

# THE IMPACT OF FASHION TRENDS ON SOCIETY

GAURIKA KHANNA

MA Sociology Amity University , Noida

Dr. Mayank Tomar

Assistant Professor Amity University , Noida

## Abstract :

fashion trends A collective pattern or preference for particular styles, designs, colours, or aesthetics within a given social group or society at a given period can be characterised as a fashion trend from a sociological perspective. It involves a sizable number of people adopting and becoming popular with specific attire, accessories, or overall fashion choices in a social setting. Fashion trends are seen by sociologists as social phenomena that reflect and have an impact on a variety of social constructs, such as power dynamics, cultural norms, and social relationships. These trends are influenced by societal processes and factors rather than being isolated or random events. Fashion trends can reflect individual and collective identities, transmit symbolic meanings, and help to establish and negotiate social status, belonging, and differentiation This study will help in gaining understanding about different aspects such as Psychological and Self-Expression: Personal identity and fashion are interconnected. In order to better understand how fashion choices impact people's self-perception, self-esteem, and psychological health, we can do research on how fashion trends affect society. It aids in our comprehension of how identity formation, social interactions, and fashion are related. Concerns about the environment and ethics: The fashion industry has important ethical and environmental concerns. The environmental footprint of different fashion practises, such as textile manufacture, waste generation, and carbon emissions, can be determined through research on the effects of fashion trends. Additionally, it raises awareness of working conditions, the openness of the supply chain, and ethical issues facing the sector, promoting dialogue on sustainability and sensible fashion decisions. another reason for doing the research on the topic is find out how people perceive their bodies and the standards of beauty

key words :Fashion trends , Social norms , Environment , Personal identity.

## CHAPTER 1

### Impact of fashion trends on society

#### Introduction

Fashion is a universal phenomena . It is present in some form or another in every part of the society in different forms ranging from different clothes to different kinds of hairstyle and makeup Fashion has become a way of life . Fashion can also be related to nature. For example change in the colour of the sky from blue to grey to pinkish blue at times different colours and types of flowers waterfalls mountains and snow the mother earth covers itself with dresses of different types and season. Sometimes words cannot explain all the emotions so there are clothes to explain the struggle going on since thousands of years they also explain the tradition and culture we belong to what changes have men and women faced in their life can also be termed as fashion trends earlier women were not given right to vote but now they have achieved Right to vote . Different types clothes they wear have certain history attached to it. Fashion has impacted the life of people belonging to different categories especially among the youth the impact of fashion is very high. It has both negative and a positive affect . It brings different kinds culture together and promotes harmony within different communities having different sorts of culture and some times it creates conflicts. Fashion gives opportunities to the designers to showcase their talent . it can also affect the health of the person if someone dressing sense is not good or there are some who cannot afford branded clothes they get bullied by elite classes which has a direct impact on mental health. Some kinds of fashion style is accepted in society while others are not they are considered to be inappropriate . dresses which are worn in western countries might not be acceptable in certain parts of India

There is restriction on girls especially they are not allowed to wear short dresses in public places or in night because according to society it will affect the reputation of family. Fashion means sense of freedom a it also means a kind of change . change can be appreciated or disliked . Most of the people judge others on the basis of clothes society doesn't see the qualities or emotions people are carrying but they only see the clothes they are wearing.

The society and the family puts too much pressure on the individual following a certain type of fashion sense some times hate comments are also passed on that person .people need to change with changing time adapt to the changes slowly that occurs in the fashion industry the fashion industry in some parts of the world is flourishing but the mentality of Indians relating to the clothes is not.

#### HISTORY

Fashion trends have a long and convoluted history that goes back many centuries. At every stage of society's historical growth, fashion trends have emerged. Throughout history, people have used their clothing choices as a significant form of communication to communicate their identities, worldviews, and moral principles. In addition to reflecting and enhancing cultural and societal expectations surrounding gender, class, and status, fashion has had a considerable impact on forming and establishing social norms and values. In the early days of civilization, people wore animal skins for warmth. With the development of agriculture, people began to

