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Fashion: A dynamic trend of costume in society

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Abstract

This essay focuses on fashion and trends that influence people's perceptions of what to wear. In India, fashion mostly reflects social, political, and economic shifts supported by sound logic and reasoning. The fashion industry has managed to delicately strike a balance between the traditional and modern. It is greatly influenced by the many different cultures, customs, holidays, languages, and ways of life. Indian fashion is mostly influenced by a variety of cultures. The ever-evolving present way of life is referred to as fashion. It may be characterized as a dress code or fashion trend that is popular among people or any particular group of people during a certain period. It is the style of the present which will last for a year or two or even for a span of years.

Keywords: Fashion, trend forecasting, fashion industry, consumer

Introductions

Fashion is both big business and big news. The glamour of new season trends, statements and arguments about fashion and the fashion industry can be found in every newspaper, consumer website and fashion blog. According to Barnard, Fashion may be understood as 'everything that is worn on the body and that is done to or with the body; all the dress, clothing, adornment, modification and so on that happens on and to the body is fashion'.

In essence, fashion is an ongoing process of modification in the way people live today. It may be characterized as a dress code or fashion trend that is popular among people or any particular group of people during a certain period. It's the current fashion that will endure for a few months, a year, or possibly several years. When a new product is released into the market and is purchased by consumers, it becomes popular. The overall circumstances of a certain era war, peace, drought, wealth, political standing, etc. have an impact on fashion. Fashion may be practical, convenient and comfortable at the time of its launch or just the opposite in case the environment at a place is like that. Fashion is influenced by the era or the time in which it exists and the current events of that time.

Fashion Overview and Definitions in different aspects

There is more to fashion than just clothing. Fashion has to do with ideas, the way we live, and what is happening. It is in the sky and on the street. Style encompasses our entire way of living, including our attire, diet, leisure activities, and method of spending time with others. Therefore, fashion plays a crucial role in our daily lives, or what is known as our "lifestyle." Fashion is the outward manifestation of a society's current political, social, and cultural conditions. This visual depiction is available to view in movies theatres, read in books or periodicals, and witness in everyday life as well as in museums. Ancient civilizations had identified these visual elements in the attire, worn by the kings, priests or warriors to exercise their political, religious or military powers. The clothing and the insignia associated with each profession continued to be adorned by individuals in a community in order to 'belong' to that group.

But starting in the 20th century, society began to open up, and clothing became more widely worn, reflecting both the social class of the wearer and their environment. The mass media, fashion icons, and post-industrial production systems all had a significant influence on how cultures lived in this century. The 21st century's fashion is characterized by everyday subtleties in science and technology and an awareness of the depletion of natural resources. The lives of consumer groups in society changed as a result of this. Therefore, fashion in the modern day shows a person's expression and life philosophy.

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Fashion is therefore a vital, challenging and a dynamic force that has influences on individuals on beyond boundaries. It affects the whole world we live in.

Another way to define fashion is as a trend that, at a particular moment, is embraced and worn by a sizable number of individuals with the ability to influence many more. For instance, having puffed hair, platform heels and flared trousers were all trendy throughout the 1970s. After a few decades, the same flared trousers could be fashionable once more, but only in conjunction with other stimuli that have emerged since then. As a result, fashion constantly responds to the wants and demands of the customer.

The Creator of Fashion

Designers, often known as couturiers, come up with new fashion concepts that the public may or may not find appealing. In order to draw in customers and satisfy their needs, designs need to be creative and distinctive. A designer could choose one style of clothing and create solely variants in that category. A designer needs to adapt to the changing times and have a thorough understanding of his client's expectations, interests, attitudes, and way of life. A designer need to be able to capture the spirit of the moment in the looks of the day. Charles Fredrick Worth was the first fashion designer in the 1800s. He had set up his fashion design house in Paris. Prior to this the clothing was made by anonymous dressmakers inspired from the styles worn by royal people

Terminology associated with Fashion

Understanding and using phrases related to fashion properly is essential for communication in the fashion industry.

Style: A style is a mode of expression or what sets it apart from other people. In particular, dress styles explain what sets one style apart from another. For instance, there are several types of skirts, pants and trousers, and within each of these categories, there may be variations such as A-line and flared skirts. These can be identified as distinct styles based on the curves and lines that differentiate them.

