

ROMANIA

80'S



WHY?

- After Germany's invasion of Poland in September 1939, Romania declared neutrality. However, the successive victories of Germany convinced King Carol II and the Romanian government to seek an alliance with Hitler. Simultaneously, Horia Sima and his fascist group called the Iron Guard continued to gain greater influence in Romania. In September 1940, the king appointed General Ion Antonescu as Prime Minister.
- In 1944, when the Red Army was approaching the borders of Romania, King Michael I prepared a plan to overthrow Antonescu in cooperation with various opposition politicians.
- However, because Romania ultimately found itself in the Soviet zone of influence, the Romanian Communist Party (PCR) gradually came to power.

WHY?

- The communist dictatorship in Romania bore all the hallmarks of Stalinism.
- The Thaw associated with Stalin's death and Nikita Khrushchev's rise to power in the USSR changed little in this respect.
- A short thaw in Romania was only brought about by a change of power in 1965, when General Secretary Gheorghe Gheorghiu-Dej was succeeded by Nicolae Ceaușescu, who held the office until 1989.
- From the beginning of the 1960s, Romania became increasingly independent from Moscow.
- Although it never withdrew from the Warsaw Pact or the Council for Mutual Economic Assistance.



WHY?

- In the early years of the communist regime, its real or alleged opponents were often arrested by Security officers without respect for the law and without a proper prosecutor's order.
- In the years 1945–1964, figures indicate that 73,334 people were sentenced to prison, of which 2,811 people died before serving their sentences.
- It was primarily based on using brutal forms of torture, including pulling out nails, beating, thrusting the head into chamber-pots or being forced to eat faces.
- The goal was to destroy the prisoner's past identity and system of values and transform him into a torturer abusing his former companions.

WHY?

- Another form of repression was deportation to a labour camp.
- As a rule, it was done without trial and sentence; rather, it would happen only on the basis of an order from the Ministry of the Interior.
- Most of the camps were located along the Danube-Black Sea channel, which was under construction at the time and came to be known as the “death channel.”
- In the years 1945–1964, 21.068 people were sent to the camps, of whom 656 died while serving their time.



WHY?

- In the 1970s, however, the first symptoms of a serious crisis manifested themselves, which was mainly due to unbalanced investment and the emphasis on fast industrialization.
- As a result, agriculture, the production of consumer goods and the development of the energy sector were neglected.
- Economic problems deepened in the wake of global crises and natural disasters affecting Romania in the 1970s
- The balance of international exchange also deteriorated, resulting in growing debts.
- All these maladies prompted the authorities to announce a radical austerity programme in 1982, whose aim was to pay off all foreign debt by 1990.

WHY?

- Although the programme was successful, its implementation drastically decreased the standard of living of Romanians.
- The rationing of staple foods was introduced, which significantly reduced their consumption.
- The supply of electricity and heat to flats and public buildings was reduced (the temperature in offices could not exceed 14 degrees Celsius).
- The streets and shop windows were not illuminated.
- In 1984, even a ban on using household appliances was introduced to limit electricity consumption.
- At the end of the 1980s, Romania became the pariah of Central and Eastern Europe, and its citizens were among the poorest inhabitants of the region.
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WHY?

- Ceaușescu wanted to limit what he viewed as excessive influence of Western cultural trends, particularly with regards to cinematography.
- The presence of ideological contents in the media increased significantly after 1971, especially on television.
- The small cultural revolution also included education; a “special sector” in charge of ideological education would be an integral part of every educational institution.
- Sport was also used for propaganda purposes.



WHY?

- With the Revolution of 1989, the collapse of the communist regime and the transition to a democratic regime took place, a turning point for Romanian society



