The 21st Century

#ThrowbackThursday

2000-2018

Emma Canfield- Major Events, Fashion, Photo Research for Video
Marie Fabozzi- Political Events, Art, Timeline
Yue Gu- Technological Advances, Graphic Design
Mriganka Gupta- Economic Factors, Fashion, Template
Sam Maida- Social Movements, 3D and Motion, Intro Video

Social, Economic, Political, Technology, Major Events

2000

Presidential election is decided by just a few votes in Florida, after the recount was sent to the Supreme Court.

George W. Bush won Presidential Election against Al Gore.

The dot-com bubble collapses.

Y2K Bug - The fear that all computers in the world would stop working, planes would fall out of the sky.

2001

9/11 Terrorist attacks on the World Trade Center and Pentagon killed 3,000 Americans and began the "War on Terror." Anthrax-laced letters scare sent through postage and handlers die.

New York Stock Exchange shut down for 7 days - 3rd time in history it ever shut down.

Apple revolutionizes music listening by unveiling its iPod MP3 music player.

"Enron" corporate fraud: The energy company misinterprets their worth to shareholders, which led to a loss of 60 billion dollars.

The Wikipedia online encyclopedia is founded by Larry Sanger and Jimmy Wales.

Bram Cohen develops BitTorrent file-sharing.

Social, Economic, Political, Technology, Major Events

2002

iRobot Corporation releases the first version of its Roomba® vacuum cleaning robot.

The Beltway Sniper Attacks - Sniper attacks took place in D.C., Maryland, and Virginia. 10 citizens were killed, 3 critically injured.

George W. Bush - expands fight on terrorism and labels Iran, Iraq, and North Korea as "an axis of evil".

2003

U.S. and Britain invade Iraq beginning the Iraq War.

U.S. incurs deep financial drains due to war in Iraq using taxpayers money on war resources.

Antiwar Activism after 9/11. Between 6 million to 11 million people turned out in 650 cities around the world to protest the United States' push to invade Iraq. Largest anti-war protest in the world.

2004

Electronic voting plays a major part in a controversial US Presidential Election.

Tsunami in Southeast Asia affected 14 countries.

Terrorist attacks in Spain, England, and Chechnya

Massachusetts is the first U.S. state to legalize same-sex marriage.

Social, Economic, Political, Technology, Major Events

2005

A pioneering low-cost laptop for developing countries called OLPC is announced by MIT computing pioneer Nicholas Negroponte.

India and China grow as world financial powers and outsourcing work becomes more expensive.

Hurricane Katrina hits New Orleans. There is 200 billion dollars in damage, 400,000 jobs lost, and 1,000 people die. Oil and gasoline prices see a long lasting hike. The government didn't respond well to the hurricane aftermath.

Saddam Hussein on trial in Iraq.

Three Suicide Bombings on the London Underground. This attack killed 56 people and injured 700 others.

Gay-Straight alliances and LGBTQ youth spaces started in San Franscisco in 1998 and became a National Association in 2005.
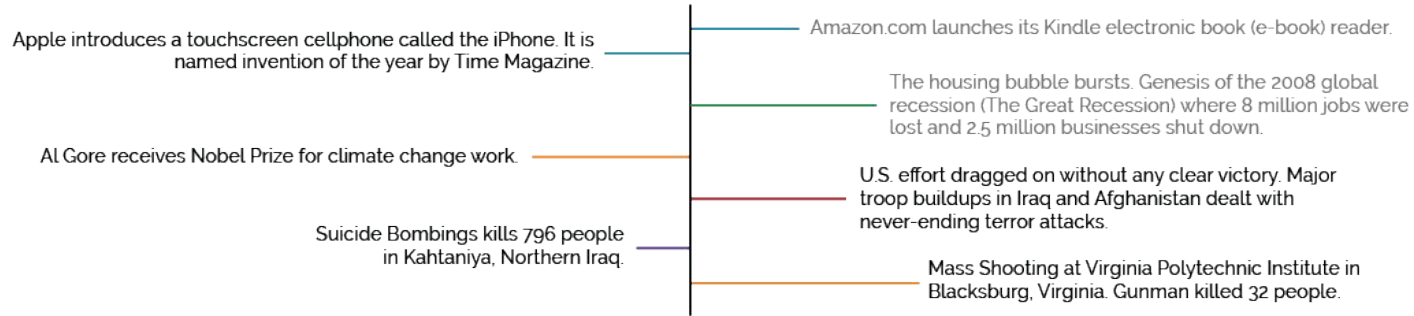
2006

Violence in the Muslim world. Iran goes nuclear.

Saddam Hussein hanged on December 30th

Social, Economic, Political, Technology, Major Events
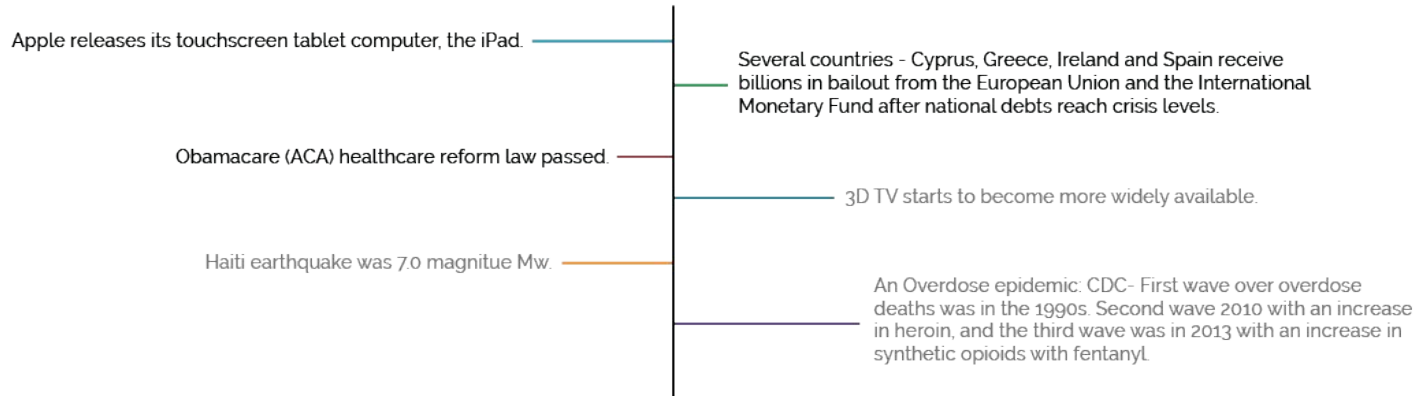
2007

Apple introduces a touchscreen cellphone called the iPhone. It is named invention of the year by Time Magazine.

Amazon.com launches its Kindle electronic book (e-book) reader.

The housing bubble bursts. Genesis of the 2008 global recession (The Great Recession) where 8 million jobs were lost and 2.5 million businesses shut down.

Al Gore receives Nobel Prize for climate change work.

