

# PERCEPTION OF THE BEAUTY THROUGH THE CENTURY IN PERSIAN CULTURE; A CONDENSE REVIEW<sup>1</sup>

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## **ABSTRACT**

*Persians are and were keen on their appearance and known to wear make-up, jewelry and fragrance, painted their body parts with henna and chose extravagant garments along the 2,500 years of their history. The style of the garments have always represented the class and status through the history. In early civilizations, dress codes did not have much differences between the genders, but later, significant deviations occurred between the garments. Considering the high rank societies, the feeling of being distinguished was the main motivation behind the fashion trends. This can also be projected to today's world; if something becomes common, a quest for a new and unique one is emerged. Response to this quest usually came through either internal or external resources depending on the historical realizations.*

*In Persian land, three of remarkable turning points on women wear occurred during Abbasid caliphate, Pahlavi period and Islamic revolution, respectively. Former and latest ones led to covering and hiding the unique dress code of Persians culture with dull black cover, so-called Chador. On the other hand, following the legacy of Pahlavi period, today, Iranian women express themselves with exceptional fashion trends in which both western and historical Persian culture are melted and mixed with reasonable weighting.*

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## 1. INTRODUCTION

Since the dawn of the human existence, women have found different ways to express themselves. Expression may be taken in various meaning extending from identifying social status to show off their emotional well-being. Different cultures handle this issue in line with the structure and dynamics of their society.

Persian culture is one of the richest and oldest one that has survived since the prehistorically periods. Due to geopolitical importance of their location, Persian nation has suffered from attacks and influences of other nations through the centuries. As a consequence of the invasions and attacks, Persians improved their engineering and architectural skills while rebuilding the cities and infrastructures. In the meantime, influence from other nations tainted their cultures. One of the effects can be seen in their dress code; ladies were using much fresh and comfortable dress before the Islamic era. Then, black hijab replaced all preceding ones.

Ancient dress code and fashion trends through the lands ruled by Persians is subject to many researches (e.g. Houston and Horn blower 1920, Olmstead 1948, Goetz 1964, Scarce 1975, Gheibi 2006). Main outcome of these researches reveal that fashionable part of the dress codes gradually changed through the centuries due to influence of the neighbors and invaders but main lines or basics of the traditional costumes are well preserved due to ability of local fashion makers implementation of, rather than merely usage of, imposed dress codes into their society.

I will present a quick tour to reader about the Persian women costume, our journey will start from eight century and end in twentieth century. My main focus is on the change in women dress code and their relation to local fashion trends. I will give outlines of the dress preference of the woman together with the short description of dominant rulers or influencers in the region.

## 2. DEFINITIONS

For better digestion of the subject I shall define some of the specific costume names used in following sections.

Arqalogh	A type of clothing made of silk which ladies wore as a top of their garment.
Cassock	A long coat, Ankle-length garment.
Chador	An outer garment or open cloak, a full-body-length semicircle of fabric that is open down the front.
Chemise	A simple garment worn next to the skin to protect clothing from sweat and body oils.
Cloak	A type of loose garment that is worn over indoor clothing and serves the same purpose as an overcoat.
Colijeh	A short coat.
Kaftans	A variant of the robe or tunic, often worn as a coat or overdress, usually reaching to the ankles, with long sleeves.
Shawl	A rectangular or square piece of cloth.
Toga	A distinctive garment of Ancient Rome, was a roughly semicircular cloth, between 12 and 20 feet in length, draped over the shoulders and around the body.
Tunic	The basic garment worn by both men and women, usually simple in



style, reaching from the shoulders to a length somewhere between the hips and the ankles.

Turtleneck A garment, usually a sweater, with a close-fitting, round, and high part similar to a collar that folds over and covers the neck.

Turban, scarf, hijab and veil Types of headwear based on cloth winding.

These names may vary between regions and function of each may slightly be altered depending of the society used in.

### 3. BEFORE ARABIC INFLUENCE

This period cover large portion of the history (Table 1). Unfortunately before Achaemenian and Parthian civilizations there is not much historical record to understand and evaluate the fashion trends. Significant Christian communities together with other local religious ones lived in Parthian and Sasanian Empire. Available resources are limited to ceramic and murals (e.g. Gheibi 2006) and based on the possible similarities with Roman Empire. It is assumed that the Sassanian textiles were soft and delicate, usually fine muslin, garments often had elegant designs of animals and plants on them.

