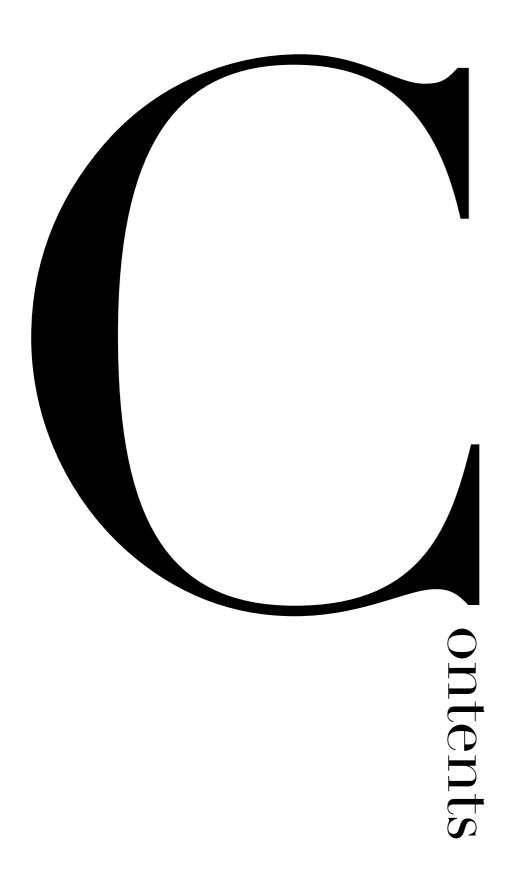
NOSTALGIA

April 2022



"IT'S ALL ABOUT WHAT MAKES YOU FEEL GOOD."



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hat are you wearing now? How did you choose what to wear today? Did you buy it yourself or did anyone give it to you? Are there any stains on your shirt? Who did that? As Routledge (2015) points out, "nostalgia today is mostly for things, not home, religion, or politics"; clothes, for instance, bring back a lot of memories and make people feel nostalgic. According to a WGSN report, nostalgia is a megatrend in the 2020s fashion, especially for the young generation. There are many hashtags on social media which are related to memory and nostalgia; for instance, anemoia means nostalgia for times you've never known; kidult refers to a trend of fashion, entertainment, and events that can remind people of their childhood; and newtro is a portmanteau of the words combining "new" and "retro" and referring to the modernised retro design styles. It is believed that "/n/ ostalgia is a universally understood concept" (Routledge, 2015), but why are people at present attracted by nostalgia even though they have their own life experiences and unique memories? And how does nostalgia affect fashion?

Thistory of Nosks

The term 'nostalgia' was coined by the Swiss doctor Johannes Hofer in 1688, referring to the pain caused by the desire to return home, and including "constant thinking about home, sadness, anxiety, insomnia, physical weakness, disordered eating and fever" (Routledge, 2015). The conceptualization of nostalgia has changed since then. Psychologists, in the 19th century, began to believe that nostalgia also evokes pleasant feelings, while scholars discovered that nostalgia is a highly relationship-focused experience which brings the feelings of belongingness with family and friends (Routledge, 2015). In the age of marketing, in the 20th century, researchers established that people were fond of the products they consumed in their late teens and early twenties (Routledge, 2015). Since the early 21st century, various industries from the entertainment sector to the food sector started to employ nostalgia-based strategies and products to attract customers. For instance, Disneyland has promoted old Western village experiences; Nintendo has brought back to the market the Nintendo Classic Mini NES which is a replica of a popular gaming system of the 1980s; and McDonald has revived the McDonald's iconic retro character cartoon, the Hamburglar, which was also popular in 1971.

Which nostalgia do you have?

Communal Nostalgia

Communal nostalgia is an ache for the disappearing world of the preindustrial village and a longing for lost places and pasts due to the rapid revolution at the end of the eighteenth century (e.g., lost places and communities). By 1800, nostalgia affected the multitude of Europeans with a desire for lost places and pasts, and that emotional feelings for the past were strongly tied to communities. While everything was moving faster and bringing new things and new times in the industrial age, people's memories still stayed in many places; museums and monuments, schools, and public shrines through words, symbols, and artefacts.