U.S. effort dragged on without any clear victory. Major troop buildups in Iraq and Afghanistan dealt with never-ending terror attacks.

Suicide Bombings kills 796 people in Kahtaniya, Northern Iraq.

Mass Shooting at Virginia Polytechnic Institute in Blacksburg, Virginia. Gunman killed 32 people.

2008

Barack Obama is elected as first African American President.

America, and the world at large witnesses a large economic depression. Countries like Greece, Cyprus, and Spain are on the verge of bankruptcy.

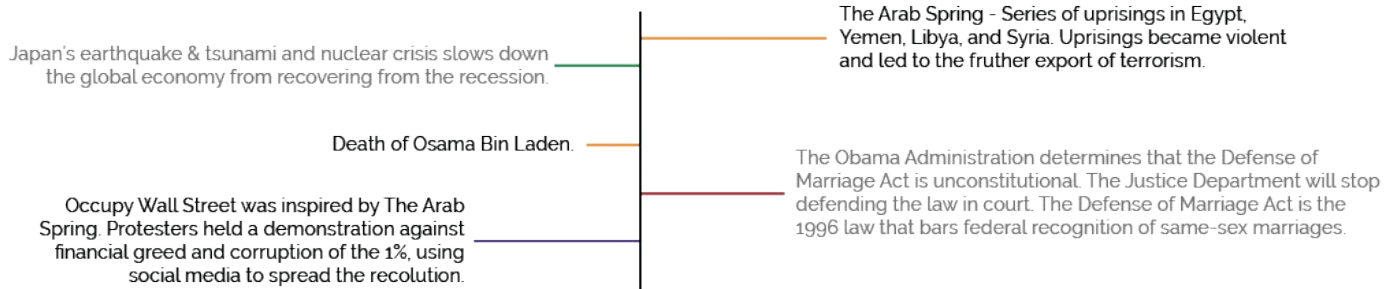Obama approves TARP (Troubled Assets Relief Program) which begins the process of recovery from the recession.

Social, Economic, Political, Technology, Major Events

2009

The U.S. government begins bailout for various banks.

Malala Yousafzai - Named second most important person of year after Obama in 2012. Activist for education for girls after Pakistani Taliban banned girls from attending school in 2009.

Michael Jackson died from doctor-administered propofol overdose.

2010

Apple releases its touchscreen tablet computer, the iPad.

Several countries - Cyprus, Greece, Ireland and Spain receive billions in bailout from the European Union and the International Monetary Fund after national debts reach crisis levels.

Obamacare (ACA) healthcare reform law passed.

3D TV starts to become more widely available.

Haiti earthquake was 7.0 magnitue Mw.

An Overdose epidemic: CDC- First wave over overdose deaths was in the 1990s. Second wave 2010 with an increase in heroin, and the third wave was in 2013 with an increase in synthetic opioids with fentanyl.
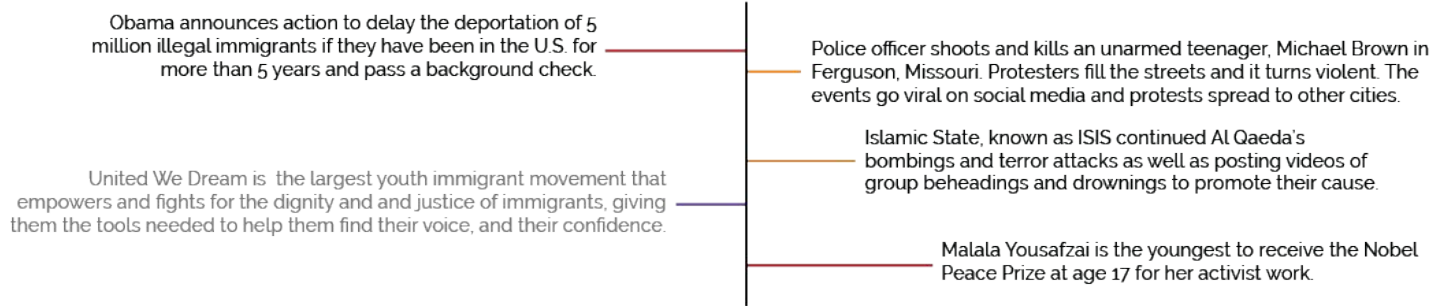
Social, Economic, Political, Technology, Major Events

2011

The Arab Spring - Series of uprisings in Egypt, Yemen, Libya, and Syria. Uprisings became violent and led to the fruther export of terrorism.

Japan's earthquake & tsunami and nuclear crisis slows down the global economy from recovering from the recession.

Death of Osama Bin Laden.

The Obama Administration determines that the Defense of Marriage Act is unconstitutional. The Justice Department will stop defending the law in court. The Defense of Marriage Act is the 1996 law that bars federal recognition of same-sex marriages.

Occupy Wall Street was inspired by The Arab Spring. Protesters held a demonstration against financial greed and corruption of the 1%, using social media to spread the recolution.

2012

Obama re-elected as POTUS.

Super Storm Sandy - deadliest and most destructive hurricane of 2012 causing $70 billion in damage.

Mayan Calendar ended – and nothing happened.

Legalization of marijuana in Colorado and Washington State.

Sandy Hook Elementary School Shooting in Newton, Conneticut. Kills 26 people, including 20 students between the ages of 6 and 7.

Gunman opens fire on crowded theater at The Dark Knight Rises in Denver suburb. 12 people are killed and 58 are wounded.

Social, Economic, Political, Technology, Major Events

2013

Meteor hits Siberia.

Boston Marathon Bombing kills 3 people and more than 170 injuries.

George Zimmerman found not guilty of murdering Trayvon Martin. Verdict creates outrage online and protests are held in cities throughout the U.S. but no violence is reported.

In response to recent massacres, Obama proposes tightening gun control laws.

'Collaborative Consumption' peaks. Peer-to-peer based sharing of goods and services gains popularity with pioneers like: AirBnb, Uber, Getaround.

Private Bradley Manning, sentenced to 35 years in prison for leaking over 700,000 government files to WikiLeaks. These file contained classified military activities.

#BlackLivesMatter - An organization whose participants' mission is to build up those within the community to intervene in violence inflicted upon black communities.

2014

Obama announces action to delay the deportation of 5 million illegal immigrants if they have been in the U.S. for more than 5 years and pass a background check.

United We Dream is the largest youth immigrant movement that empowers and fights for the dignity and and justice of immigrants, giving them the tools needed to help them find their voice, and their confidence.

Police officer shoots and kills an unarmed teenager, Michael Brown in Ferguson, Missouri. Protesters fill the streets and it turns violent. The events go viral on social media and protests spread to other cities.

Islamic State, known as ISIS continued Al Qaeda's bombings and terror attacks as well as posting videos of group beheadings and drownings to promote their cause.

Malala Yousafzai is the youngest to receive the Nobel Peace Prize at age 17 for her activist work.

Social, Economic, Political, Technology, Major Events

2015

Supercomputers (the world's fastest computers) are now a mere 30 times less powerful than human brains.

