



FASHION TRENDS AND ITS IMPACT ON SOCIETY

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ABSTRACT:

“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.”

Today's Fashion, that has always been a multi-dimensional universal impact, is not just a change, a trend but the spirit of the times, the succession and combination of styles. It is not just a relation among classes. Fashion is the most complete expression of a post-modern industrial culture that finds its way to be in the design process. Fashion is something we deal with every day. One can find a lot of changes and evolution in the history of fashion. Fashion can affect the economy of a country or the whole world. It can sway politics, serve as an art form and can affect someone's personal life.

Needless to say, fashion is arguably being one of the biggest factors that affect and that can be affected by the society. It has always been present and will be present for as long as human race exists.

Fashion trends are influenced by several factors including cinema, celebrities, climate, creative explorations, political, economical, social and technological. Examining these factors is called a PEST analysis. Fashion forecasters can use this information to help determine growth or decline of a particular trend. Fashion trends change daily, it can not stay unchanged.

Keywords: Fashion, Society, Trends, Impact.

INTRODUCTION:

Trends are really what the fashion world go round- a new trend catches on, designers make their own versions, the public buys these products, the trend fades and a new trend emerges. Trends has a large broad spectrum which includes various fields such as; clothing, footwear, accessories, makeup, body piercing, tattooing, plastic surgeries, Interior Design or furniture.

Fashion is defined in two ways. It could have good effects and bad effects. Fashion is a way for a person to express one's self. To some people, it is their only way to show what they are feeling, but there are also bad effects of fashion to society. Nowadays, fashion is used to criticize people with what they are wearing. There is a show on "E!" that exhibits this particular idea on criticizing peoples with what they wear and when they wear it. I find it extremely rude to publicly criticize those people and make fun of them. Even though those people are television actresses or actors, they are still people who have feelings. People should respect each other both privately and publicly. This is one of the many effects of fashion to society

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The Society is a community of people living in a country or region and having shared customs, laws and organization. In our

society, there are various classes and they having their different way of dressing and lifestyle. We need to keep in consideration every class of people while speaking about society. The garment we wear depicts our personality.

There are positive as well as negative impacts on our society. The new innovations and talent of our new generation and designers are worth complimenting. They have given a new name to the Indian trends internationally. On the other hand, the new trends are projecting a wrong picture in minds of the people, especially with girls, skirts are getting shorter and the neckline on shirts has dropped.

Today's Trend In Fashion :

Today, you can well describe our Indian clothing industry in a blossoming take off stage. Versatile Indian clothing styles reflect the faces of diversity in India. Apparels are undergoing astounding changes in this globalized era. Fashion often reflects the society.

Important personalities in history have also had an impact on fashion, but no matter how competitive and innovative the Fashion industry is, it actually has to follow what is called the “Fashion Cycle”, which has no specific measurable time period. Some styles sustain for a longer period of time. Some die out soon, and some styles come back years after they were declined.

So we can say that fashion changes with time and has always been evolving to fit the taste, lifestyle, and demands of society. Every new day comes with a new trend. Today every next

person has their own different and unique choice of dressing, some love to dress in more peppy and trendy way so some love the casual sense, the other one way is skater or shaggy while the few goes gothic and baggy clothing.

Impact On Society :

We can argue whether or not the fashion trends have more of a positive or negative effect on people of today, regardless we can agree that the apparel industry has grown to become very popular and influential. Society comprises of the population including infants, small kids, teens, adults, working population, and retired people.

There are various categories including the different level of population and their mindsets, so the influence or impact of the trends will differ from category to category, group to group, and individual to individual. Fashion is always rapidly changing for a reason.

The age when the impact of anything is at peak is between 10-24 because at this age we don't develop to use our mind and differentiate between what is actually good and bad. According to a research, more than half 55% of the urban youth in India keeps a close track of latest trends of lifestyle, clothing etc.

As there are two sides of the coin, in the same way, there can be positive as well as negative impact of fashion trends on society. Some impacts are given below:

Positive Impact Of Fashion Trend :

- New ideas, designs and trendy look in invented.
- Apparel industry gives chance to designers to express their talent.
- There are unending opportunities in the Apparel sector. The possibilities are truly endless.
- The new fashion comes and gives a branded modern look to any ordinary man.
- People stay fashionable and stylish to attract the opposite sex to get noticed by someone they like. With the help of fashion, you can look the part and get acknowledge.
- The world is huge, filled with many diversity and cultures. Fashion and apparels are like one language that everyone can understand. It connects people internationally because fashion travels from one city to the next.
- Fashion is the ultimate way to express oneself. One of the first impression

people have of you is from your appearance.

- Fashion and trends and that to apparel are one of the most popular items and one of the most popular topics spoken on television, magazines, and internets. With their popularity, they can influence many people.

Negative Impact Of Fashion Trend :

- Bending generation towards western culture.
- Forgetting Indian culture and ethics.
- Showing more interest in the Hollywood fashion and trends than own country.
- Today's new generation prefer western outfits than traditional.
- Many people not only follow the latest trends and styles but also believe and emulate the images of sticky skinny that are projected by the fashion industry.
- Young girls do to achieve such zero figure images and then lead to dangerous eating disorder, mental health issues, Anorexia, body mutilation and even suicides.
- The attractive ads of the apparels and new trends telling what's hot and what's not engulfed the teens.
- The use of really thin and unhealthy models for the apparels show.
- The ways that today's teenagers and young adults are wearing the trends of the 1960's (my parent's decade) are more scandalous and revealing.
- The global scenario in the economic perspective is yet another influence that has altered Indian Fashion.

Impact In Future :

Indian clothing style has conquered fashion textile across the globe but the Indian themselves are unaware of the treasure they have gained. Indian fashion has transformed through years, harnessing both the traditional and cosmopolitan look. The western influence is so strong on Indian culture that it has paved the way for a difference in style. The future of fashion trends in 2018 will be very different from its past.

CONCLUSION :

The main aim was just to understand how the apparel trend can impact us. The noticeable changes in trends were seen for centuries but still, our ancestors kept the Indian treasure alive even after the strong influence of *Britishers*.

But now the new fashion trends and the western culture influence are more effectual which is not only changing the clothing's but also the minds of generations. While Indian youth was adopting western trends, the West was getting highly influenced by Indian culture and practices.

Today's society wants to get modern but that doesn't mean you go western. Indian fashion today is about change, price, brand, confidence, and position.

All we can conclude is that it finally depends on you. The beauty of you lies in yourself and not in the trends. So you decide? You want to get influenced by other trends or create your own trend and influence others.

“Don't be into trends. Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to live.” —Gianni Versace.

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