wear clothes made from animal skin and wool. These clothes were very warm and provided good protection against the cold. The history of fashion is fascinating. It's not just about changing trends and styles but also about the cultural and political changes that have shaped our world since the beginning of recorded time. Western fashion has always been a part of western culture, but it's only recently that we've become aware of how much influence it has had on our lives. The history of fashion is fascinating. It's not just about changing trends and styles but also about the cultural and political changes that have shaped our world since the beginning of recorded time. Western fashion has always been a part of western culture, but it's only recently that we've become aware of how much influence it has had on our lives. People started to wear more and more garments as time went on. Cotton, silk, wool, linen, and other fabrics that could be dyed a variety of colours were used to make clothing. One of the first groups of people to don full-arm and full-leg covering wide-sleeved tunics were the Romans. They had lost part of their untamed ways, which was an indication that they were progressing towards civilization. In 1009 AD, the term "fashion" was originally used to refer to a particular style of dressing up.. In actuality, the word is believed to have originated from Italian, where it means "to make" or "to do." By 1460 A.D., the term "fashion" had spread more broadly. In 1000 AD, the Vikings arrived in North America and started conducting business with the locals. They introduced petticoats beneath skirts and high-heeled shoes, among other European clothing trends, to North America. Additionally, the Europeans introduced new textiles like velvet and silk brocade, which were popular among Native Americans because they were cosy to wear in warm climates.

It is a common misconception that Egyptian women produced headdresses and dresses with colourful fabrics, embroidered accents, and sequins. The Egyptians also created a type of shoes known as "sandals." These shoes have a curved shape that resembles the foot of modern women. The Romans wore long-sleeved tunics, had shaven heads, and wore sandals. They often wore long hair and frequently had their heads shaved as a sign of mourning. According to Roman historian Pliny the Elder, men would cover their naked feet with leather or fabric sandals and toga-like clothes without sleeves or fasteners. (Grey). He also remembers how women used to wear long skirts with embroidered tops that often extended past their ankles.

In English, the word "fashion" first appeared in 1375. Early occurrences are noted in the mid-15th century, according to the Oxford English Dictionary, which defines it as "the kind of clothing worn by particular persons" or "the style of clothing worn at that time." By 1550, it was being used particularly to describe a person's distinctive manner of dressing. Changes in the economy, politics, ethics, philosophy, arts, and culture are frequently reflected in fashion. Modern Western dress has evolved from being mostly utilitarian to being more concerned with appearance and perceived attractiveness. The segregation of the male and female worlds, changes in the workplace, and numerous other socioeconomic phenomena are also linked to it. It also relates to changes in women's roles, interests, and activities. When ready-to-wear clothing became widely accessible through mass production, it marked a turning point in fashion. Men's formal dress changed in the middle of the nineteenth century from being well-tailored suits in conventional fabrics to more contemporary looks with broad cuts and less formal, more casual colours. At this time, women started donning clothes with fuller, longer skirts than they had previously. Through the 20th century, shorter skirts remained in style.



Clothing had a vital role in indicating social standing throughout the mediaeval era, with taboo dictating what people might wear based on their position and money. During the Renaissance, there was a shift towards individualism, with clothes serving as a symbol and an expression of personal identity and creativity. From the 14th until the 17th century, the age of the Renaissance had an enormous impact on European fashion. Significant cognitive and creative breakthroughs were recognised during the Renaissance era, and this societal regeneration as well as revitalization could be seen in the apparel that was worn.

The detailed and constrained fashions during the 12th century started to give birth to a more naturalistic as well as unstructured designs throughout this time. Women's clothes grew increasingly streamlined and body-conforming as the Middle Ages saw a fall in the application of the corset, which had been common. It was common to work with embroidery or beautify fabrics like silk, satin, and velvet with gems or gold thread. Along with double dresses and hosiery becoming more prevalent, men's clothes have additionally begun to show a more tailored and fitting appearance. Western fashion has a long history, with the ancient Greeks and Romans having a significant impact on the development of early fashion trends. The Greeks are renowned for their draping techniques, which accentuated the body's natural lines and produced clothing that was both cosy and stylish. The Romans, on the other hand, were renowned for their use of extravagant embellishments, including embroidery, beading, and gemstones, which gave their clothing a feeling of wealth and opulence. In the Middle Ages, the Catholic Church, which emphasised modesty and simplicity, had a significant impact on European design. In public, women were expected to cover their hair and wear veils, and clothing was frequently basic and loose-fitting. During the period known as the Renaissance, outerwear featured extensive embroidery, lace, and silk textiles, making it more complicated and extravagant. In this time, customised clothing was also developed, including the doublet and hose for men and the corset for women. Fashion saw significant changes in the 18th and 19th centuries with the emergence of haute couture and the Industrial Revolution, which enabled the mass production of apparel. During this time, women's costume in particular experienced substantial shifts as the bustle, crinoline, and hobble skirt, among other fashions, were popular. From the flapper costumes of the 1920s to the punk and grunge styles of the 1980s and 1990s, clothing in the 20th century expanded in diversity.