ISIS attacks in Paris.

Supreme Court ruled that states cannot ban same-sex marriage, making gay marriage legal throughout the country.

Refugee crisis in Greece, Italy.

Trump announces candidacy.

Transgender Rights - One day after the supreme court rules to make gay marriage legal throughout the country Boyscouts of America lifted ban against openly gay leaders and employees.

2016

Three nanotechnologists win the Nobel Prize in Chemistry for building miniature machines out of molecules.

Trump wins U.S. Presidential Election

ISIS attacks continue.

Military lifts ban on transgender people serving, but was reinstated in 2017.

Prince dies.

Social, Economic, Political, Technology, Major Events

2017

The #MeToo movement- an attempt to show the widespread prevalence of sexual assault and harassment.

Women's March - Women standing in solidarity with one another, and standing strong with one another for the protection of rights, safety, health, and overall well being for those whose opinions aren't being voiced.

#NoBanNoWall - A movement to stand against the muslim and refugee ban put forth by President Trump.

Boy Scouts of America reversed ban on transgender boys.

Unite the Right Rally in Charlottsville, Virginia was a white supremacist rally that turned into a violent protest killing 1 and injuring others.

2018

Gunman opened fire at Marjory Stoneman Douglas High School in Parkland, Florida. 17 students and staff killed.

March for our lives- March 24th, 2018- a student-led demonstration in support of tighter gun control.

21st Century Art

1

- Influences from 20th Century art include semiotics, postmodernism, and feminism.
- Participatory and interactive art.
- Globalization
- Artivism - combination of activism and art.

"EFFECT OF POLITICAL EVENTS ON ART IN 2016 AND 2017." Arterritory.com - Baltic, Russian and Scandinavian Art Territory. Accessed December 01, 2018. http://www.arterritory.com/en/texts/articles/6253-effect_of_political_events_on_art_in_2016_and_2017/.

Weibel, Peter. Global Activism: Art and Conflict in the 21st Century. Karlsruhe, Germany: ZKM, Center for Art and Media, 2015.

Jeff
Koons
(1994-2000)
"Balloon Dog"

Stanska, Zuzanna. "Jeff Koons And His Balloon Dogs." DailyArtMagazine.com - Art History Stories. February 13, 2018. Accessed December 01, 2018. http://www.dailyartmagazine.com/jeff-koons-balloon-dog/.
Jeff Koons - Artwork. 2018. Accessed December 1, 2018. http://www.jeffkoons.com/artwork/celebration/balloon-dog-0
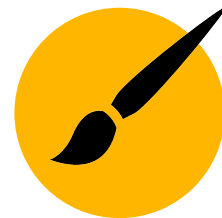
Anish

Kapoor

(2004)

"Cloud Gate"

Beard, Lee, Jonathan Griffin, Paul Harper, Rebecca Morrill, David Trigg, and Eliza Williams. The Twenty First Century Art Book. London: Phaidon, 2014.

Elmgreen
& Dragset

(2005)

"Prada Marfa"

Beard, Lee, Jonathan Griffin, Paul Harper, Rebecca Morrill, David Trigg, and Eliza Williams. The Twenty First Century Art Book. London: Phaidon, 2014.
Gray Malin. 2018. Accessed December 1, 2018. https://www.graymalin.com/photography/rainbow-cowboy-hats-i
Instagram. 2018. Accessed December 1, 2018. https://www.instagram.com/mountains.are.moving/ | https://www.instagram.com/aprilmariveles/

Damien **Hurst**

(2007)

"For the Love of God"

Beard, Lee, Jonathan Griffin, Paul Harper, Rebecca Morrill, David Trigg, and Eliza Williams. The Twenty First Century Art Book. London: Phaidon, 2014.
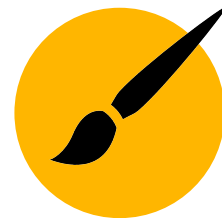
Jenny
Holzer
(2008)
"Monument"

Beard, Lee, Jonathan Griffin, Paul Harper, Rebecca Morrill, David Trigg, and Eliza Williams. The Twenty First Century Art Book. London: Phaidon, 2014.
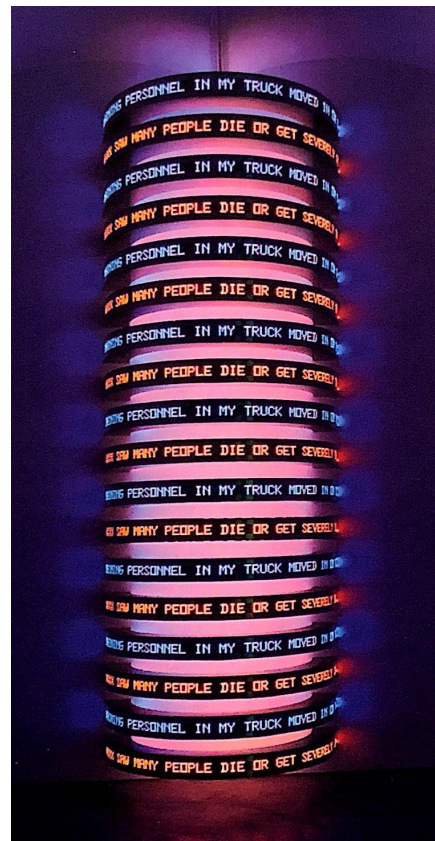
Shepard
Fairey
(2008)

"Obama Hope"

Marina
Abramovic
(2010)

"The Artist is Present"

Beard, Lee, Jonathan Griffin, Paul Harper, Rebecca Morrill, David Trigg, and Eliza Williams. The Twenty First Century Art Book. London: Phaidon, 2014.
Pereira, Lorenzo. "Marina Abramovic Art Pieces You Should Know." Widewalls. December 7, 2015. Accessed December 01, 2018. https://www.widewalls.ch/marina-abramovic-art/.

Banksy

(2011 & 2018)

Untitled (LA, 2011)

Beard, Lee, Jonathan Griffin, Paul Harper, Rebecca Morrill, David Trigg, and Eliza Williams. The Twenty First Century Art Book. London: Phaidon, 2014.
Rodney, Seph. "Opinion | Who's Trolling Who? Banksy Had His Cake and Ate It Too with Painting Stunt." NBCNews.com. October 18, 2018. Accessed December 01, 2018.
https://www.nbcnews.com/think/opinion/banksy-s-shredded-painting-stunt-was-viral-performance-art-who-ncna921426.

3D and Motion

- CGI Elevated
- Performance and Motion Capture Reimagined
- Leaps in Locks
- They're Printing Cars?!
- Real world with a wild imagination
- I wish I were somewhere else
- We can talk to cartoons now?
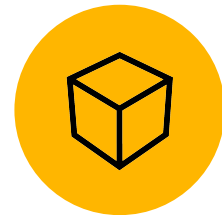
Toy Story

(1995)

The first full length 3D animated movie.