Design: A design is an arrangement of details, colour, texture, and silhouette that results in distinct styles. For example, pants is a style and giving it variations like narrow look or straight fit or having gathers at the waist are all designs.

Couture Fashion: An Overview

It's a French word for dressmaking, which is when a designer makes clothes based on the precise measurements and needs of a customer. The French word for a designer is "couturier."

Classics: Because they are still in demand, these looks manage to stay in vogue for an extended period of time. These designs are classic, often straightforward, and appropriate for a wide range of people. They always have a nice appearance because of this.

Trends: A fad is a transient style that is popular for a brief time. They don't last long, but the few who do accept them do so fast. These fad traits are generally attributed to their low cost, excessive exaggeration extreme and easily available.

Custom-made: It refers to the tailoring done for an individual according to his/her measurements. Garment is cut and fit to the person's body. They have limited market as they are highly priced because of their exclusivity and high labor costs.

Prêt-a-porter: Prêt-a-porter is the French term for ready-to-wear garments. These are garments that are made in standard sizes and have simpler patterns that can be mass produced.

Fashion Categorization

Fashion can be categorized according to:

Group in which it is accepted-i.e. High Fashion or Mass fashion.

Duration for which it lasts-i.e. Classic or Fad.

Custom made or in multiple size ranges-Haute Couture or Prêt-a-porter.

High Fashion

High fashion describes the looks or patterns that are popular with a select few fashionistas, such as socialites, celebrities, or designers that embrace change in the industry early on. These individuals have a fan base and may thus influence a large number of people.

The media, which serve as a platform for covering the styles on display and highlighting the fashion direction for readers or viewers, watches or listens to fashion designers, showcase the clothes in fashion shows. Fashion designers, celebrities, or socialites start the process of endorsing this style on important occasions when a large number of people would undoubtedly watch.

Mass Fashion

The term "mass fashion" describes patterns or styles that are favoured by a larger percentage of customers who care about fashion. Mass fashion clothing is made in large quantities, priced fairly, and features repeatable garment details. There are a lot of clothing brands that serve this market. For instance, Shoppers Stop, Max, Globus, etc.

Classic

Certain fashions possess the enduring capacity to never really go out of style—instead they manage to maintain their timeless appeal. Perfect quality and simplicity of design define a classic and keep it from going out of style. The blue denim utilized for several products, such as the unisex jackets and pants, is a classic example. The blue denim pants, with their timeless appeal and classlessness, are still a major fashion statement after a century of production.

Fads

Fads are transient trends that reach their height of popularity in a relatively short time because a specific market group adopts them so quickly. They are not strong enough in terms of design to captivate customers for very long. Fads are frequently introduced at cheaper price points. As a result, they are comparatively easy and cheap to imitate, and they might quickly overtake the market.

Couture

Due to the support it got from the royal court, couture first appeared in France, which was once the epicenter of fashion. Couture has been associated with high fashion,

elaborate and beautiful in its workmanship, ornamentation, and frequently, flamboyance, since Charles Worth's time. As such, it has a high price tag, is exclusive, and has a small clientele. Custom-made clothing for particular events is known as couture, and the celebrities who wear it are frequently the focus of media attention.

Colorful fashion trends of India.

The end of the 20th century brought an end to all the hype, which made the atmosphere more realistic and practical and provided a steadier image of the fashion industry.

During the 1950s, 1960s, and 1970s, Indian fashion was far from monochromatic. It was elegant, charming, and exhilarating. The nation could not boast of any designers, models, celebrities, or fashion labels. A garment's worth was determined by its design and material, not by the maker.

Approaching an unknown tailor who could manufacture a garment for a few rupees and provide a great fit, quality, and style was considered a stylish and sophisticated move. The high society lady, who wore it, was proud for getting a good bargain and for giving her name to the end result.

Ladies of the 1960s were wearing tight "kurtas," "churidars," and high hairstyles. It was a time of great revelry and mischievousness in music, art, and film, marked by the embrace of new materials like coated polyester fabric and plastic film as well as the freedom from limitations.

The 1970s saw a rise in both domestic and international exports of traditional materials. Thus, Western fashion—with its vivid colours, floral designs, and bell-bottoms—arrived in India much before MTV culture. Fashion was impacted by the disco culture and the rise in popularity of synthetics.