My focus will be on the later civilizations. During the Abbasid caliphate that dominate Arabic peninsular northwest of Africa and Mesopotamia, Arabic or, much correctly, Islamic influence came to Persian land with a force driven by the religion. Fashion-defined details such as color, silhouette, embroidery etc., covered with black hijab. In reality, none of the fashionable details has disappeared but all of them have been buried under the dull black outfit.

**Table 1.** Simplified time table of Persian history. The periods between 600 AD and 2000 are subject to this manuscript

Pre-Islamic Era			Post-Islamic Era							Modern Times	
550 to 330 BC	247 BC to 224 AD	224 to 651 AD	566 to 653 CE	819 to 999	1256 to 1335/1353	1501 to 1736	1736 to 1796	1750 to 1794	1789 to 1925	1925 to 1979	1979 - today
Achaemenid Empire	Parthian Empire	Sasanian Empire	Abbasid Caliphate	Samanid Empire	Ilkhanate	Safavid dynasty	Afsharid dynasty	Zand dynasty	Qajar dynasty	Pahlavi dynasty	Islamic republic

### 4. POST-ISLAMIC INFLUENCE

Before the modern times (Table 1) post-Islamic period housed multiple civilization seven of which subject to this research. After Arab invasion and their dominance on some part of ancient Persia, the Sassanid period and their influence to region began to fade away and their art and culture, carried from glorious empire, was spoiled by the Arab culture.

In fact, Islamic based culture attracted majority of people from many region and led to creation of Islamic art and implementation of the Arabic culture. Although, after that period, Persian land became an Islamic country, the art, the culture and the traditions of the Persians did not deviate from historical roots drastically. Rather, the proper use of the art and local culture had an effective role in formatting the art evolution and Islamic civilization.



#### 4.1. Abbasid Period

Abbasid caliphates ruled all Persian land but left very limited resources for us to understand their dress code and fashion trends. According to historians, black chador was main outfit but not much detail survived.

One of the ruler for Persian land was Mansur (Caliphate) and declared that whoever entered Persia had to use black outfit (Gheibi 2006 p. 284). This caused a sort of conflict since black represented Abbasid civilization while white was accepted as Arabic tradition. But, black dominated and suppress the white all over the Islamic lands through this era.

The first things about the garment of the ancient time I have to mention in here is that the people preferred mostly comfortable dresses than those were considered as a fashionable.

For instance, most of the garments of that era were long and loose fit due to comfort (Picture 1) but, in the meantime, high society people were using dresses with golden embroidery and/or Kofi calligraphic writings (Picture 2).

Sketch 1 presents my impression of the dress for Abbasid era.



Picture 1. Tunic with tiraz decoration from fustat in Egypt. Manufactured out of linen and silk during the Abbasid caliphate.<sup>2</sup>