#ThankYouDisneyPixar

CGI of the 21st Century

More widely used and accepted as part of "authentic film footage".

- First Integrated with films like:
  - Lord of the Rings (2001)
  - The Matrix: Reloaded (2003)
  - The Polar Express (2004)

Gray, Ali. "A Brief History of Motion-Capture in the Movies." IGN Boards. July 11, 2014. Accessed December 03, 2018. https://www.ign.com/articles/2014/07/11/a-brief-history-of-motion-capture-in-the-movies.

"From Motion Capture to Performance Capture – Sampling Movement in the Real World into the Digital Space." Digital Worlds - Distorted Reality. September 13, 2016. Accessed December 05, 2018. https://digitalworlds.wordpress.com/2016/09/07/from-motion-capture-to-performance-capture-sampling-movement-in-the-real-world-into-the-digital-space/.

"I smell you."- Benedict Cumberbach
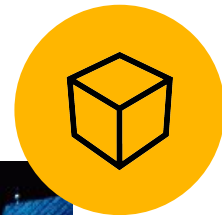
Performance
Capture

Polar Express (2004)

Pushing the boundaries of CGI by implementing motion capture and CGI on ALL actors in house.

Gray, Ali. "A Brief History of Motion-Capture in the Movies." IGN Boards. July 11, 2014. Accessed December 03, 2018. https://www.ign.com/articles/2014/07/11/a-brief-history-of-motion-capture-in-the-movies.
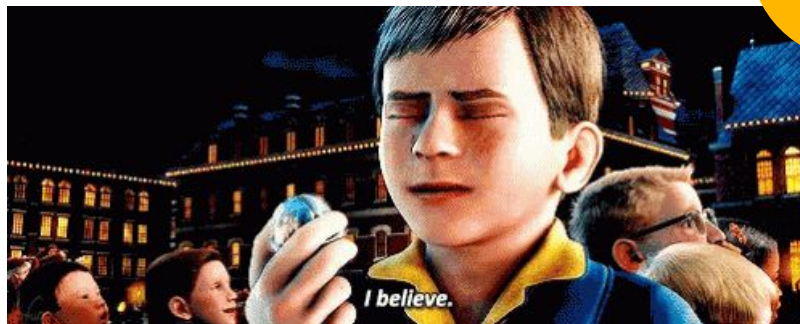
Motion Capture

Avatar (2009)

A landmark push toward photorealistic CGI with the addition of performance capture to transform actors into photorealistic 3D characters.

Gray, Ali. "A Brief History of Motion-Capture in the Movies." IGN Boards. July 11, 2014. Accessed December 03, 2018. https://www.ign.com/articles/2014/07/11/a-brief-history-of-motion-capture-in-the-movies.

Brave (2012)

Advancements in Hair (2009)

Pixar creates *Taz* to simulate coils of hair in varying lengths, and diameters.

(One small step for man, one giant leap for animation-kind.)

Gross, Rachel. "Pixar Reinvents Big Hair for Brave." Wired. June 22, 2012. Accessed December 03, 2018. https://www.wired.com/2012/06/pl_bravehairtech/.

Leaps in **Locks**
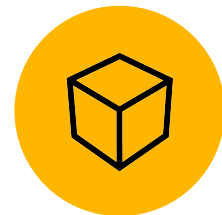
Ariel 1989

Ideal, but unrealistic hair

Tomb Raider 2007

Stringy, solid attempt.

Tangled 2010

We're gettin' there people!!!

Brave 2012

YES. Firm springs, but soft hair. Moves perfectly with the character.

3D Printing
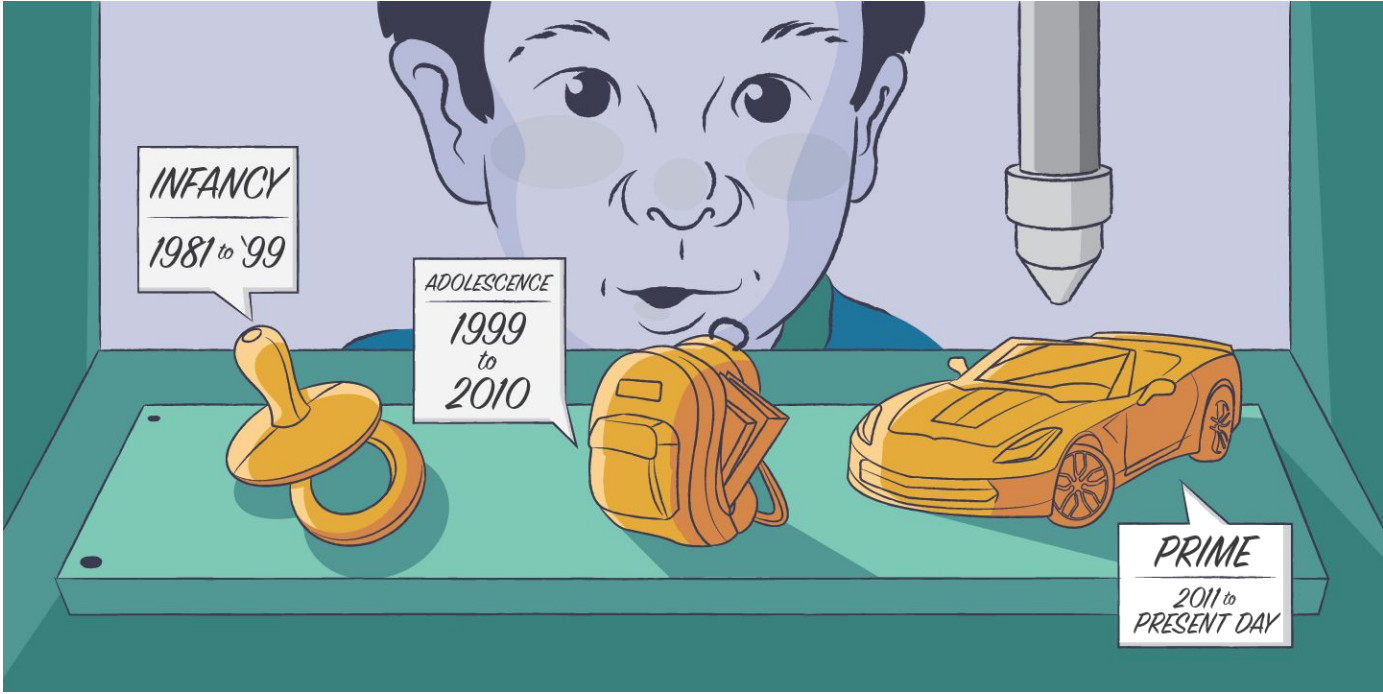
3D Printing **Timeline**

2000

First 3D printed Kidney

2004

RepRap Project-
Self Replicating 3D Printer

2008

3D Printed prosthetics
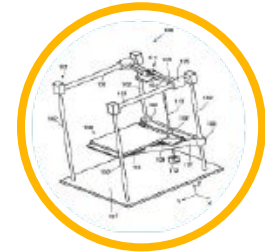
2009

Patent for 3D printing becomes
public domain

"RepRap." G-code - RepRap. Accessed December 03, 2018. https://reprap.org/wiki/RepRap.