## STATEMENT OF THE PROBLEM

Due to its capacity to affect people's behaviours, social dynamics, and cultural standards, the influence of fashion trends on society has come under increasing scrutiny. Despite the popularity and widespread adoption of fashion trends, there is a lack of a thorough grasp of how they affect society as a whole. Important topics and queries about how fashion trends affect society include: How can changing fashion trends impact people's self-perception, self-esteem, and body image psychologically and emotionally? Do they encourage good body acceptance or do they help to create unrealistic beauty standards? Social and economic repercussions: How do consumer behaviors—particularly those related to purchasing patterns, brand loyalty, and the glorification of consumerism—be affected by fashion trends? Do they establish social strata depending on who has access to fashionable attire and status symbols?

Cultural and societal values: How much do societal norms, cultural values, and fashion trends impact one another? Do they promote cultural diversity and expression or do they aid in cultural appropriation and homogenization? What are the environmental effects of quick fashion and fads that last only a season? How do fashion trends affect the textile industry's use of resources, production of trash, and pollution? How do fashion trends affect ethical workplace practises and employees' rights in the fashion industry? Do they continue to support abusive practises like sweatshops and unfair wages.

## CHAPTER- 2

### REVIEW OF LITERATURE

#### **The end of fashion How marketing changed the clothing business forever**

In this book, Teri Agins presents the case that the fashion industry has been through an enormous transformation recently, migrating away from its emphasis on producing timeless apparel and towards marketing a lifestyle.

She examines the industry's response to marketing and consumer culture, particularly the emergence of quick fashion and the waning of conventional fashion cycles. Agins also looks at how technology and globalisation are altering how we consume and perceive fashion. The fashion business has undergone significant transformation as a result of broader economic and cultural shifts, as highlighted in Agins' book, which makes a significant contribution to the literature on the subject.

Her examination of the transition led her to Teri Agins' 1999 book, *The End of Fashion: How Marketing Changed the Clothing Business Forever*. She emphasises the environmental and social repercussions of this production framework in her perceptive analysis of the shift towards fast fashion. It is no longer a reality that "fashion" is determined by French designers whose garments are solely accessible to the upper class.

The modern fashion industry takes its cues from the general public, and mass marketing of clothing now takes precedence over actual clothing design. In fact, the Gap serves as an excellent example of this. Reporter Teri Agins of the Wall Street Journal deftly examines this fundamental shift in *The End of Fashion*, exposing every facet of the fashion industry, from production and licencing to retailing and finance. Additionally, there are fascinating insider stories included here that depict Donna Karan squabbling with bankers, Ralph Lauren and Tommy Hilfiger competing, and Isaac Mizrahi's devotion to haute couture driving his company into a tailspin.

## Fashion and its social agendas

The book by Diana Crane offers a thorough analysis of the social and cultural purposes of fashion, concentrating on the ways in which clothing is used to create and transmit individual and group identities.

She examines how class, gender, and race-based social hierarchies are created and reinforced through fashion, as well as how these hierarchies can be contested and resisted. The history of fashion, the function of fashion in establishing social differentiation, and the ways in which fashion is used to express gender and sexual identity are just a few of the themes covered in Crane's extensive research.

Her book is a significant addition to the literature on fashion and identity, providing a sophisticated and perceptive analysis of the ways in which dress may be used to express one's identity. The book she wrote represents an important contribution to the body of scholarship on fashion and identification by providing an extensive and comprehensive investigation of the manner in which dress influences our everyday lives and the surroundings within which we live. In late 20th-century America, where lifestyle, gender, sexual orientation, age, and ethnicity are more significant to people when constructing their wardrobes, Crane contrasts nineteenth-century societies—France and the United States—where social class was the most salient aspect of social identity signified in clothing.