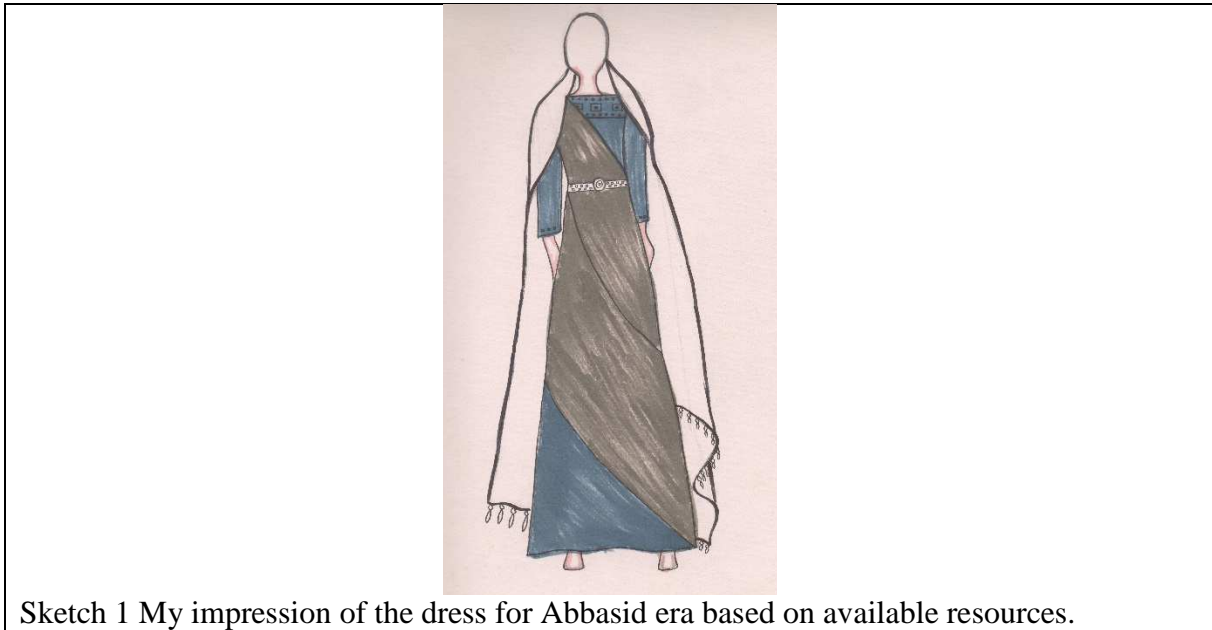


Picture 2. Coat; Iran; sogdian (Abbasian) 8<sup>th</sup> century<sup>3</sup>

As a summary, when Arabs enter the ancient Persian land, they brought in their custom requiring court bureaucrats and administrators to wear official black robes for ceremonial activities and events. On the contrary, Iranian rarely used black color in their garment during the Sassanid period. At first, when Arabs rulers concurred the country, the culture of Persia did not change and remained as it was. Thus, Abbasid caliphates forced the people to use black dress, mainly Chador, using religion law, so-called shariah.

<sup>2</sup><http://users.stlcc.edu/mfuller/sca/Textile444.html>

<sup>3</sup><https://awalimofstormhold.wordpress.com/tag/sogdiana/>



Sketch 1 My impression of the dress for Abbasid era based on available resources.

#### 4.2. Clothing in Samanid Era

In general, Samanid rulers promoted the local Persian culture and let it flourish. Fundamentals of Persian dress emerged in this period and one of the main developments took place in textiles. Persians had production centers which produced fine cotton fabric as well as woolen clothes. High quality fabrics were manufactured in many places along the Persian lands.

Outline of the garments were as follows;

-Dress (tunic)

These dresses had open or close front (up to 8th century) with round neck and long sleeves and tight-fitting was sometimes below the knee line.

-cloak (long garment)

Cloak was a long dress worn over short dress (tunic). Most of the cassock had open front and was wrapped with shawl at the waist line; these shawl was sort of long, and had handmade border. Decorative motifs on the sidelines of cassock were comparable with the sideline or decoration of the famous monuments of that era.

-trousers

Women's trousers were loose and they were tight at the ankles (Picture 3 and 4) in the early period of Islam. Note that trousers kept getting fitted and tighter by the time being.



Picture 3. A Rare Pair Of Silk Lampas Trousers, Sogdiana, Central Asia, 7th - 8th<sup>4</sup>



Picture 4. Trousers of "woman carrying calf", 9<sup>th</sup> century A.D., from: Painting of Iran by Pakbaz (Gheibi 2006 p. 343).

-arqalogh

Arqalogh is a type of clothing made of silk which ladies wore as a top of their garment.