"The History of 3D Printing: From the 80s to Today." 3D Printing Blog: Tutorials, News, Trends and Resources | Sculpteo. October 03, 2018. Accessed December 03, 2018.
   https://www.sculpteo.com/blog/2016/12/14/the-history-of-3d-printing-3d-printing-technologies-from-the-80s-to-today/.

Thomas. "The Evolution of 3D Printing." Thomasnet Industrial Marketing & Sales Blog. Accessed December 03, 2018. https://blog.thomasnet.com/evolution-of-3d-printing.

3D Printing Timeline

2010

Urbee: first fully 3D printed prototype car

2011

Cornell University begins building a 3D food printer. Later to be researched by NASA for astronauts in space

2014

Medical 3D printing advances including but not limited to: tissues, organs, and low-cost prosthetics

Strati by Local Motors is the first 3D printed electric car

2018

Personal desktop printer MakerBot becomes available December 11th

Dormehl, Luke. "Layer by Layer: The Brief and Building History of 3D Printing." Digital Trends. November 05, 2018. Accessed December 03, 2018. https://www.digitaltrends.com/cool-tech/history-of-3d-printing-milestones/.

"Replicator 3D Printer - Desktop 3D Printer - Reliable 3D Printing." MakerBot. Accessed December 03, 2018. https://www.makerbot.com/3d-printers/replicator/.

"Strati: The World's First 3D-Printed Car | Local Motors." Launch Forth. Accessed December 03, 2018. https://launchforth.io/localmotors/strati-the-worlds-first-3d-printed-car/latest/.
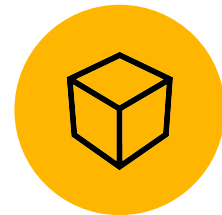
Augmented Reality

ARToolKit (2000)

Google Glass (2014)

HoloLens (2016)

Pokemon Go (2016)

A push toward coexistence of the real world, and wild imaginations.

Isberto, Michael. "2018 Update: A Timeline and History of Augmented Reality." Colocation America. August 28, 2018. Accessed December 03, 2018. https://www.colocationamerica.com/blog/history-of-augmented-reality.

"Infographic: The History of Augmented Reality." Augment News. October 25, 2016. Accessed December 03, 2018. https://www.augment.com/blog/infographic-lengthy-history-augmented-reality/.

Virtual Reality

(2012-current)

Oculus Rift- Pioneer.

Bringing VR to the general mass. Doing what companies in the 80s and 90s were unable to do.

"Oculus Rift History - How It All Started." Rift Info. July 10, 2018. Accessed December 03, 2018. https://riftinfo.com/oculus-rift-history-how-it-all-started.
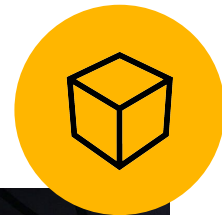
Live Stream

(2016)

Using Adobe Character Animate,

The Simpsons create a 3 minute live stream that interacted with fans of the show.

Adobe Communications Team. "Animation Evolution: From Paper to Digital to 3D to Live Stream." Adobe Blog. February 22, 2018.
Accessed December 03, 2018. https://theblog.adobe.com/animation-evolution-paper-digital-3d-live-stream/.
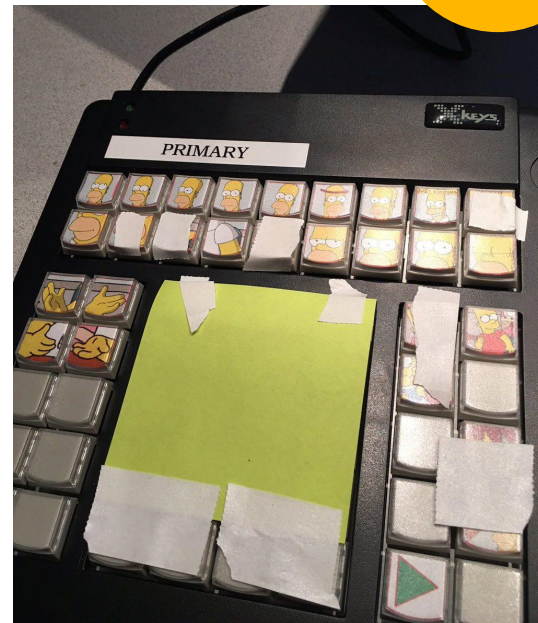
Graphic Design

3

- LOGO DESIGN
- WEB DESIGN
- GRAPHIC DESIGNERS
- SOURCES

LOGO DESIGN

It's important to notice how the Apple logo displays the traits of its products in its design. Their logo completely matches the personality of their brand.

1976 1977 1995 1998 2001 2007 2015

Paish, Chris. "10 Famous Logos and What You Can Learn from Them." 99designs. May 31, 2018. Accessed December 05, 2018. https://99designs.com/blog/logo-branding/famous-logos/.
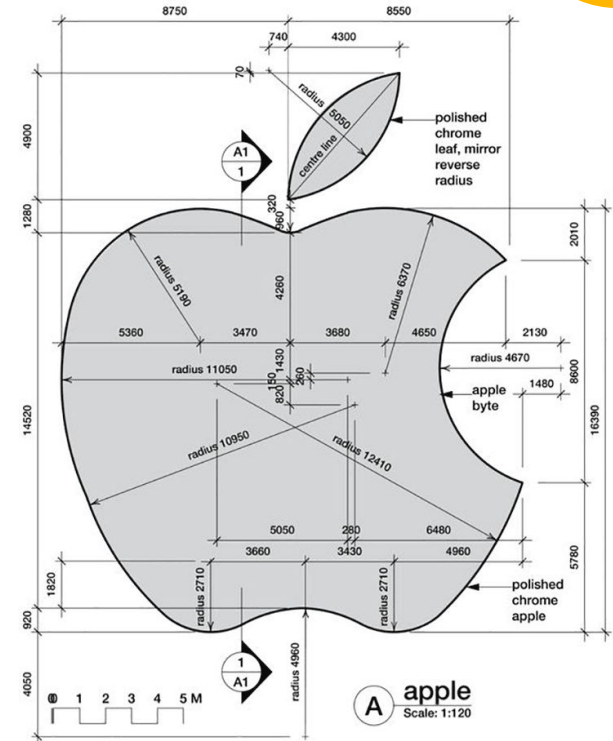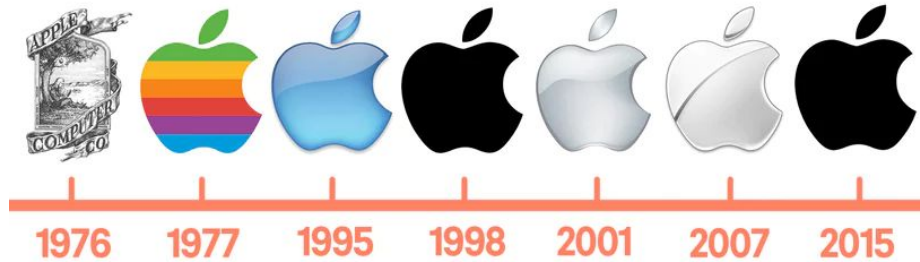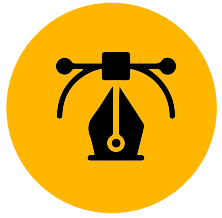
LOGO DESIGN

Google created its original logo in 1998 using a standard font to display the company name.