Why do individuals wear the clothes they do? How does a person's attire affect their identification as a male or woman, as a white-collar worker or blue-collar employee, as a preppie, yuppie, or nerd? How come attire now more often represents lifestyle than social class? This book makes meaningful suggestions for some of these problems and is intelligent and educational.

A fascinating book entitled "**The Impact of Fashion Trends on Society**" examines how fashion trends influence and mirror the attitudes, values, and beliefs of society as a whole. This book, written by noted fashion historian and critic Elizabeth Wilson, provides a thorough review of the development of fashion and its influence on society throughout history. This book's multidisciplinary approach, which incorporates ideas from sociology, anthropology, history, and cultural studies, is one of its strongest points. Wilson shows how changing attitudes towards gender, class, race, and sexuality may be reflected in fashion trends, which can act as a barometer of societal change.. Wilson starts by examining the history of fashion during the mediaeval era and the manner in which clothes served as a status and identity marker. She then moves on to the Renaissance, when clothing became more elaborate and expressive as a result of the arts' expanding impact. The book's concluding portion examines fashion's increasing globalisation and commercialization throughout the 20th century and beyond. Wilson demonstrates the significant influence that the emergence of fast fashion has had on the sector, which has resulted in labour exploitation and environmental deterioration. She also touches on the rising popularity of ethical and ecological fashion, showing how fashion has the potential to be a force for good.



After reviewing the existing literature, there are some gaps needed to be filled. For instance, Influencers' function in the fashion industry is briefly mentioned in the review, although the phenomenon is not thoroughly examined. Understanding the relationships of power among fashion firms, influencers, and customers, as well as the moral ramifications of influencer marketing, might help to explain how people today consume fashion. Although the review mentions how gender and sexual identity are expressed via fashion, there is little mention of body image and representation in the fashion industry. It would be beneficial to examine how fashion affects how people perceive their bodies, how inclusive it is of people of all sizes and races, and how it aids in the promotion of positive self-image.

## CHAPTER 3

### Theoretical Background

#### Cultural Hegemony:

Antonio Gramsci an Italian Marxist philosopher who established the theory of cultural hegemony. This theory maintains that dominant groups in the communities take advantage of the cultural commodities for instance innovation in fashion, in order to maintain the dominance over the groups that are below them.

In accordance to this perspective, fashion developments are utilised to strengthen social stratification and exclusiveness, with certain categories being given access to the newest fashions whereas other groups remain locked out. Because it presumes that people have little freedom when it comes to choosing their own fashion choices, cultural hegemony is sometimes criticised for being overly predictable. For instance, various regions of the world have begun to embrace Western patterns and trends as a result of Western fashion culture's predominance.

This has occasionally led to the displacement of traditional clothing trends and the loss of cultural identity. In conclusion, the idea of cultural hegemony proposes that fashion trends have a substantial influence on society through forming cultural norms, beliefs, and behaviours relating to attire and personal style.

#### 2. Symbolic Interactionism:

The work of George Herbert Mead's sociological theory of symbolic interactionism proposes that individuals communicate with one another based on identical meanings and symbols. Symbolic interactionism highlights how symbols and meaning play a crucial role in determining how people behave and interact with one another. The argument makes the claim that people construct and reconstruct meaning through their interactions with others and with the symbols and objects in their environment. Fashion is a complex social phenomenon that reflects and upholds cultural norms and values, according to symbolic interactionism, which contends that it is not only a matter of aesthetics or personal preference in terms of trends. They have the power to affect how people see themselves, other people, and the world around them.

A lady would most likely wear a collared shirt and possibly a suit if she were to attend a business job interview. She would therefore adhere to a professional dress code since, as its name implies, it is acceptable and would show the interviewer that you are a professional, making you a good fit for the position you are applying for. Impression management refers to the desire to exhibit oneself in a specific manner.

Goffman proposed the dramaturgical analysis of social interaction, in which he likens people to actors and the world to a stage. This idea states that we conduct or perform in accordance with how we want to be seen and how others anticipate us to act. Therefore, impression management refers to the process we use to regulate and shape the information about us that is shared in order to express the impression we want. Individually, we carry out this manipulation through talking, non-verbal cues like body language, and tools like clothing.