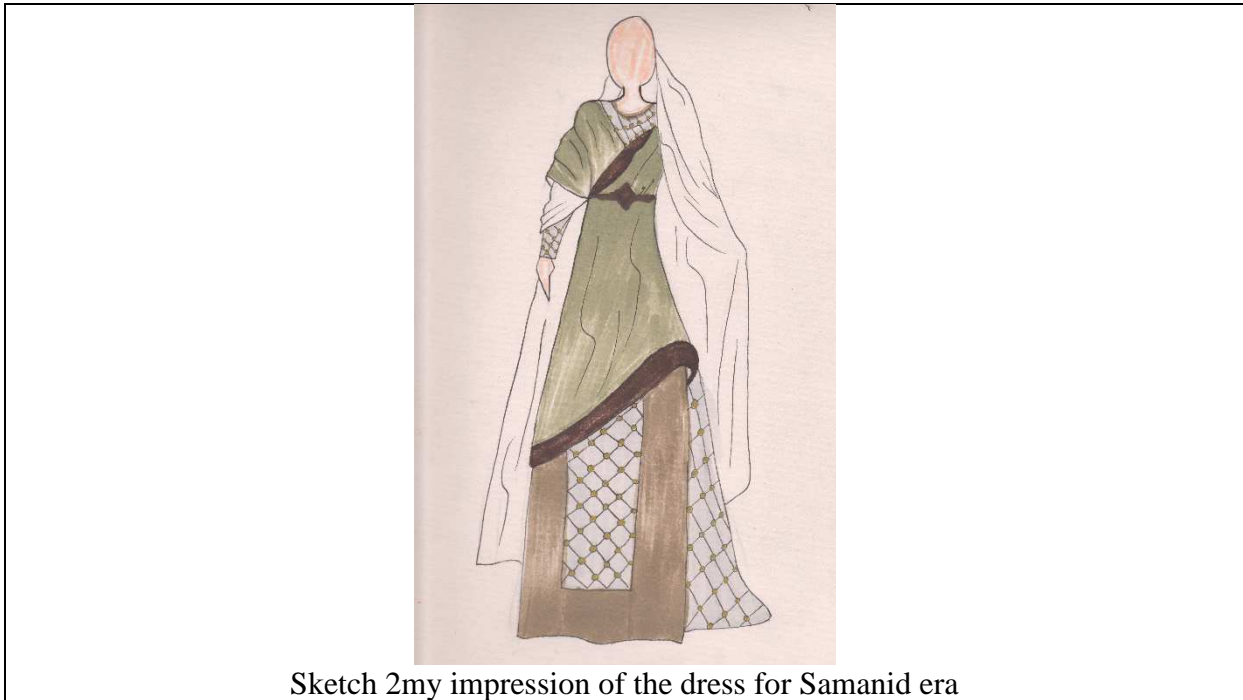
-Belt or shawl

In most of the works discovered from that era ladies belt made by or design by jewelry.

My impression of the dress for Samanid era is given in Sketch 2.

As a summary, Samanid Empire provided vast opportunity and type of dresses were expanded and furnished on the Persian land. Limited resources imply that change of details in, e.g., trousers followed the local fashion trends rather than usage requirement. Once again jewelry completed the appearance of the people.

<sup>4</sup>[http://islamicartsmagazine.com/magazine/view/the\\_highlights\\_from\\_sothebys\\_forthcoming\\_london\\_auction\\_arts\\_of\\_the\\_is/](http://islamicartsmagazine.com/magazine/view/the_highlights_from_sothebys_forthcoming_london_auction_arts_of_the_is/)



Sketch 2my impression of the dress for Samanid era

#### 4.3. Clothing in Ilkhanet Era

When Mongols attacked and entered to Persian Land, Persian culture had already mixed with Arabic culture for almost 500 years. After Mongol conquered Persia, Ilkhanate Empire was established as a khanate that formed the southwestern division of the Mongol Empire. During this period, Persian art and culture went under the influence of east, especially Chinese art. At the first, Chinese tailors made dresses with individual formats and promoted their culture to ancient Persia.

Production of textile had a significant development and clothes, garments and also appearance of people became important.

On that era, a new job had been invented; the mirror providers<sup>5</sup>. These people had very important job; to carry mirror on the streets and whoever gave a coin they could watch themselves in the mirror. In that way people from all ranks and societies could take care of their dress and also appearance<sup>6</sup>. It would not be too hard to guess that women became main clients of this business group. Therefore, I may say that opinion of others on appearance became an official part of the Persian culture.

Some important aspect of the garments were as follows;

-Underneath dress

Ladies underwear with simple round shape neck line was the inner cloth which touched the body and in many miniatures belongs to those days. The fabric was with or without pattern and color was either dark or colorful.

-Long dress

<sup>5</sup><http://www.cgie.org.ir/fa/news/49727>

<sup>6</sup><https://www.vadiye.com/fashion/clothing-history/ilkhans-clothing-history>





These dresses made of silk, mostly sewed with the foreign fabric. It usually had open collar up to waist line or some cases hip line with beautiful pattern.

In some pictures collar is open up to belly line with turtleneck then the skirt with full pleated using jeweler belt. Sleeves were so long and fitted.

-Cloak

Cloaks were with short sleeves and long up to knee or sometimes up to ankles. Those cassocks had a turtleneck which had embroidery or decorate with animal's skin.

-Toga

Toga was so loose with loose sleeves and long; top part of toga from left shoulder diagonal to right armpit and closing with strip under bust line (Picture 5.)



Picture 5. Sample of toga<sup>7</sup>

Slightly modernized version of the dress for Ilkhanate era is given in Sketch 3.

As a summary, the close connection to the Mongol Empire had eased trade and commerce across Asia. Therefore, colorful and masterful dress and design of Far East culture, especially China, channeled into Persian land. Increased number of options allowed the women to choose their outfit. The Ilkhanate also opened the way for the later Persian Safavid dynasty, one of the longest epoch, and ultimately the modern country of Iran.

