INTERNATIONAL JOURNAL OF RESEARCHES IN SOCIAL SCIENCES AND INFORMATION STUDIES

AN INSIGHT: 'FASHION LOOKS' AND RESTYLING

Anjali Kaware

Shri Shivaji College of Arts,Commerce and Science, Akola

anjalikaware@gmail.com

Abstract:

Fashions may vary considerably within a society according to age, social class, generation, occupation, and geography as well as over time. The terms *fashionista* and *fashion victim* refer to someone who slavishly follows current fashions. Ethnic Fashion is also defined as the Fashion of Multicultural groups such as African-American, Hispanics, Asians, etc, very important part of the fashion industry. The subcultures revealed the emergence of a number of fashion looks in different subcontinents of the world. The study of fashion looks revealed interesting facts about the emergence of them. These looks emerged in various subcontinents of the world which had a background of the local culture, climate and tradition. The outfits were designed as per the "fashion looks". Further these fashion looks were displayed for viewing by presenting in Fashion show. The acceptance of the fashion looks was determined. The "fashion looks" thus was noted to be an innovative idea for cultural events.

Keywords: - Fashion looks, accessories, subcultures,

Introduction:

"Fashion" refers to a distinctive; however, often-habitual trend in a look and dress up of a person, as well as to prevailing styles in behavior. Fashion is a manner of doing something."Fashion" usually is the newest creations made by designers and are bought by only a few numbers of people; however, often those "fashions" are translated into more established trends. The more technical term, "costume," has become so linked in the public eye with the term "fashion" that the more general term "costume" has in popular use mostly been relegated to special senses like fancy dress or masquerade wear, while the term "fashion" means clothing generally, and the study of it. Although fashion can be geared towards being feminine or masculine, some fashion trends are androgynous. Changes in costume often took place at times of economic or social change but then a long period without major changes followed. When people who have cultural status start to wear new or different clothes, a fashion trend may start.

Accessories play an important role in supplementing the costume. Fashion accessories can be visual symbols of religious affiliation: Crucifixes, Jewish stars, Islamic headscarves, skullcaps and turbans are common examples.Over the centuries fashion accessories have changed and evolved.

Fashion is not just a single thing it includes fashion industry, fashion design, fashion accessory, types of fashion**.** Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. They have a wide range and combinations of materials to work with and a wide range of colors, patterns and styles to choose from. Today, most clothing is designed for the mass market, especially casual and every-day wear. Fashion emerged from the locally available resources, the climate and the way of living of the people, the culture of the people of the particular region. Each "Fashion Look" is emerged differently from its region. The culture of the region plays an important role in the emersion of each "Fashion Look". In this study an attempt has been made to probe into the "Fashion Looks", design and stylise them for judging their acceptance.

Objectives

- To study the "Fashion Looks" of the world.
- To design the outfits of each "Fashion Look."
- To stylize each "Fashion Look" with accessories and makeup for ramp.
- To study the acceptance of the "Fashion Looks."

Materials and methods:

The methodology was divided into three parts:
 i) Study of ' fashion looks', ii) Designing and styling, iii) Evaluation

An Exploratory and Retrospective research design was used.

- **Sampling technique-**

Children were randomly selected from the school and colleges with their respective parents and teachers.

- **Sample size-** 25 teenage children with their parents and teachers, was the sample size used for evaluating the outfits for acceptance. 10 outfits were designed of each 'fashion look'.

- **Tools-** References, Internet, classic movies, books, YouTube etc. were the tools for the study where as different textures, accessories,

make up kits were the tools used for designing outfits.

i) Study of "Fashion Looks": The study of the subcultures of the world was done.

The Topography and Geography of the various countries during years changed with the emergence of wars, political change over and renaissance. These events had a strong influence on the culture and costumes.

A) Bohemian: Bohemian is a resident of the former Kingdom of Bohemia, now known as the Czech Republic. Bohemian style consists of loose, colorful clothing and has appeared as boho chic, hippie style, and aesthetic dress.

  B) Punk: Punk fashion residence is in the United Kingdom, New York City, both sides of the Atlantic Ocean.   Punk fashion is the clothing, hairstyles, cosmetics,tattoos, jewellery, and body modifications of the punk subculture.

C) Power Dressing: Power Dressing is a stylish and expensive clothing style, intended to convey the impression of assertiveness and competence and predominantly worn by women.

D)Hip Hop :   Hip hop is a subculture that originated from an African American community during the 1970s in New York City,hip hop culture is characterized by the four elements of rapping, DJing,B-boying and Graffiti Writing. Mostly, hip hop fashion is all about oversized dress.