One of the numerous different statuses a person can have is that of a corporate employee. For instance, a person can simultaneously be a mother, a friend, a daughter, etc., and function as such. To put it another way, a mother is unlikely to act in the same way around her kids as she does among her friends because that is how she would meet their varied expectations. According to this viewpoint, fashion plays the role of social distinction, a distinction between men and women, the wealthy and the poor, the slender and the overweight.

In conclusion, symbolic interactionism offers a helpful framework for comprehending the complicated manner in which fashion trends have an impact on society. It emphasises the significance of symbols and meaning in influencing human behaviour and social relationships and implies that fashion is a complex social phenomenon with wide-ranging repercussions on culture and society rather than simply a matter of personal choice.

### **Trickle-down theory**

A fashion theory is, for instance, the trickle-down or upper-class theory (Simmel, 1904). This hypothesis is based on social class concepts. It states that those with better socioeconomic position initiate trends, which those with lower socioeconomic status eventually adopt. The Trickle-Down Theory is especially restricted since it believes that we live in a pyramid-shaped society where fashion information is originally only available to upper strata who then use fashion to flaunt their wealth. This hypothesis also holds that people from the top classes are the only ones who experiment with fashion, and that they prefer to stand out from people from the middle and lower classes. The truth is that fashion and trends are far more nuanced. This is especially true now that the Internet has been developed.

### **Trickle-up Principle**

Trickle-up Theory, often known as the subcultural leadership model, is a second theory (Sproles, 1985). According to this hypothesis, fashion trends originate with "lower classes or non-prestigious groups" before being embraced by the middle class and upper class and becoming part of the norm. For instance, the Lolita outfits that appeared on Japanese streets in the 1990s gradually made their way into haute couture or high



trends (V&A, 2021). Today's high fashion trends continue to be innovative and inspired by Harajuku street fashion. A young Asian woman dressed in purple with black boots and a hooded coat.

They appear to be male and have bald heads. Harajuku shabby chic. This does not contend that individuals are innovating to start a trend, contrary to the trickle-down theory. Instead, the Trickle-up Theory proposes that subcultures develop styles in order to address unsatisfied demands, a subculture's style won't catch on with the general public until the media has featured it and the public has grown accustomed to seeing it (Hebdige, 1979).

Often, the style's creators receive no financial gain from being highlighted in this manner and may not even be acknowledged as the style's creators. The Trickle-across Theory (King, 1963) comes in last. This idea holds that any social class can experience the emergence and diffusion of fashion trends or styles. These three theories are some of the fundamentals that explain how and why styles or trends develop or change. However, it should be recognised that they discuss fashion from a more general cultural perspective. On a more individualised and micro level, some hypotheses contribute to the explanation of fashion.

## Popular culture

Styles, concepts, viewpoints, and attitudes that are distinct from mainstream culture are referred to as popular culture or pop culture. Due to the way that modern human civilization builds on pleasure but not significantly, it is frequently perceived as inevitable. Popular culture has influenced clothing and fashion as cultural treasures, while the original purpose of clothing and dress was to shield the body from the elements.

Today's fashion trends reflect a way of life, as well as the joy, pride, and dreams of affluence or belonging to a particular social class. The global culture has had an impact on the artefact of clothing that is human culture. Retail sales are conducted in a variety of ways by either lone traders or groups engaged in regional and international commerce. Clothing is made to accommodate a variety of living variables, including supporting activities, financial circumstances, ornaments, health, political factors, religious beliefs, education, and entertainment factors.

The logic of want (desire) rather than need (requirement) governs consumer culture, which is a culture of consuming. Fashion is an ever-evolving and ever-spinning topic that is covered in a variety of books, magazines, children's books, teen novels, adult novels, product catalogues, television programmes, movies, and on the Internet. Collaboration between business stakeholders and the media to spread extremely passionate fashion trends that will be worn by everyone is one example of the many factors in the fashion industry that have a significant impact on the development of popular culture.

## Diffusionist perspective

The diffusion of innovation idea is an additional hypothesis pertaining to how fashion trends affect society. According to this hypothesis, novel concepts or items—like fads in clothing—proliferate within society in a predictable manner. The theory describes many social groupings, such as innovators, early adopters, the early majority, the late majority, and laggards, who accept new ideas at various rates.