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<sup>7</sup><https://www.agakhanmuseum.org/collection/artifact/robe-AKM677#>





Sketch 3 Modernized version of the dress for Ilkhanate era

#### 4.4. Clothing In Safavid Period

During the early Safavid period, the detailed paintings in the *Shahnama* of Tahmasp and other illustrated royal manuscripts<sup>8</sup> provide detailed information about the dress codes and preferences. The most important material was silk and Shah 'Abbas' centralized the distribution of raw silk under state control. High-end silk and velvet textiles for apparel and home furnishings were produced in Yazd, Kashan and Isfahan and exported to neighboring countries. The rich tradition of weaving in Iran shines during the Safavid period. Traditional figures and floral designs were implemented by weavers. Persian garments were created from these luxurious silk textiles and considered the essence of the Safavid style.

Outlines of the dress code were as follows;

-Dress (tonic)

Dress known as chemise it means folder or dress which is open up to belly button, ladies dress are thinner than men's both are loose and sleeves up to wrist line length of the dress up to knee size. The colors are yellow and made of camels wool without any embroideries, Jewish ladies wearing cherry color dress and they attached fur around their skirt (Picture 6).

-Cloak

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<sup>8</sup>[http://www.metmuseum.org/toah/hd/safa\\_f/hd\\_safa\\_f.htm](http://www.metmuseum.org/toah/hd/safa_f/hd_safa_f.htm)



They used cloak top of the chemise (dress), its long up to ankle.



Picture 6. Safavid era, traveler's account of Chevalier Chardin<sup>9</sup>

**-Manto**

In some miniatures we can see ladies, like men, wore manto top of their cloak which are open front with short sleeves without any belt.

**-Vest and arqalogh**

Ladies in Safavid period wore open front vest under their cloak;

**-Colijeh or coat**

The difference between colijeh and coat is that the coat is long up to ankles but colojeh is short. They were using coat during winter but colijeh were fitted and used with long skirt; both were used under cloak.

**-Shawl, belt and gloves**

Ladies like men were using shawl top of their cloak but the belt were thinner than men's; it never went more than size of the one thumb (Picture 11).

Note that, at that period of times, ladies were using gloves during bird hunting as well as touching bird.

**-Pants**

Its appear from miniatures that while ladies working, they pulled up their skirts and their pants appeared under the skirts. Those pants were fitted and touched the body.

In sketch 4, I present modernized version of the dress code for Safavid era.

<sup>9</sup><http://khoobtarin.com/1392/11/لباس زنان/?lang=en>



Picture 7. Sample of shawl; lady with blossoming tree, Safavid miniature<sup>10</sup>

As a summary, in Safavid era, Arabic influence still were effecting dress code, although ladies were not allowed to wear dress according to custom of the country but beauty of the ladies were appeared from the carving of the fabric that they were using in same era.



Sketch 4 Modernized version of the dress code for Safavid era

<sup>10</sup><https://aunatural.tumblr.com/post/5285604629/aleyma-woman-with-a-spray-of-flowers-painted>



#### 4.5. Clothing In Afsharian And Zand Era

During Nader Shah, along the Afshar dynasty, luxury clothes were reduced and clothes changed to be simpler form. For instance the skirt, Qaba and dress got shorter and quality and accessories became more important. Outlines of the dress code are given below and also in Picture 8.

##### -Dress

Ladies dress in Zand period became a fitted and quality was cotton and silk. Collar was not round and very close up to truth instead collar was open up to bust line; wearing tight dress became a common between the ladies and their skirt became a shorter than previous era.

##### -Trousers

Ladies trousers had a quiet big change .it's made of embroidered cotton fabrics loose and straight cut; it was that much hard that trousers leg was look like two rectangular pillar; the more the below the more aristocratic were the person.

##### -Skirt

Ladies just started use skirt in this period which were long up to ankle line so that trousers leg could be seen. Of course those skirt were used short period of time and ladies start to use dress and trousers as usual.

##### -arqalogh

arqalogh was similar to coat which they used to wear top of their dress and decorate with jeweler armlet.

##### -Doublet

Ladies in this period like past wore a short sleeves doublet top of their dress and trousers in winter time they used doublet top of arqalogh which made of animal skins.



Picture 12. Persian women's clothing of the 17th century (after Chardin 1711, pl. 23).

I present modernized version of the dress code for Afsharid erain sketch 5,

As a summary, at Afsharid era, dress codes were consist of the formal dress which were imitated from Arabic cultures. In Zand period, lady's dresses were loose not to show the



body due to their religious in which ladies body should not be seen by any another man except first degree family member. Thus, ladies used jewelries and pearls to attract the attention.