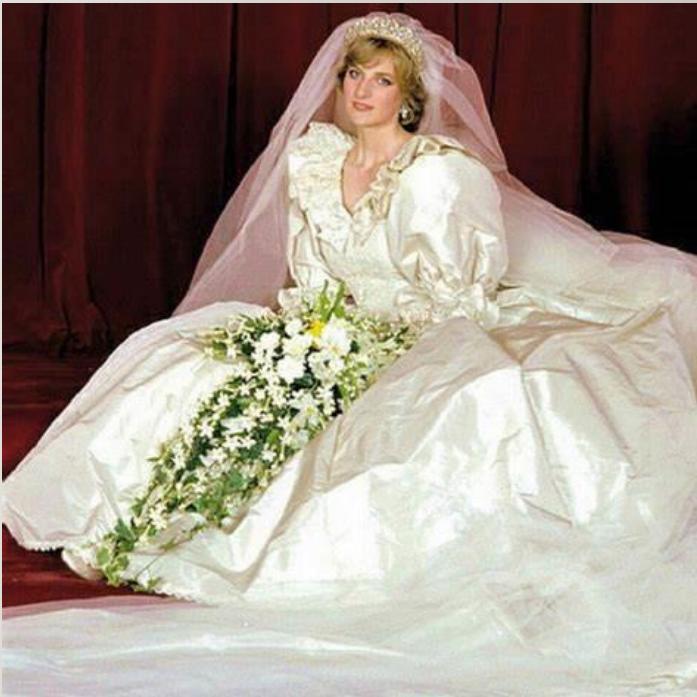
FASHION, CLOTHES IN THE 80'S WORLD

- *In the 1980s, bigger meant better across the board in fashion. ,*
- *From women's shoulder pads to men's power suits to bold colors and patterns for men, women and children, there was nothing understated about fashion in the eighties.*
- A decade typified by its “power dressing,” the 1980s actually opened with stylish sportswear and the soft “New Romantics” style.
- Carrying on from the late 1970s trend for sportswear and encouraged by a fitness craze, women increasingly wore stylish gym wear in their day-to-day life.



FASHION, CLOTHES IN THE 80'S WORLD

- In the early 1980s, the romantic style typified by the prairie dresses of the 1970s continued. Princess Diana's fairy-tale wedding dress by David and Elizabeth Emanuel exemplified this trend



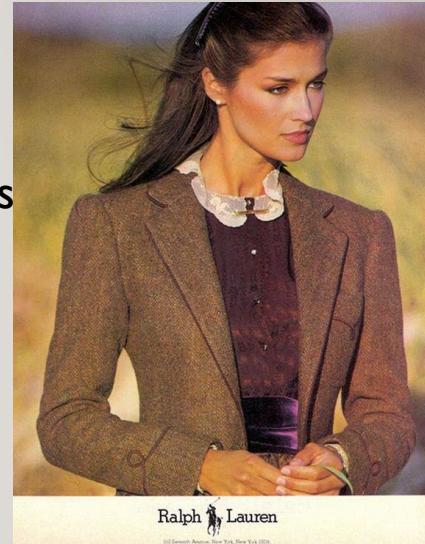
FASHION, CLOTHES IN THE 80'S WORLD

- As the decade progressed, so-called “power dressing” began to dominate. This reflected a shift in women working in high-powered positions and using fashion to be taken seriously.
- Padded shoulders and bold accessories made up this look



FASHION, CLOTHES IN THE 80'S WORLD

- Though the dominant trend of the 1980s was bigger is better, taffeta and bright colors, other designers emerged and created their own styles.
- For daywear, American designers turned to classic styles menswear styles such as blazers, button downs and hand-knit sweaters to create casually elegant womenswear
- These styles came to represent casual American style and were adopted as a “preppy” style in the US (“preppy” referencing the elite preparatory schools attended by wealthy teens).



Ralph Lauren
600 Fifth Avenue, New York, New York 10019

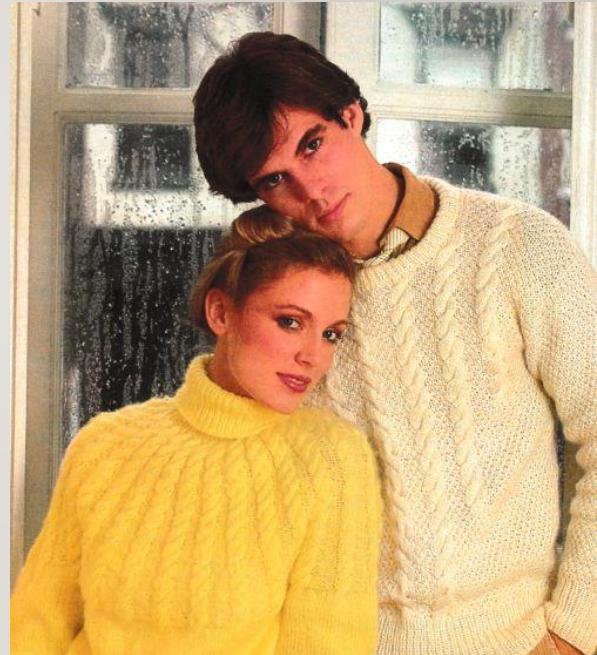
FASHION, CLOTHES IN THE 80'S WORLD

- Fashion for men in the 1980s largely followed the trends in womenswear. Like women, there was a craze for fitness wear, classic American workwear, preppy styles and “power dressing”.
- Many of the big names in women’s fashion also began designing men’s fashion in the 1980s