Fashion designers who create new trends and styles may be considered innovators, whereas trend-setters and fashion influencers who quickly accept and popularise new trends may be considered early adopters. The late majority may be more resistant to change and only adopt new styles after they get popularised, while the early majority may consist of mainstream customers who are influenced by trendsetters and adopt new styles once they become more widely accepted.

People who are slow learners could be those who take their time embracing new trends or who completely ignore them. According to this idea, current fashion trends propagate to various societal groups and become accepted as the norm. Additionally, it draws attention to the function that trend-setters and influencers play in shaping both consumer behaviour and fashion trends.

## CHAPTER4

### Methodology

#### The Focus of the research

Delhi will be the primary focus of the study respondents belong other states as well like Jammu , Kolkata and Siliguri

#### Objectives of my research is as followed

1. To find the impact of fashion trends on society
2. To find out whether society puts any kind of pressure to wear certain types of clothes

#### Hypothesis

While making hypothesis one needs assumptions. The assumptions are made with the help of the evidence known as hypothesis. it is through hypothesis the investigation is done. the hypothesis should be simple clear and specific.

1. Fashion trends affect the attitude of the youth.
2. There is significant relationship between fashion and body weight
3. Fashion trends influence consumer behaviour

## Wider research Question

Q1.Does the fashion trends impacts the mental health of the individual

Q.2 does an individual feel any kind of pressure from family members or society to wear certain types of clothes Q3 how do fashion trends influence various aspects of society including cultural values social dynamics economics system and environmental stability

## CHAPTER 5

### CASE STUDIES

#### Case 1

The case study is of college going student. Her name is Aishwarya Rathore 25 years old she is fashion conscious student who is always been interested in keeping up with latest fashion trends . she lives in urban area and spends considerable amount on fashion items .

Her monthly allowance is above 1000she has become more aware of the impact of fashion trends on environment through social media like Instagram and face book .According to her fashion means freedom , freedom to wear anything any type of dress you want at anyplace and anytime of the day she is very much affected by how fashion impacts the body image and self-esteem she also gave an example for that

In their 2018 advertising campaign for plus-size goods, H&M drew criticism for using a model with unrealistic body standards. The model, who gave off the impression that she was in good shape, came under fire for reinforcing unattainable beauty standards and contradicting the campaign's intended message of inclusivity and body positivity.

She is aware of the almost all the famous fashion brands like zara, mango H&M. Mango Gucci she also said that when she compared the quality of clothes of these brands she found that quality of clothes of the brand mango is comparatively better than the rest and the clothes of zara are costly compared to others .

She agrees with the statement fashion in clothing reflects the class from where you belong if you are wearing really expensive clothes it shows you are coming from a rich family and if you are wearing normal simple clothes then you belong to middle class family or simple family

She has never been excluded by her friends on the basis of clothes she wear. According to her one should never judge someone on the basis of clothes everyone has their own choice whatever they want to wear they can wear. moreover she said that she never ignored anyone on the basis of clothes they wear . but somewhere she



feels that people may judge her on the basis of the clothes she wear . though this has not impacted her mental health at all .

She is also aware about the financial strain her parents may have . financially her parents are doing good and don't have much pressure regarding this .she agrees with the statement people buy clothes just for the sake of buying and mostly wear it not very often because they don't like to repeat clothes . according to her body weight doesn't affects the choice of clothing not in the current time at least . people have become more carefree regarding this and do not think much about it

Sometimes she stops buying clothes when the price gets too high and stops buying clothes when the prices get too low . according to her if the price gets too low that means no one is buying them because of the quality or any other reason .she is aware of the clothes that belong to her culture .

She feels comfortable with the clothes she wear in public places . she slightly agrees that how you look is an integral part of your life and that wearing good clothes is part of leading a good life . she prefers wearing traditional clothes during festivals. They bring happiness to the moment . the mood automatically changes and surroundings become colourful . she doesn't compare the clothes others . comparing clothes will bring conflict instead of harmony in the mind . she disagree with the statement that she feels any kind of pressure from family members to wear certain type of clothes. She also agrees that mentality of the people related to certain types of clothing will change she added it has already started changing

She commented big fashion brands and fashion trends are following the concept of sustainable development they are using resources carefully so that they future generation doesn't have any problem.