Sketch 5 modernized version of the dress code for Afsharian era

#### 4.6. Clothing in Qajar Era

The sartorial inclinations of the Qajar period were not so very different from those of earlier period until the latter half of the era. As is evidenced by the early portraiture of royal family members, although the Western influences became more and more widespread, court dress retained very strong elements of traditional dress<sup>11</sup>. Outlines of the dress code are given below;

-Dress

In this renaissance were too much changes in people's dress code to imitate ancient clothing long dress with dignity became a common in public (Picture 9).

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<sup>11</sup>[https://en.wikipedia.org/wiki/Qajar\\_art](https://en.wikipedia.org/wiki/Qajar_art)



Picture 9. Outdoor outfit of Qajar era. A woman with chador removing her face cover, (after Gheibi 2006 p. 599 )

#### -Skirt

Skirt was one of the clothes that became a spread in that era. In the first period of Qajar time the skirts were longer than that of Zand era, but in the second period of Qajar period, long skirt converted to shaliteh (old-fashioned short petticoat) and trousers (Picture 11 and 12).



Picture 10. long skirt in first period of Qajar<sup>12</sup>



Picture 11. short skirt in second period of Qajar<sup>13</sup>

-Arqalogh or corsage

Arqalogh is a corsage or long coat which wore on top of dress with high quality fabric. The embroidery sleeves, open front although it has a button but they never close it because they want to show their jewelry.

-Trousers or breeches or culottes

The first period of Qajar trousers were used underneath a long dress so it was not easy to see but in second period of Qajar the skirts getting short and quality of the trousers were appear.

Inside the palace ladies were using white elastic waist band skirt which known as tanketunban and the public were using black color trousers. (Picture 19)

-Doublet or shapkin

It is a kind of dress without collar and front is open. At the first it was as long as ankle size but in time being became even shorter than skirt. It can be close only with button and had big pocket .it shows the waist bigger than normal.

<sup>12</sup><https://www.pinterest.com/pin/278238083199634577/>

<sup>13</sup><http://s1.zetaboards.com/anthroscape/topic/5947923/1/>





Picture 12. Coat, velvet on gold-brocade ground, Persia, ca. 1730<sup>14</sup>.



Picture 13. Embroidered silk jacket, Persia, 17th-18th century<sup>15</sup>.

The first period of Qajar era women used to wear simple dress code following Zand era's dress code. Those family whom where rich and belonged to high society were using pearl or gold as their dress button and mostly using silk to appear attractive in society.

At second period of Qajar time Naser-e-din shah start to travel abroad and, for first time, went Russia and saw the ballerinas at Petersburg that they were using tight trousers with very short skirt the size like a span. Shah took this dress and force the lady in palace to dress up like that but gradually this dress code enter the publics but the only high society people could wear it because of religious atmosphere of society it did not became common<sup>16</sup>.

And at the last period of Qajar European culture of dress entered Iran and people liked it because there were competition between high society people so they were more open and more fashionable at home. Because of religious atmosphere as soon as they come outside they have to cover themselves with black chador which was common on that era. Public people still were using comfortable and simple dress code<sup>17</sup>.

Naser-e-din shah trips to Europe had a huge revolution in woman's clothing in that era. European lifestyle consideration, garments and clothing effected Persian culture almost in mid reign of Nasere-e din Shah. Another important event that effects beauty in Iran was that Nasere din shah was interested to photography so he brought the first camera to Iran. Then, he started to capture a lot of the courtly life; especially women's court. Women in court were effective to transfer of new methods of dress and chador to women's community especially Shah's mother (Mahd-e-olia) whom was pioneer in developing and modifying dress code of that era (Fazle Vaziri 2014).

My impression of the dress code for Qajar era is given in Sketch 6.

As a summary, beauty of Qajar era started when king brought them new revolution of dress code from Europe and Russia and with high women society inside the court women's started to speared the fashion every were.

<sup>14</sup><http://www.iranicaonline.org/articles/clothing-x> PLATE CIII

<sup>15</sup><http://www.iranicaonline.org/articles/clothing-x> PLATE CVIII

<sup>16</sup><http://www.yjc.ir/en/news/1138/iranian-clothing-in-the-course-of-time>

<sup>17</sup><http://www.akairan.com/maghalat-persia/maghalate-tarikh/110830010723.html>



Sketch 6 My impression of the dress code for Qajar era

#### **4.7. Clothing in Pahlavi period**

Reza Pahlavi was a revolutionist ruler and pushed Iran towards west and tried to eradicate the Arabic influence over the country. His attempt included removing Islamic dress code and also religion itself.