Fashion Nostalgia

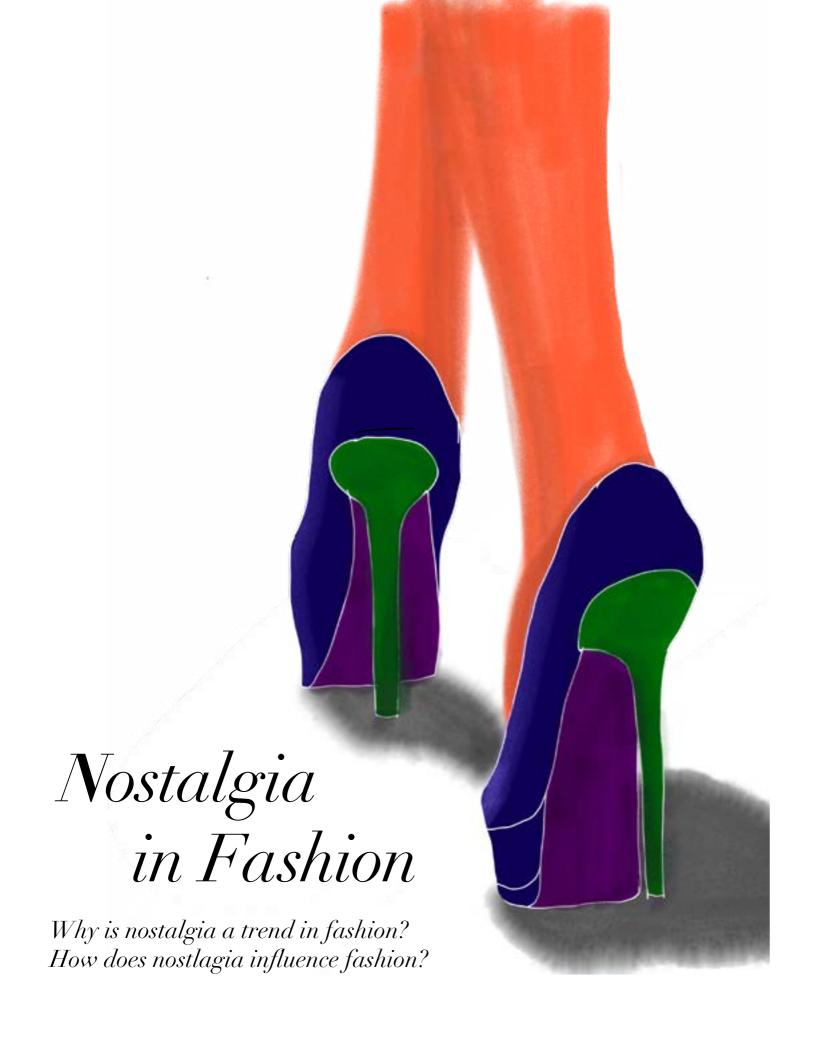
Fashion nostalgia is the past fashion and style that represent a former era (e.g., art, clothing, jewellery, furnishings, architecture, and artificial landscapes). The objects of fashion nostalgia are products of a commercial culture, and there have repeatedly been "revivals of the styles of the past: neoclassical architecture in the late eighteenth century and renewed interest in American colonial furnishings in the mid-nineteenth century, for example" (Cross, 2015).



Familial nostalgia is a longing for the past which is a more private, especially familial form (e.g., handcrafted heirlooms, family portraits, souvenirs). It is more domestic and personal than the other forms of nostalgia and is evoked and realised through personal possessions. Cross (2015) points out that "preserving and displaying heirlooms and portraits was a practice long associated with the aristocracy and their claims of ancient lineage and authority".

Consumed Nostalgia

Consumed nostalgia is a longing for the goods of the past that came from a personal experience of growing up in the stressful world of fast capitalism, which emerged in the twentieth century. The origins are in fast capitalism and personal memories of the ephemeral commercial goods first experienced in childhood and youth. Consumed nostalgia makes "there and then" into the "here and now" in pristine specificity and accuracy; the growing #Kidult trend on Tik Tok and Instagram preserves joyous and emotional moments in snapshots, neither professional nor iconic family-portrait photographs.



