



1913  
Q970



1938



1977



1983

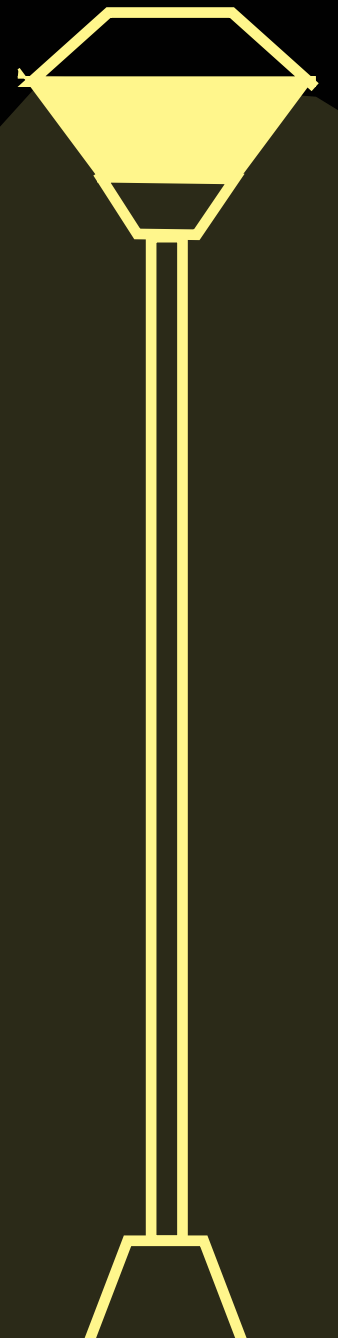


1984



2025

DIFFERENT  
TIME  
DIFFERENT  
DISPLAY



# Fashion Of The Past



est. 1841



Since the beginning of the brand C&A a lot have changed. Not only when it comes to the company but also to the fashion overall. It became one of the major stores that sell in plenty of countries. Barely any customers are aware of how long it has been around. Because it became such a big globalised web of shops it also went under the influence of the trend of fast fashion. Looking back at their older advertisements you can see the quality of clothing was better and had better produced details which dissapeared as the time passed. Personally, before making any research I thought of C&A as a shop where I can go to get some cheap solid colour T-shirts or some underwear because the clothing there is simoly boring. That is why I found it interesting to see more complex outfits on their old advertisements. Another change that happened in the clothing industry is that prize more often doesn't relate to quality one of the examples being Zara