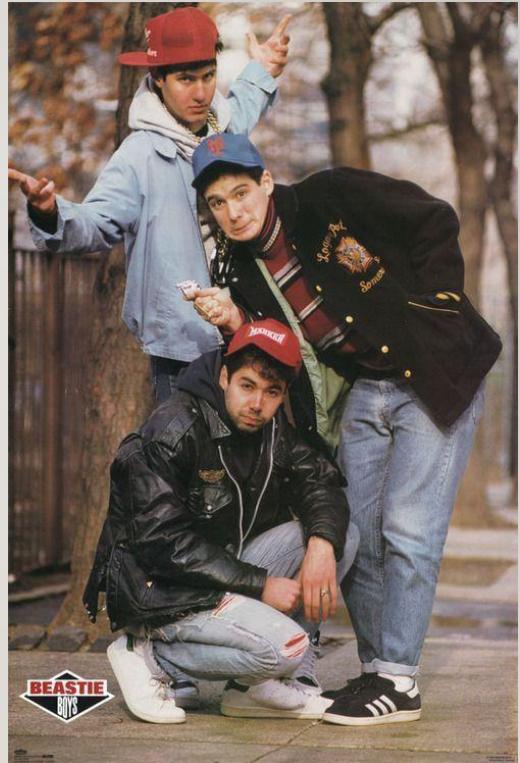
FASHION, CLOTHES IN THE 80'S WORLD

- In the early part of the decade, sportswear continued to be popular for men with tracksuits and sports jerseys popular looks.
- Like women, classic collegiate styles made up the “preppy” look. This included seersucker suits, polo shirts with popped collars and knit sweaters worn thrown over the shoulders. Both men and women wore chunky knitted sweaters



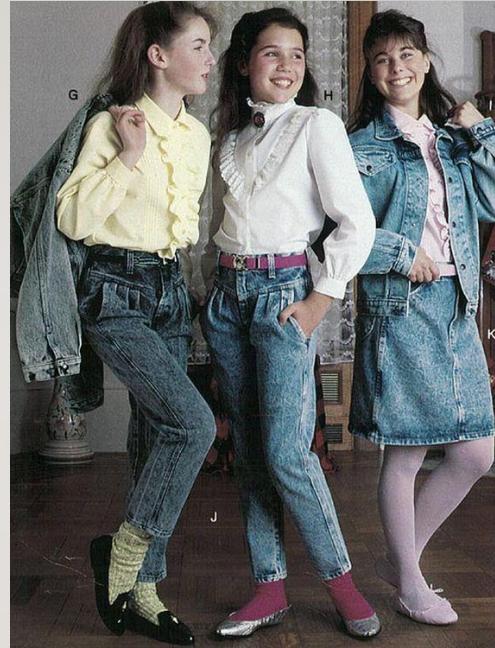
FASHION, CLOTHES IN THE 80'S WORLD

- There were several other styles that emerged in the eighties, many from “street style.”
- The concept of street style is a style that emerges from the “bottom” – from a subculture or individual – rather than from spreading “top down” from a designer.
- This kind of spread of fashion had been happening for several decades, but many new subcultural styles made their mark on both men and women’s fashion in the 1980s. These included styles that emerged from music and dance culture.



FASHION, CLOTHES IN THE 80'S WORLD

- Both men's and women's fashion trickled down into children's wear in the 1980s. However, it also took on brighter colors and bolder patterns
- Bold stripes, bright colors, and patterns were all popular trends for children throughout the 1980s.
- High-top Converse, brightly-colored tennis shoes and denim jackets were also popular looks worn by both genders.



FASHION, CLOTHES AND COMMUNISM

- During Communism, in Romania, people had a limited choice of clothes to buy.
- As the Cold War, which started soon after the Second World War, became more prominent in the 1950's, salaries remained low and international trade was limited without access to modern, Western clothes.
- People had to be creative in making clothes. That meant making and re-making clothes and using old garments to make new ones.



FASHION, CLOTHES AND COMMUNISM

- Many sweaters were unravelled and re-knitted, coats were re-cut and hemlines lowered.
- Many women bought the incorrect size (there were only few sizes available) and later on adapted the garment to their own needs.



FASHION, CLOTHES AND COMMUNISM

- In Romania the most important fashion designer was Zina Dumitrescu. She opened “Casa Modei” which was only a pretentious tailor shop located in an elegant Main Street building, it gave status to its customers. In a society that demanded uniformity, where everyone drove the same type of car and lived in similar apartments, some of us saw fashion as a rare opportunity to be different.
- Being well dressed required connections (to stores or factories producing for the West), a good eye and creativity. Having relatives who lived “Outside”, was also an advantage.



In curînd se va deschide în Calea Victoriei nr. 21-23 noua





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