In 2015, Google re-launched their logo with a new, modernized custom typeface and similar colors that were more vibrant and saturated.

New

Old

May, Tom. "8 Great Logos for 21st Century Brands." Creative Bloq. December 30, 2016. Accessed December 05, 2018.
https://www.creativebloq.com/features/8-great-logos-for-21st-century-brands.
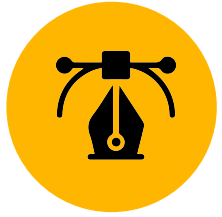
LOGO DESIGN

Designed by Cuban Council in 2006 in collaboration with Joe Kral and Peter Markatos. the Facebook logo has become one of the most recognised symbols in the world today.

Largely unchanged since then, it features a slightly modified form of the Klavika Bold typeface.

May, Tom. "8 Great Logos for 21st Century Brands." Creative Bloq. December 30, 2016. Accessed December 05, 2018.
https://www.creativebloq.com/features/8-great-logos-for-21st-century-brands.
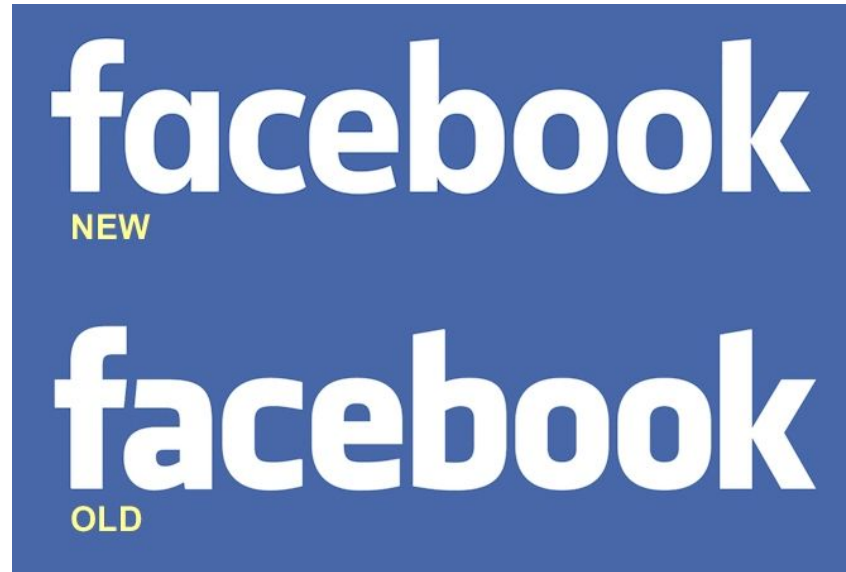
WEBSITE DESIGN

2000-2002:

Visual breakthrough, the development of directories and navigation elements.

"Web Design Trends (2000-2018): How Have They Changed?" Plerdy. October 26, 2018. Accessed December 04, 2018. https://www.plerdy.com/blog/web-design-trends/.

WEBSITE **DESIGN**

2003-2005:

Flash, splash, and 17 million colors

"Web Design Trends (2000-2018): How Have They Changed?" Plerdy. October 26, 2018. Accessed December 04, 2018. https://www.plerdy.com/blog/web-design-trends/.

WEBSITE DESIGN

2006-2008:

The start of skeuomorphism and mobile design.

WEBSITE DESIGN

2009-2010:

Web 2.0. and HTML5

"Web Design Trends (2000-2018): How Have They Changed?" Plerdy. October 26, 2018. Accessed December 04, 2018.
https://www.plerdy.com/blog/web-design-trends/.
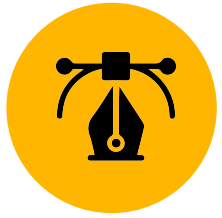
WEBSITE DESIGN

2011-2012:

Skeuomorphism rules, flat design appears.

"Web Design Trends (2000-2018): How Have They Changed?" Plerdy. October 26, 2018. Accessed December 04, 2018. https://www.plerdy.com/blog/web-design-trends/.
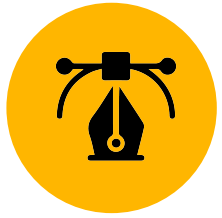
WEBSITE DESIGN

2013-2014:

Flat against skeuomorphism, the appearance of Google Material Design

"Web Design Trends (2000-2018): How Have They Changed?" Plerdy. October 26, 2018. Accessed December 04, 2018. https://www.plerdy.com/blog/web-design-trends/.

WEBSITE DESIGN
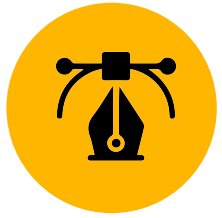
2015-2018:

The appearance of semi-flat, UX/UI, the time of animation and interactive elements, large typography, and multidimensional shadows

"Web Design Trends (2000-2018): How Have They Changed?" Plerdy. October 26, 2018. Accessed December 04, 2018. https://www.plerdy.com/blog/web-design-trends/.
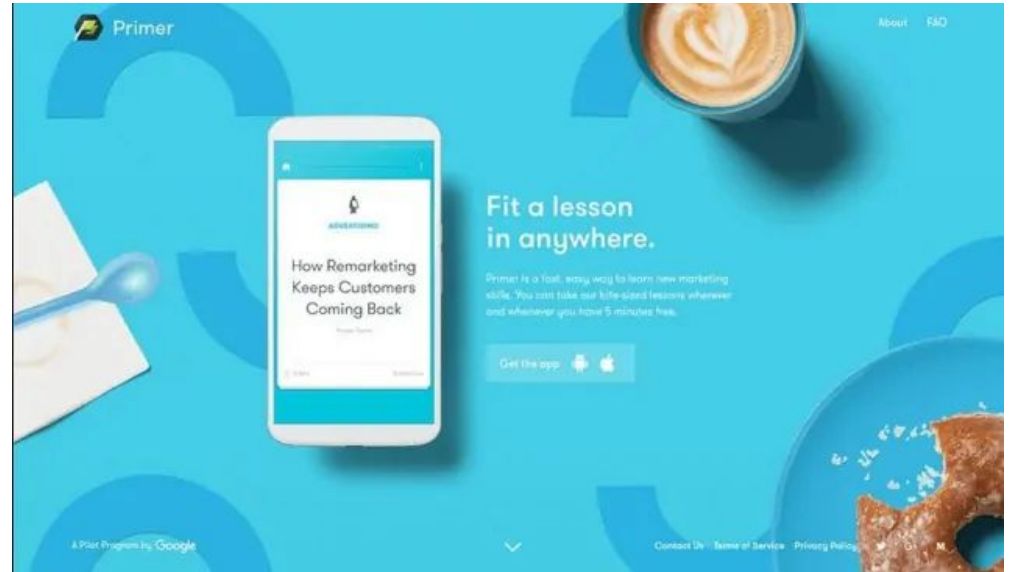
Rob Janoff

"Bite is also a computer term. Wow, that was a happy accident. At that point I thought 'this is going to have a wink and a nod with it, and give it personality'."