Counter Culture

Like the hippie movement something unique, to be countercultural character- wear vintage clothes, rejectsubtle protest against consum- longing for past memories. erism" (Cross, 2015, PAGE). Collecting nostalgic items - such as vintage clothes, old toys, and vinyl records - means turning them into

of the 1960s, which featured admired in a world of mass psychedelic prints, high- production and information lighter colours, and mis- overload. The act of wearmatched patterns, and the ing vintage clothes and old grunge style of the 1980s, accessories involves saving inspired by Punk and Rock items of the past that some music, fashion has provided other people may deny or a way of expressing political ignore. In addition, nostaland lifestyle philosophies, gia has an aspect of the esboth visually and by put- capism from adulating, reting forward counterculture connecting with one's own values. Also nostalgia has inner child. People today istics as "consumed nostalgia ing the mainstream society often has been and remains a and hectic lifestyles, whilst

Self-reflection

In the 21st century, nostalgia is more about micro-identities; it binds together scattered individuals around seemingly ephemeral things that are meaningful to them personally. This aspect of nostalgia gives people an opportunity to think about themselves. Nostalgia can be triggered by unpleasant emotions such as feelings of loneliness and social exclusion. However, when people delve into the past nostalgically, they tend to reflect on their own life experiences which were personally meaningful and could also be joyous (Routledge, 2015). Nostalgia, and looking back at memories, reminds people of be-

longingness, making them feel loved, supported and socially competent. For instance, objects of nostal-gia are often reminders of people, and can inspire positive self-views and optimism about the future.

Naturally, people can be drawn to comforting and nostalgic reminders of a more innocent time. Especially during the COVID-19 pandemic, for instance,



Bettina by Georges Dambier, Paris, 1953.

many people have tended to feel nostalgic when experiencing the unpleasant emotion of isolation. The Youth Trends Report shows that 84% of UK 16-24s, or the millennial and the Gen Z, have experienced mental health issues during the pandemic (Pinkett, 2021), and these people's nostalgic feelings have revived the four fashion trends: Y2K, which refers to fashion styles of the late 1990s and early noughties; indie sleaze and twee fashion of the early 2000 to 2010; and old money fashion of the noughties (Hoffowe, 2022). One of the reasons why no stalgia is a young people's fashion trend is because these people use the internet as a

resource to research nostalgia and nostalgic fashion. Routledge (2015) shows nostalgia Websites positively contribute to psychological and social well-being.

Objects of nostalgia, including clothes and accessories, support and maintain a story sense of identity which reinforces people's confidence that they know themselves.

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"It's all about what makes me feel good"

Interview with people in the street: What's your most memorable item do you still keep with you?





I'm a kind of hoarder, and I tend to save everything. The most sentimental thing is a necklace, which I bought when my cat died. My cat is gone, but its memory and this necklace keep being with me.

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I had belonged to a tennis club team at that time for three years. When I was in a slump, I wasn't able to handle pressure and cried a lot every time I lost a game. One day, I found this pretty blue towel at a shop. I decided to carry and bring it to practice and all matches as a lucky charm. The towel always consoled me and brought me comfort and luck.



I am from the Iwiggy era of skinny, go-go boots, and a shapless mini dress with bright colours. The Twiggy's style makes me love myself more, boosting my body confidence.





I bought a gray shirt in the 1990s, and I still keep wearing it. I don't know why but I can't throw it away. It's just comfortable and it makes me happy.



I'm not a person who keeps stuff, but I do keep a few memorable things. My nanny gave me this simple and classic necklace. Personally, I like a bold design and bright colours like pink and purple, but I love this necklace because wearing it reminds me of the days my nanny and I had a good time.



I boought this coat at a vintage store in US. I love vintage stuff because no one gets the same item.

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SolutionI deference List

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Memories bring back you...