The clothing of Persians during the early years of the Pahlavi dynasty was generally similar to that of the Qajar period, reflecting differences among tribes, villages, and regions, as well as among classes. In the late 19th century there had been some effort to reform the dress, most notably of government officials. Particularly after the Constitutional Revolution (1906-09) many Persian men who had traveled abroad had begun to adopt European dress, wearing suits, neckties, and bow ties. Most of these men lived in the capital and a few large cities in the north and northwest; they did not constitute a large group (see *The Encyclopædia Iranica* for details).



Picture 14. Iranian University students in 1970s<sup>18</sup>



Picture 15. Official State portrait of Empress Pahlavi taken 30 May 1972<sup>19</sup>

European Products start to find the place in Iranian market. In the other hand Iranian imitated French designer and tailors; slowly make an important changes in condition of clothing and apparel in Iran.

During this course, fashion trends followed the European trends because the very first designer in Iran came from French and Britain and their influences shaped the Iranian dress code. This resulted in that chadors length and width was reduced to small size like scarf and trousers changed to tights; Shalita; short skirt and trousers became a long dress which changes in term of fashion. Instead of arqalog and doubling they start to use jacket vest and blouse with European tailoring. Velvet; net and brocade fabrics replaced with satin; crepe; georgette and so on.

I would like to think of the dress code for Pahlavi period as given in Sketch 6.

As a summary, this period may be seen as a sharp turning point in the history of dress code. Islamic dress code had been removed by force and young women enjoyed and followed the western fashion trends in big cities (Picture 14). Royal family was the main source of motivation for this trend (Picture 15). Beauty was directly linked to western world and it was accepted that the level of westernized appearance defined the classification of the beautiful women.

<sup>18</sup>[http://www.parstimes.com/fashion/pre\\_revolution/](http://www.parstimes.com/fashion/pre_revolution/)

<sup>19</sup>[http://www.thefullwiki.org/Farah\\_Diba](http://www.thefullwiki.org/Farah_Diba)



Sketch 7 My impression of the modern dress code for Pahlavi period

#### 4.8. Clothing after Islamic revolution

In 1979, the Iranian Revolution took place and the status of women regressed. Before arrival of Ruhollah Khomeini to Iran, his supporter began to use chador as a symbol of opposition to Monarch. After his arrival, Islamic dress code became law and enforced to everyone regardless of their religion (Picture 16).



Picture 16. An Iranian women wearing a distinctive black chador(cloak)<sup>20</sup>

<sup>20</sup><https://www.pinterest.com/afmuslimah/chador/>



But even starting from the early stage of revolution, during which everything was restricted, the revolution could not change the dressing habit of all Iranian women.

Mixture of dress code inherited from Monarchy together with Islamic touch has created Iranian fashion trends (Picture 17). Nowadays people are using European style, top-shelf and high end costume for indoor and Iranian style overcoat and inner attire for outdoor. In the meantime, there are groups of the women who prefer traditional outfit and uses various type of hijab or Chador.