Carney, Rob. "25 Names Every Graphic Designer Should Know." Creative Bloq. October 16, 2018. Accessed December 04, 2018. https://www.creativebloq.com/graphic-design/names-designers-should-know-6133211/2.

Massimo Vignelli

Vignelli was one of the great designers of the 20th century. He is a legacy of some of the most iconic design work of the past 50 years.

Carney, Rob. "25 Names Every Graphic Designer Should Know." Creative Bloq. October 16, 2018. Accessed December 04, 2018. https://www.creativebloq.com/graphic-design/names-designers-should-know-6133211/2.

Max Miedinger

This is the typeface that was renamed Helvetica in 1960. And Max Miedinger was the man behind the now-omnipresent typeface. As neutral as it is legible, Helvetica's ubiquity has no doubt made it the love/hate typeface of today.

Carney, Rob. "25 Names Every Graphic Designer Should Know." Creative Bloq. October 16, 2018. Accessed December 04, 2018. https://www.creativebloq.com/graphic-design/names-designers-should-know-6133211/2.
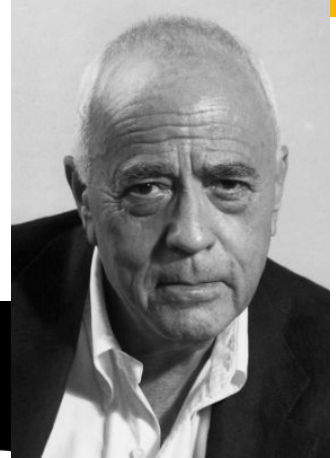
Milton Glaser

Glaser was awarded the National Medal of Arts by President Obama in 2009.
Milton Glaser is one of the world's most celebrated graphic designers. His most famous work is the I ❤ NY logo is set in American Typewriter, a rounded slab serif.

Carney, Rob. "25 Names Every Graphic Designer Should Know." Creative Bloq. October 16, 2018. Accessed December 04, 2018.
https://www.creativebloq.com/graphic-design/names-designers-should-know-6133211/2.

Fashion!

4
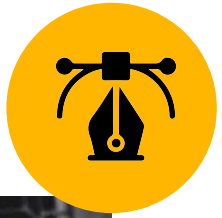
The period from 2000 to 2018 had rapid change in terms of fashion. 'Fads' and style trends came and went like the wind! This period also saw the beginning of several social movements that were born from fashion like the body positivity movement.

The **Breakdown**

2000 - 2010

1. Movies & TV
2. Celebrity icons
3. Fad's/popular items

2010 - NOW

1. Shift in media
2. Social movements
3. Trends
4. Movies & TV

Legally Blonde

(2001)

Starring Reese Witherspoon, this movie has distinct Valley girl characteristics

- The Fashion Folks. "21th Century Fashion History: 2000-2010." The Fashion Folks. April 01, 2018. Accessed December 05, 2018. http://www.thefashionfolks.com/blog/21th-century-fashion-history-2000-2010/.
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Mean
Girls
(2004)

The character 'Janice' from mean girls had a skater girl phase going on - graphic tees, bohemian skirts and funky hairdos were here signature looks

- The Fashion Folks. "21th Century Fashion History: 2000-2010." The Fashion Folks. April 01, 2018. Accessed December 05, 2018. http://www.thefashionfolks.com/blog/21th-century-fashion-history-2000-2010/.

Sex And
The City
(2008)

These 4 girls were all kinds of goals for posh socialites across America.

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Hannah Montana

(2006-2011)

She's got two identities and they both have their own style - glam hollywood and country girl. She's truly got the best of both worlds
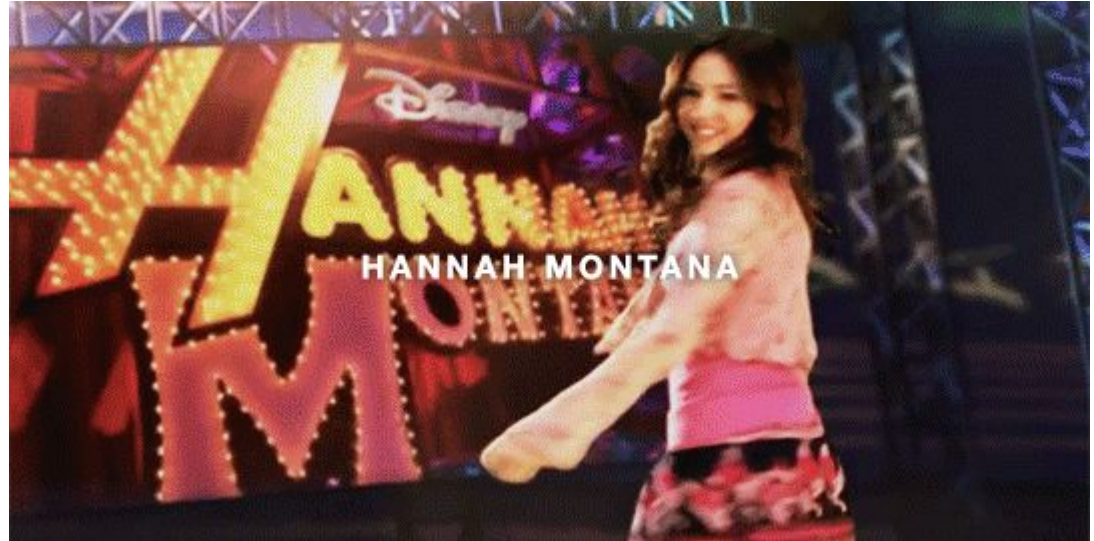
- Harrison, Bryson. "2000-2010 Fashion." Prezi.com. October 09, 2012. Accessed December 05, 2018. https://prezi.com/we2qkcfvvwyx/2000-2010-fashion/.
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- "15 Lizzie McGuire GIFs You Need In Your Life." 2017. The Odyssey Online. odyssey. August 30, 2017. https://www.theodysseyonline.com/15-lizzie-mcguire-gifs-you-need.
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One Tree Hill

(2003-2012)

The troubled teen, Miss goody two shoes, the cheerleader, the jock - this TV show highlighted several tropes, especially in terms of fashion

- Piwowarski, Allison. 2018. "The Best OMG 'OTH' Moments Ever." Bustle. Bustle. November 13, 2018. https://www.bustle.com/articles/41183-11-omg-one-tree-hill-moments-to-celebrate-the-shows-11th-anniversary.
- Vincent, Ryan Lee. "10 Fashion Trends Popular in 2005." Time Out New York. March 03, 2015. Accessed December 05, 2018. https://www.timeout.com/chicago/shopping/10-fashion-trends-popular-in-2005.

