



## Fashion In The UK

When it comes to fashion, the UK may not come to mind but truth be told fashion and textiles is a hugely important industry in the UK and the majority of Brits have a relatively good **sense of style**.

### What do Brits wear?

Given the ever-changing weather and the four distinct seasons, the clothes that Brits wear constantly change and age, generation and interest in fashion will play a huge role in how **fashionable** a person is. According to online surveys, the most popular **outfit** is an all-in-one long-sleeved dress for women and casual jeans and a t-shirt for men. Brands are also an important factor when deciding what to wear, although most people will choose **high-street brands** as opposed to **luxury brands** and **bespoke** items of clothing. High-street brands offer huge **ranges** for each season and **fashionistas** will **hit the shops** regularly to ensure they're always **à la mode**.

### Who leads the British fashion industry?

Some of the leading **designers** in the UK are Stella McCartney, Vivienne Westwood, Alexander McQueen and Victoria Beckham. We also have plenty of internationally famous **models** too, including Kate Moss, Naomi Campbell, Cara Delvigne and Elizabeth Hurley. Some of the biggest **influencers** in the fashion industry in the UK are the members of the Royal Family, including the children. As soon as a Royal Family member is seen in an outfit, Brits race to the store to purchase the same item of clothing. Of course, this is difficult if it's **made to measure** but the modern royals tend to use high-street brands **off the peg**. Most young royals tend to look elegant and **chic** but there is always the occasional **fashion victim**!

### What about the fashion shows?

One of the most famous fashion events around the world is London Fashion Week. Alongside New York, Paris and Milan, it's one of the "big four". It takes place biannually and models can show off **the latest trends** from the big names in fashion with models on the **catwalk**.

### What are the cultural outfits in the UK?

Whilst the traditional style in the UK is the same as most Western countries, there are a few traditional British items. Most notably is the kilt, traditionally worn at formal events by men in Scotland. The kilt is a tartan skirt and can be seen at weddings and formal celebrations across Scotland. The bowler hat is also traditionally British as well as the mackintosh, which is a raincoat.