Picture 17. Street style fashion in Iran, 21 century<sup>21</sup>

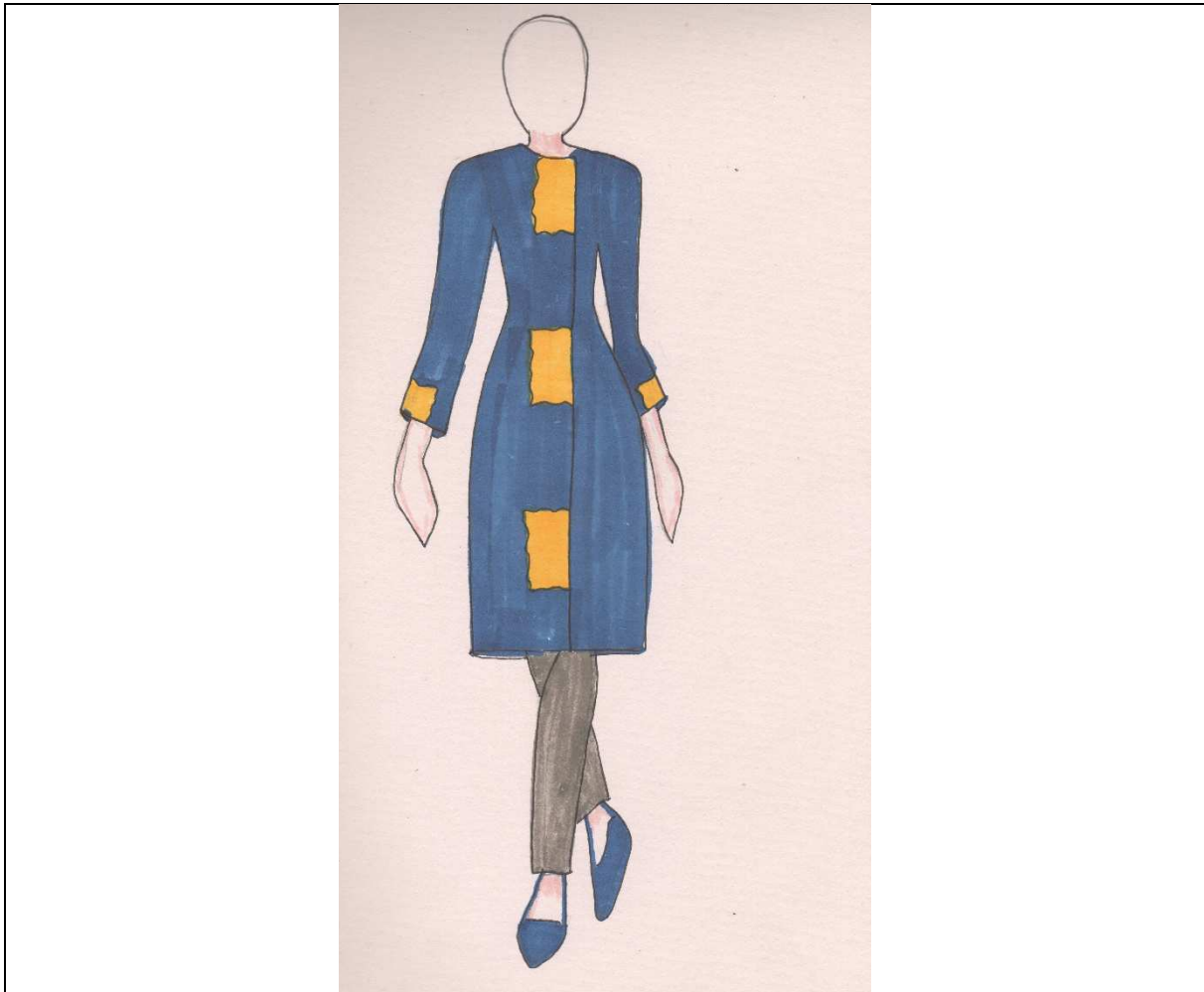
In recent years Iranian dress code has become unique and Iranian ladies created and follow their own style. Many young fashion designers whom graduated from local or international universities, design classic hijab with their interpretation and modify hijab to something more chic. The fashion calendar is similar to western world and new style comes out every four months. Patterns on the garments follows the seasonal changes but some of the designers also try to utilize their inspirations from traditional Old Persian architect of mosque or antique houses. In addition to pattern, color is an important aspect of the garments and designers use all the range of the color from simple black to bright and shiny colors. The most colorful garments appear usually at spring and summer periods. An example is given in Sketch 7

It is an interesting fact that certainly there is no country that follows the Iranian fashion and dress code and this also makes exploring Iranian clothing culture worthwhile.

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<sup>21</sup><http://muftah.org/street-fashion-iran-then-and-now/#>





Sketch 8 One of my design for modern days.

## 5. RESULTS

Persian culture has survived and flourished since the early ages of the human history.

In the ancient time, People had different reasons to choose the garments for their use. For instance, one of the main reason was to protect their body from weather condition or other natural causes. In addition, garment must be comfortable and used for modesty and safety.

During the Post-Islamic period the rulers from Persian root or different countries brought in and promoted different cultures (including dress codes) to Persian land. As a result three notable attacks to women wear occurred during Abbasid caliphate, Pahlavi period and Islamic revolution, respectively. First and last ones forced to replace traditional dress codes with Islamic ones. Second one acted exactly reverse direction and aimed to remove the Islamic attire from Iran.

In general, conservative dress code was the foundation of the preferences for women in Persian lands. It has been modified but never disappeared. Nowadays ladies using garment as a fashion trend rather than being comfortable. Above all, Iranian fashion trends are unique and neither being followed nor follows any other ones.



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