit pants and Ugg boots (fur-lined sheep skin boots) with some kind of comfortable top."
Sian, 19, F, Australia

"When relaxing I wear T-shirts and shorts."
Jintana, 14, F, Thailand

"My relaxation clothing is jeans and T-shirts."
Nuraini, 17, F, Malaysia

SPORTS



WORSHIP





DRESS CODE

School

"We don't have a uniform, only a dress code. I usually wear trousers and t-shirt, maybe some nice jewellery."

Sian, 19, F, Australia

"At school we wear a school uniform (checked green skirt), no 'sinking' socks and the skirt hem is below the knee."

Naema, 15, F, Philippines

"I wear a school uniform: a white shirt with a collar and buttons and a red woollen jersey. As a junior student, I used to wear a red and green tartan pleated skirt reaching to just above the knee. Now I am a senior, my uniform skirt is a longer, more fitted, dark blue skirt. In winter, the students wear black stockings or white socks with black leather shoes, whereas in summer we wear leather sandals."

Molly, 15, F, New Zealand

"I have to wear a uniform to school. On Mondays, the uniform is white shorts and white shirt. From Tuesday to Friday, the colours are white for the shirt and blue for the pants."

Banuaji, 13, M, Indonesia



LIST THE TYPES OF CLOTHING WORN:

- AT SCHOOL
- ON FORMAL OCCASIONS
- CASUALLY

WHAT DO YOU WEAR ON THESE OCCASIONS?

WHY DO YOU DRESS DIFFERENTLY FOR DIFFERENT OCCASIONS?

SCHOOL UNIFORM



EARRINGS BANGLES

JEWELLERY

Traditional jewellery is still common but tastes have been affected by external trends. In turn, traditional fashions influenced jewellery styles in regional and global markets.

In Indonesia, cottage industries producing customary jewellery survive, but are being replaced by modern industrial production centred in Jakarta and Surabaya.

Thailand, Singapore and Malaysia export high-quality jewellery to Europe and North America.

One New Zealand jewellery designer studied in Auckland, London and Tokyo and was inspired by Balinese jewellery.

As in many other parts of the world, male tastes in jewellery have shifted from traditional times. These days, men tend to wear only watches and rings.



...and you?

"I wear glass Indian bangles and have three piercings on each earlobe, and a tragus piercing on the left ear."

Ranjini, 17, F, Singapore

"My jewellery is mostly of Arabic design, given to me by my grandmother. I have a gold necklace with an eye pendant, given to me by my dad, the "eye" wards of evil spirits. We never wear fake gold."

Naema, 15, F, Phillipines

"I love to wear earrings and necklaces."

Riska, 17, F, Indonesia

"I like the bold, Italian jewellery at my aunt's gift shop. She has given me pieces for my birthday and Christmas. My favourites are a big red heart on a black beaded chain and a rustic, dangly, antique-looking necklace."

Maddy, 16, F, New Zealand

WHAT JEWELLERY DO YOU WEAR?

HOW IS IT DIFFERENT FROM WHAT YOUR PARENTS WORE WHEN THEY WERE YOUR AGE?



PIERCINGS WATCHES