E) Disco: Disco is a genre of dance music. Disco style was all about glitz, color and atmosphere.

D) **Cowboy:** Cowboy is an animal herder who tends cattle on ranches in North America, traditionally on horseback, and often performs a multitude of other ranch-related tasks. Most cowboy attire, sometimes termed Western wear, grew out of practical need and the environment in which the cowboy worked.

E) Hippie: The hippie subculture was originally a youth movement that arose in the United States during the mid-1960s and spread to other countries around the world. Hippie style of clothing is basically is a compilation of various ethnic styles, but the clothes in the style of the hippies is very original because of the changes associated with the thing hippie view.

F) Space Age: The Space Age is a time period encompassing the activities related to the Space Race, space exploration, space technology, and the cultural developments influenced by these events.

G)   Gothic: The Goth   subculture is   a contemporary subculture found   in   many countries. The Goth subculture has associated tastes in music, aesthetics, and fashion. Typical gothic fashion includes dyed black hair, dark eyeliner, black fingernails, black period-styled clothing; Goths may or may not have piercings.

H) Mod: Mod (from modernist) is a subculture that originated in London, England, in the late 1950s and peaked in the early-to-mid 1960s. The mass media often used the term mod in a wider sense to describe anything that was believed to be popular, fashionable, or modern.

ii) Designing of "Fashion Look": The methods used for designing each "Fashion Look" were-Designing of Outfit, Collection and assembling of accessories, Makeup and styling.

iii)Evaluation of the 'Fashion looks' :

A fashion show was conducted displaying the designed 'fashion looks'on ramp. Models with these "Fashion Looks" walked the ramp. The "Fashion Looks" were evaluated for acceptance by three categories of respondents: Students, Parents, Teachers.Several questions were asked such as awareness of "Fashion Looks", liking of the Looks, liking of a particular Look, acceptance of the Looks, etc.The data collected was tabulated and parametric test was used in the analysis of data in interval.

Results and Discussion:

The study of fashion looks revealed interesting facts about their emergence . These looks emerged in various subcontinents of the world which had a background of the local culture, climate and tradition.The outfits of various fashion looks were the combination of designing, assembling of accessories and makeup and styling. The fashion looks were evaluated for acceptance. The respondents included 25 college students with their parents and teachers.

The awareness of fashion looks among students is less (24 %)then teachers (28 %) and mothers (36 %). - Among the students the fashion looks "Hip Hop" and "Disco" were found to be most familiar (32%)."Hip Hop" and "Cowboy" were familiar among 24 % teachers.   Other fashion looks were least familiar, among teachers. Among the mothers "Hip Hop" and "Cowboy" were the most familiar fashion looks (28%).

-The willingness to try different fashion looks among students was 72 percent, teachers 100 percent and mothers is 72 percent. The teachers would want to use the fashion looks on students in cultural events.

-The opinion about the use of fashion looks for cultural events was accepted by 84 % students , 100 % teachers and 76 % mothers. The use of fashion looks thus was noted to be an innovative idea in the cultural events.

- Among the students the "Fashion look"-Power dressing was most preferred by students (28%). Fashion look Punk and "Cowboy" were preferred by 24% and other Fashion Looks were least preferred by students.
- Among the teachers the fashion look -Space age was most preferred by teachers (24). Fashion look- "Punk" was preferred by 16 % and other fashion looks were least preferred, by teachers.
- Among the mothers the fashion look- "Gothic" was preferred (20%). Fashion looks- "Punk" and "Space age" were preferred by16 % and other "Fashion Looks" were least preferred by mothers.

The rank co-relation co-efficient between the ranking of fashion looks by Students-Teachers, Teachers-Mothers and Mothers-Students were worked out and the values of co-efficient of rank co-relation between the ranking of Students-Teachers (r s=0.733), Teachers-Mothers (r s= 0.539) and Mothers-Students (r s= 0.6) were found to be significant. It has indicated that the preference of the fashion looks differ significantly between Students-Teachers, Teachers-Mothers and Mothers-Students. The students, teachers and mothers therefore, express the preference to the fashion looks as per their profession.