Avril
Lavigne

This skater girl had everyone embracing the punk culture

- Piwowarski, Allison. 2018. "The Best OMG 'OTH' Moments Ever." Bustle. Bustle. November 13, 2018. https://www.bustle.com/articles/41183-11-omg-one-tree-hill-moments-to-celebrate-the-shows-11th-anniversary.
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Paris
Hilton

She was the OG Hollywood socialite, who made news pretty much for just existing!

- "History of Fashion 2000's - 2010's." Catwalk Yourself. Accessed December 05, 2018. http://www.catwalkyourself.com/fashion-history/2000s-2010s/.
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Lady
Gaga

How can we talk about fashion without including this iconic woman! Known for her eccentric style choices, she got girls to try more daring choices.

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It's gonna be me

What's up, baby?

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- Vincent, Ryan Lee. "10 Fashion Trends Popular in 2005." Time Out New York. March 03, 2015. Accessed December 05, 2018. https://www.timeout.com/chicago/shopping/10-fashion-trends-popular-in-2005.
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The **fads** we loved

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Social Media
Influencers

Style Bloggers

Sponsored content

Six-figure salaries

Schaefer, Kayleen. "How Bloggers Make Money On Instagram." Harper's Bazaar. May 20, 2015. Accessed November 28, 2018. https://www.harpersbazaar.com/fashion/trends/a10949/how-bloggers-make-money-on-instagram/.
Lieber, Chavie. "How and Why Do Influencers Make so Much Money? The Head of an Influencer Agency Explains." Vox.com. November 28, 2018. Accessed December 5, 2018.
https://www.vox.com/the-goods/2018/11/28/18116875/influencer-marketing-social-media-engagement-instagram-youtube.

Social Media
Fashion Week

Misha Nonoo - First runway show exclusively online (instagram) & on demand manufacturing

"Beyond the Runway: The Rise of the Virtual Fashion Show." CNN Style. September 18, 2015. Accessed November 28, 2018. https://www.cnn.com/style/article/digital-future-of-fashion/index.html.

Retail
Apocalypse

Borders 2010

Radio Shack 2015

Sports Authority 2016

American Apparel 2016

The Limited 2017

Toys R Us 2018

Body
Positivity

Ashley Graham is the first
Plus Size Model on the cover
of Sports Illustrated in 2016

#BeautyBeyondSize

Winnie Harlow

Vitiligo & Self Acceptance
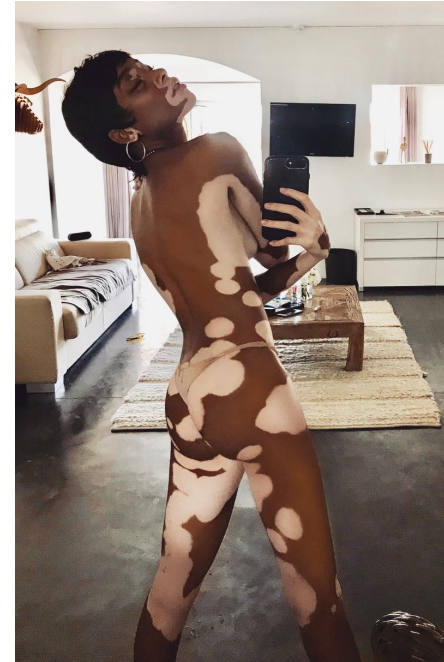
"Ashley Graham on Authenticity and Being a Body Image Activis." November 1, 2016. Accessed December 1, 2018. https://www.glamour.com/story/women-of-the-year-ashley-graham.

Minton, Melissa. "Winnie Harlow Proudly Shows Off Her Skin with Body Positive Selfie." August 17, 2017. Accessed December 1, 2018. https://www.wmagazine.com/story/winnie-harlow-proudly-shows-off-her-skin-with-body-positive-selfie.

Me Too
Movement

Black Dress Solidarity

#WhyWeWearBlack

The Golden Globes 2018

Fashion as activism

Hargrove, Channing. "Thanks To #MeToo, Black Dress Sales Are Up." January 30, 2018. Accessed December 1, 2018. https://www.refinery29.com/en-gb/2018/01/189498/metoo-black-dresses-sales.

The
Kardashians

Minimalistic Glam

Street Style

90s Vibes

Bodycon Clothing

PAPER

NEW YORK   WINTER 2014 $10

BREAK THE INTERNET
KIM KARDASHIAN

SPOLLEN, MICKI. "Fashion Trends Started by the Kardashians." The List. Accessed December 1, 2018. https://www.thelist.com/54591/fashion-trends-started-kardashians/.

High
Waist

Athleisure

Yogapants

Designer Brands

Knighton, Danielle. "The Athleisure Trend, and How to Pull It Together." May 1, 2017. Accessed December 1, 2018. http://www.polyphonymagazine.com/fashion/2017/4/26/the-athleisure-trend-and-how-to-pull-it-together.
Nichols, Kristen. "8 Athleisure Brands Celebrities Are Making Popular." May 23, 2018. Accessed December 1, 2018. https://www.whowhatwear.com/celebrity-athleisure-workout-brands/slide3.
Jury, Ella Blinco. "The Logo Trend Is Back And Bigger Than Ever." Accessed December 1, 2018. https://www.marieclaire.com.au/logo-mania-trend-back-spring-summer-2018.
Clark, Lucie. "Pinterest Has Seen A 203% Surge In Popularity For This Fashion Trend." Accessed December 1, 2018. https://www.instylemag.com.au/logo-fashion-trend.

Logomania

Formal Wear
Influences

Mad Men

Skyfall, James Bond

Digital image. October 31, 2012. Accessed December 1, 2018. https://www.esquire.com/style/advice/g1316/james-bond-skyfall-style-2012/.
Digital image. March 28, 2012. Accessed December 1, 2018. https://www.gentlemansgazette.com/mad-men-suits-clothes/.
"Get the Boardwalk Empire Look." 2010. Accessed December 1, 2018. https://www.shortlist.com/style/get-the-boardwalk-empire-look/31799.

Glee (Rachel)

2009-2015

High-waisted skirts
preppy

Pretty
Little Liars

2010-2017

Each character represents a different fashion style of the time:

punk/goth, sporty/casual, preppy, glam/socialite
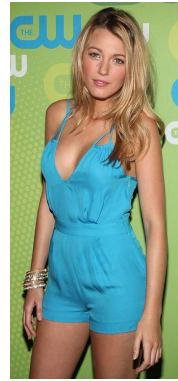
And...
All The Rest

Thanks!

Any questions?

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