## Case 2

The other case is of also a college going student her name is Rhea lama . she lives in currently in Noida for her masters degree . Her age is 22. Her monthly allowance is more than 1000 and family income above 50,000. She is aware about the financial strain that her family has. for her fashion means freedom and comfort. She is aware of the famous fashion brands through social media and newspaper.

According to her fashion trends have a significant impact on society they can shape the way people see themselves others influence the way we dress and even affect the we interact with each other . one trend she has noticed recently is the rise of sustainable fashion . fashion industries are using resources judiciously . But people don't care much about the resources because according to her some buy clothes only for the sake of buying and then discard them

Some times she stops buying clothes when the prices gets too high and stop buying clothes when the prices get too low . she agrees with the fact that fashion in clothing only reflects the class from where you belong and mostly People socialize with others on the basis of this

She has witnessed people judging others on the basis of the clothes they wear for instance people say that she is so fat she shouldn't wear such types of clothes she is so thin that dress doesn't look good on her .She never judges nor comment about anyone like this as it will have a negative impact on their health . In her opinion people will judge others the most when someone is wearing a short dress. She has never been excluded by her group of friends based on the clothes she wears.

In her opinion fashion models promote negative idea about body image she says that zero figure is myth which most of the fashion models have and most of the girls have started following them . this will have a huge impact on their health because of this

She doesn't compare her clothes with anyone. she feels comfortable with whatever clothes she wear in public places . she hasn't tired zara and mango fashion brands though she would like try them soon . she prefers street shopping and she shops from H&M as well.

She would also prefer to wear traditional clothes during any kind of festival not just about her culture but whatever festivals holds in India. She would prefer to wear those traditional clothes too during that particular occasion .she finds it interesting seeing people dressed up according to different festivals

She is aware of the clothes that belong to her culture . Saree is very common in her culture she is not aware of other traditional clothes but she's not aware of other traditional clothe .one traditional clothes she is aware about is Tamang Bakku /Tamang dress belong to the tamang culture in Buddhism . she also said that she has noticed changes in the society currently where peoples judgment on certain dresses like short dresses is decreasing and they are welcoming changes slowly

## **Chapter6**

### **Data Analysis and Findings**

To gain a deeper insight into the topic the information is gathered with the help of interview method there is participation of total 26 individuals while conducting this research

### **Testing Hypothesis**

Here we aim to test the hypothesis of the following statements . By examining the ways in which fashion trends are adopted consumed and discarded this will shed light on social culture and economic phenomena

Hypothesis ; fashion trends affect the attitude of the youth

Attitude of the youth usually gets affected by comparing clothes with others 36./. compare the clothes with others 20./.strong disagree . 36./. of the respondents agree to the statement that attitude of people related to certain type of clothes have started changing . and since the majority of the people agree the hypothesis is valid

Hypothesis there is significant relationship between fashion and body weight

Result 50./. agree that fashion models promote negative idea about the body image most of the youth get influenced by them and change their diet plan in order to have a perfect body people forget that there is no such thing as perfect everyone is unique in their own way .

the analysis reveals that the choice of fashion trend is affected by the bodyweight . 61.5./. of the respondents agree that body weight affects the choice of the clothing since the majority of the people agree with the statement the hypothesis is valid

Statement 3; fashion trends influence consumer behaviour

It can be analysed from the data that 20./. of the respondents sometimes stops buying the clothes from the market when the prices gets too low the quality of the cloth may not be good that's why the price of the clothes would have been dropped 80./. of the respondents don't stop buying the clothes when the prices gets too low .46./. people shop from Zara because the brand names is very famous 7.7./. shop from mango 23./. from max 7.7./. from H&M

Result of the study supports support the hypothesis

## Wider research question

Q1.Does The fashion trends have an impact mental health of the individuals

The effects of fashion trends on mental health are intricate and varied. While fashion can offer a platform for empowerment and self-expression, it can also lead to cultural insensitivity, bad body image, and social constraints. People need to strike a balance between adhering to trends and putting their mental health first, emphasising self-acceptance, and fostering a healthy body image. They might be concerned about how will society see them if they don't matchup the trends that is going on in the society . they might be afraid that they will be excluded by their peer group or relatives if they don't wear branded clothes .To deal withs one need to Build their self-esteem, embrace their individuality, and surround yourself with supportive people who promote self-acceptance, authenticity, and self-care.