Conclusion and Recommendations:

In this study an attempt has been made to review the age old "Fashion Looks" and if redesigned they can be a useful asset for cultural events. Fashion encompasses accessories, makeup, furniture, clothing, footwear etc. Fashion translates the personality of a person. The fashion looks of subcontinents of the world were studied. Ten fashion garments depicting these fashion looks were designed and constructed and displayed through Fashion show. The "Fashion Looks" were evaluated for acceptance by three categories of respondents: Students, Parents, and Teachers.   The teachers and parents found the use of the fashion looks'in cultural events appealing. The fashion world is in continuous search for a style, texture, colour or a look. The "Fashion Looks" can help designers to create innumerable outfits and be a boon to fashion industry.

Table 1

S. No	Fashion Look	Designing of Outfit	Collection and Assembling of accessories	Makeup and styling.
1	Bohemian	Long empire line calf length frock. Net fabric for the upper torso and cotton multicolour fabric for the circular skirt block. The neckline was highlighted with machine embroidery	Red colour stilettos, wood and metal multicolour bangles, pink colour small beads necklace, and orange colour headgear and fur earrings.	Simple make up with pink eye shadow .Hair was half tied and rest kept open.
2	Punk	Yellow, white and black Lycra top with yellow leggings and a black draped skirt with black stockings.	White and black colour shoes, wooden beads and multicolour beads necklaces, and metal bracelets.	Makeup used was dark with multicolour eye shadow and puffed hairs.
3	Power dressing	White and black draped Lycra top with net puff sleeves and balloon pants.	White bangle, watch, sandal and black earrings.	Makeup used was sophisticated with a high pony in the hair.
4	Hip Hop	White printed T-shirt, brown pants and red hood jacket.	Shoes with accessories like cap, gloves and chains.	
5	Disco	Simple cream shirt with bead work and brown shimmer bell-bottom pants .	Glares were used and a band tied on head.	
6	Cowboy	Simple grey shirt and brown fitting pants with a waist jacket and a red scarf tied at the neck.	Cowboy hat, glares, gun and belt.	
7	Hippie	Multicolored off shoulder top and A-line skirt.	Multicolour beads,glares bracelets and necklaces.	Makeup used was simple and hair open with a headgear.
8	Space age	One piece silver colour draped dress.	Accessories used were made up of foil paper and used on neck, hands and legs.	The face was covered with a band and hairs kept open.

| 9 | Gothic | Black strapless dress with cross layers of satin and soya silk with a red satin scarf around the shoulder. | Broach was used to pin the scarf. | Makeup used was dark in black and red colour. Tattoos were made on the neck, hands and legs. Black eyes and red lips with red highlights in the hair were used and hairs were kept open. |

Table 2: Distribution of respondents according to the liking of the "Fashion Looks".

Sr. No.	Fashion Looks	Students		Teachers		Mothers	
		No. (n=25)	%	No. (n=25)	%	No. (n=25)	%
1	Bohemian	0	0	3	12.00	3	12.00
2	Punk	6	24.00	4	14.00	4	16.00
3	Power Dressing	7	28.00	6	24.00	3	12.00
4	Hip Hop	2	8.00	3	12.00	3	12.00
5	Disco	0	0	0	0	0	0
6	Cowboy	6	24.00	3	12.00	3	12.00
7	Hippie	0	0	0	0	0	0
8	Space Age	0	0	3	12.00	4	14.00
9	Gothic	4	16.00	3	12.00	5	20.00
10	Mod	0	0	0	0	0	0

Bohemian

Punk

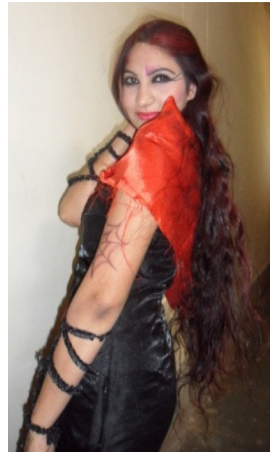**Power Dressing**

Hip Hop

Disco

cowboy

| **Hippie** | **Space Age** | **Gothic** | **Mod** |

References:

"1970s Punk Fashion History Development" by Pauline Weston Thomas, Fashion-Era.com, 2007.

Disco Clothing History How.com http://www.ehow.com/about_5095784_disco-clothing-history.html#ixzz2EIauQqH2

Binkley, Sam. (2002). Hippies. St. James Encyclopedia of Pop Culture. FindArticles.com.

http://www.modculture.co.u/style/

Retro & vintage mod style blog http://retrovintagemodstyle.blogspot.com/

Mod style guide Twiggy: http://www.doedeereblogazine.com/articles/style-icon-twiggy-mod-makeup-tutorial

The Mod Style Lounge: http://modstylelounge.blogspot.com/