

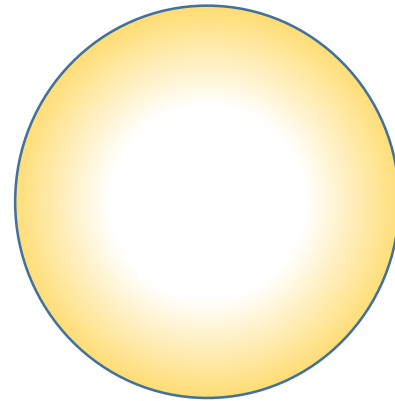
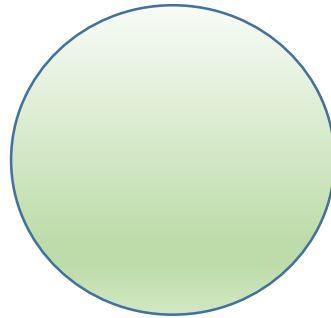
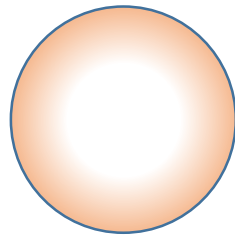


Co-funded by the  
Erasmus+ Programme  
of the European Union



# MODULE

3



## THE SOCIAL FUNCTION OF SPORT

## **SEGMENT 9**

**When sport, art and fashion meet:  
teaching "beauty" in sport**

## **Sports and Fashion**

What could be nicer than feeling to belong to a group?

Here, sportswear meets exactly this sense of belonging.

Our way of clothing is a reflection of our behaviours, thoughts, preferences and it completes us.



But in the meantime, the fashion world does not stay where it is, it is constantly changing and developing by adapting to the changing world and living conditions.

So, what has changed from past to present during this transformation?



In the mid-1800s, "fashion in sports" entered our lives.

This fashion, quite different from what we know and see, was actually the beginning of everything.

With the influence of some strict rules, these flashy clothes, which are completely far from comfort and freedom, instead of increasing the performance of athletes, almost force or even reduce it.



Women athletes also became an important part of the sports world in the early 1900s.

But the clothes looked more like period dresses than sportswear.

Shirts closed to the last button and high-heeled shoes worn under skirts extending to the ankle were more than a preference for the sports women of the period, but a necessity.



In the 1920s, comfort and performance began to be gradually emphasized.

Since the 1930s, color and style have been discovered in sports fashion.

In the 1940s, designers started to express themselves freely in the field of sportswear. In this way, interest in sports increased.





All the facts that were known and accepted as correct in sports fashion in the 70s and 80s came to an end as brand new trends emerged.

Aesthetic perceptions and concerns changed in the 90s.

Fashion in sports began in late 1800s, and there is no doubt that, thanks to those years, fashion was able to come to where it is today.

A sports style that constantly improves itself by appealing to everyone; it continues to create innovations by surprising every day and enabling individuals to express themselves with their daily clothing choices.



## **SPORTS AND ART**

When we make a brief description of the artist and the athlete, it is possible to see how much they overlap in these two professions.

*An Artist* is a professional technician who, with her/his emotion, energy and personality, can create original works that others cannot produce or find the environment to produce.

An Athlete is a professional technician who can gain the appreciation of other people with her/his energy and personality, and who can demonstrate her/his aesthetic and physical abilities that others cannot exhibit or find the environment to exhibit, managing to use her/his body.



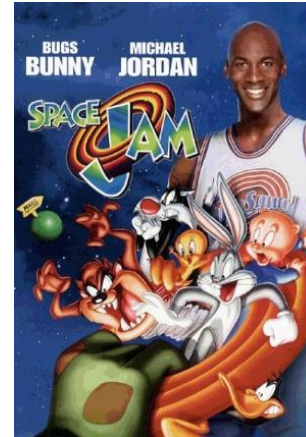
People of different nations and have different languages and cultures communicate through arts and sports. For this reason, arts and sports have the characteristics of an universal language.

Both are influenced by nature. In both professions, characteristics such as patience, interest, continuity in will, discipline, and dreaming are common.

In addition to resembling, sports and art are branches that complement and support each other. Every Olympics or Worldwide tournaments has a song. Millions enjoy watching the encounters as they enthuse with the songs of these artists they admire.

Many sports and athletes have inspired books, songs, pictures, series and movies in the past and today.

These works have influenced people's lifestyles, perspectives, morale and motivation and will continue to do so.



One of the best examples is the TV series «The Queen's Gambit».

After the series which deals with the orphan chess genius named Beth Harmon and her journey to become the best chess player in the world, a 1048 percent increase in chess set sales worldwide was observed.

**Sports combined with art and fashion affects masses.**



# **Keywords**

**Sports Uniforms**

**Sport Style**

**Performance Athletes**

**Lifestyles**

**Comfort Clothes**

**Belong to a Group**