Q.2 does an individual feel any kind of pressure from family members or society to wear certain types of clothes

Studies have looked at how parents may affect children's clothing preferences. Parents can influence their kids' tastes in a variety of ways, such as through enforcing restrictions or communicating their own standards for proper dress (Hudders & Pandelaere, 2012). This



parental influence may make children feel under pressure to wear particular clothing trends or to uphold particular cultural or religious norms. The influence of peers can also influence wardrobe decisions. In order to fit in with their social group and prevent criticism or rejection, adolescents, in particular, may feel pressured to wear a certain manner (Rosenberg & McCullough, 1981). This pressure may result from a need for acceptance or from a worry about standing out. It's important to keep in mind that the effects of these pressures might change based on a person's personality, sense of self, and cultural background. Furthermore, throughout time, societal attitudes and expectations regarding dress choices may change.

Q3 how do fashion trends influence various aspects of society including cultural values social dynamics economics system and environmental stability

Culture, social dynamics, the economy, and environmental stability are just a few of the areas of society that are significantly impacted by fashion trends. First off, fashion trends are very important for reflecting and forming cultural values. They act as an expression medium for cultural identities, customs, and symbols. As a method of communication that enables people to display their cultural history and affiliations, fashion trends frequently develop from particular cultural contexts. Second, social dynamics are highly impacted by fashion trends. They have the ability to influence how people connect with one another and foster a sense of community within particular groups. Fashion choices can help people express themselves and develop their identities by allowing them to identify with certain trends, subcultures, or fashion communities. In addition to having an impact on social hierarchies and how people perceive their social standing, fashion trends can encourage a sense of community and connection among people who have similar interests. The economic system is driven in part by fashion trends. The fashion business is always changing and adopting new trends, which creates a vibrant market and increases customer demand. Certain clothing items, accessories, and brands see increased sales as a result of fashion trends that have an impact on consumer behaviour and purchasing decisions.

The fashion business is made up of a huge network of designers, producers, merchants, and marketers that creates jobs and boosts the economy. It is crucial to remember that the fast fashion business model that has been linked to several fashion trends has also sparked concerns about unethical labour practises and unsustainable production. Lastly, environmental stability is impacted by fashion trends. Due to things like textile waste, pollution, and resource consumption, the fashion business has a big impact on environmental deterioration. Fast fashion trends, which are characterised by the quick creation and discarding of apparel, can result in excessive waste and place a pressure on the environment. Sustainable fashion and ethical consumption, on the other hand, are trends that try to reduce the negative environmental effects of fashion through responsible manufacturing, recycling, and thoughtful consumer decisions.

## Conclusion

Fashion means a sense of freedom and change, which can be appreciated or disliked. People judge others based on their clothes, not their qualities or emotions. Fashion trends have a long and convoluted history that goes back many centuries. People have used their clothing choices as a significant form of communication to communicate their identities, worldviews, and moral principles.

In the early days of civilization, people wore animal skins for warmth. the term "fashion" was originally used to refer to a particular style of dressing up.

The purpose of this study was to investigate the impact of fashion trends on society . the findings indicate that there are positive as well as negative impact of fashion trends on the society . it is unclear whether there is more of positive impact of fashion trends on society or the negative impact of fashion trends is more there might be a balanced negative or negative impact of the fashion trends on society positive impact of fashion trends include fashion models promoting negative idea about the body weight . body weight effecting the choice of the clothing comparing clothes with others which impact their mental health , being neglected by the peer group because of the types of clothes people wear . Positive impact of fashion trends on society includes fashion clothes bring harmony in the society . fashion trends promote sustainable development . mentality of the people related to certain types of clothes such as short clothes or dresses have started changing they are accepting new trends in the market . Importance of traditional clothing is still there people usually wear it on festivals and other occasions this in return binds the people together . This also results in high consciousness and collectiveness among people .

Fashion trends have had a significant impact on Indian society, influencing a variety of areas of Indian culture, including social conventions and economic growth. They have fused traditional and modern dress to create a unique and distinctive fashion identity, empowering women and contributing to the development of both cultural and national identity. Sarees and lehengas, traditional Indian clothing, have come to represent Indian culture and are often worn to promote it. Fashion shows and other events have also been used to showcase India's cultural heritage.

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