Mumbai saw the opening of the first "Ravissant" fashion boutique in the early 1980s. Clothing retailed for a four-figure price tag back then. The 1980s saw a rise in self-consciousness and the popularity of American designers like Calvin Klein. 'Salwar kameez' was fashioned with shoulder pads, and shapes grew more masculine in India as well.

The last decade of the millennium, the 1990s, saw a return of the dramatic pairing down with ethnic clothing (now, the Indian market for ethnic wear is valued at Rs. 9000 crore). This sparked the downturn and recession as well as the need to maintain visibility and sell at any costs. The inevitable happened with fierce cutthroat rivalry and a keen understanding of the client. The price tags, which had once reached at a peak, began their downside journey.

Fashion Adoption Theories

Fashion adoption theories are theories that explain the phenomena of fashion. In the 20th century, they were introduced at various points. However, these ideas are not infallible; all they do is forecast the level of market approval of a particular style. Highly competent and experienced fashion merchandisers are able to anticipate these ideas and create a sense of trend movement. Three fashion theories exist. Let's talk about each in turn.

Trickle-down Theory

This idea essentially states that fashion shifts from the upper class to the lower class in society, as the word indicates. Earlier ages saw monarchy set the fashion trend, which was then adopted by the nobles in the palace and eventually made its way down to the middle class. Since they lacked

the resources, access to fashion, and independence to follow trends, the lower classes did not follow them. Trickle-down theory tells us that designers who served affluent customers who indulged in ostentatious expenditure are the origin of fashion concepts. The stylish and well-known people who went on to become fashion models are known as the fashion leaders.

Trickle-across Theory

At the turn of the 20th century, fashion was no longer exclusive to members of a specific socioeconomic class. As mass media expanded throughout this time, prominent characters such as athletes, movie stars, TV personalities, and other public icons served as fashion inspiration. At this time, mass manufacturing, mass communication, and the expansion of the middle class led to the introduction of a mass market. Production of knockoffs at all price points was made possible in the same season by the higher production rates brought about by the beginning of mass manufacturing. As a result, more looks were shown every season, and people could select what they want from them.

Bottom-up / Trickle-up Theory

It's also known as the trickle-up hypothesis at times. Various theories of fashion suggest that fashion shifts with age and from lower to upper socioeconomic classes. Youth with lesser incomes can freely design new clothing designs since they are less socially present and, thus, have fewer inhibitions. Individuals in the higher socioeconomic strata are safe and only wear clothes that are socially acceptable. Middle-class people tend to be conservative and will wear clothes from both the top and lower socioeconomic classes. India's customs and culture are well-known, claims Chantia (2017) ^[2]. Indian minority groups are renowned for their traditional crafts, arts, and abilities. However, because to the forces of globalisation and competition in the market, as well as the declining socioeconomic standing of master craftsmen and artisans, the younger generation is not pursuing these talents. The Indian government firmly believes that these skills and arts must be protected. The foundation of cottage and small-scale industries is traditional arts and entrepreneurial talent, which must be strengthened in order to create stronger market connections, improve branding, and guarantee finance availability.

Roy, 2017 ^[11] reported that denim is still popular today and may be seen on both older people and teenagers. Returning designers with degrees in fashion from elsewhere have given the nation's fashion scene a more international viewpoint. They have also contributed to the westernization of Indian fashion. Indian fashion brands are gaining popularity among consumers worldwide. With its current development pace, the Indian fashion sector is poised to become a formidable force, maybe even surpassing the fashion industry in Paris.

Conclusion

Our customers are preparing for a swift transition as a result of the shifting retail landscape in India, as well as the evolution of fashion and style. They have also started spending more money. The majority of organised retail companies have claimed improved profitability as a result of increased sales. The fashion boom is significantly influenced by the media. The newest designs and styles are featured in colour photos in a variety of fashion

publications, along with information about the materials used, measurements, price range, available hues, and locations for use. TV shows broadcast live coverage of important fashion events held throughout the globe, including in India. These shows provide viewers a decent overview of the fashion industry throughout the year so they may purchase with confidence. Customers are left with a lasting impression by the celebrities wearing extravagant gowns. As a result, the fashion sector grows faster and is better equipped to compete globally. Nowadays, fashion has taken on such significance in society that both boys' and girls' ramp displays are often held at universities.

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