



IMPACT OF FASHION MAGAZINE ON CHANGING FASHION TRENDS OF WOMEN

Dr. B. SHAMALA, MA, M.Phil, Ph.D, Associate Professor of Economics, GFGC, Dharwad

ABSTRACT

Fashion is an art that is inherent in all people in one way or the other depending on their life style, standard of living and the style of living they adopt to make their living. People perceive themselves to be accepted socially when they dress up in accordance with situation and time. Fashion is a natural instinct in people. Men and women are fond of adorning themselves to look more than attractive, to look different, to set an image or style of their own, to be basically an individual, and look different. Fashion magazines grab this opportunity to come up with the latest trends and information regarding fashion to impact consumers to adapt themselves to the latest fashion. The paper makes an attempt to study the impact of these magazines on the fashion trends of the students belonging to stream of fashion technology and other students too.

Key Words – Fashion, Fashion Magazine, Women, Media.

INTRODUCTION:

‘Fashion’ comes from a Latin word ‘Facere’ which means ‘to make’. It carries the idea of craftsmanship and obedience to the law of technique. Merle’s in 1970 recognized Fashions as a concept motivated by change. Ross in 1982 suggested that Fashion could be seen as a series of recurring changes in the choice of a group of people. As style which has the capacity to attract and copy is called Fashion. It is the interpretation of the accepted style at any given time. Whenever a style is accepted and worn by sufficient number of people, it is in fashion or it becomes fashion. Fashion is a natural instinct in people. Men and women are fond of adorning themselves to look more than attractive, to look different, to set an image or style or their own, to be basically an individual, and look different. Variety is spice of life.

Fashion is human behavior. Fashion is an art and it is a science. It is an artistic science and scientific art of learning to combine colour, form, pattern and texture for final effect that is right for the time, place and the user. Historians and fashion experts would probably differ on the words used to define fashion, but there would be unanimous agreement that the elements of fashion are: People, Acceptance, Time and Place. It follows therefore, that a fashion is anything that is acceptable by a substantial group of people.

Fashion is a language which tells a story about the person who wears it. It is a set temporarily adopted by the people because they are perceived to be socially appropriate for the time and situation. It is

the characteristic or habitual practice about the latest and most admired style in clothes and cosmetics and also in behavior.

Sites that are promoting personal style design and accessories includes selling fashion or promoting designers and also the editorial sites with fashion news and information. It is currently accepted or popular style in a given field and further could be defined as something that goes in one year and out the other. We are constantly being bombarded with new fashion ideas from magazines, television, books, movies etc and all these have a big impact. Celebrities from entertainment, political field also influence what we are wearing.

Fashion Magazine:

Fashion Magazine covers the world of trendy clothes and fashion accessories. It serves as a conduct between the retailer and the manufacturer, giving both the information they need to successfully run their business and understand the changing consumer. Sex, romance, shoes, lingerie, diet, fashion is a grab bag of hot issues for the modern women. Combining a powerful feature on gun control laws with an article on the best lingerie to wear with low-slung jeans, and many more such things proves that Fashion Magazines need not be all fluff and no substance.

Fashion Magazine is a combination of features, fashion accessory and beauty for the independent women. Its editorial reflects all areas of the reader's life, providing the time-pressed women with a mix of information. Fashion Magazines are the ultimate beauty guide for young women. It takes the mystery out of all those confusing rituals so that you can figure out how to feel happier and more relaxed about your looks. The whole magazine promotes the new invention of the 'Witty Accessory' with it spawning a whole new way to dress.

The Fashion Magazine tells the dramatic story of accessories, clothes created by great designers, and all the strikingly photographed by Professional Photographers. In almost 100 – 150 pages, the big glamorous magazine describes individual designers and their visionary hats, bags, shoes, scarves, gloves and jewels, 'Designer accessories, like so many valid fashion ideas'. The fashion magazine has come up with a classic that is on the cutting edge. No other accessory book matches 'Fashion Magazine' for its historic information, visual punch and fashion accuracy.

Fashion Magazines have been around for decades. They have brought haute couture to coffee tables and night stands around the world, and many would argue that they are not designers themselves but set the trends. What they choose to feature between their pages is on every ones list for the current and next season. Items have been known to sell out before every one reaching the shelves of sores due to high demands of the massed who are in search of the next hottest thing. 'Fashion editors and other journalists are important players in the industry'. Said Bonnie Fuller, the Editor for US Daily, in a Newsday article. 'What they put in their pages influences what appears in the stores and what women are going to wearFashion and style have really pervaded our lifestyle. Fashion is a part of pop culture'.

The Origin of the Fashion Magazine in the World

The utopias and the novel, neither Encyclopedia nor the medical discourse could not escape fashion. The fashion press saw a crucial development in France especially after 1750. It helped to reshape the dress of the European Elites who were its readers, in the line with French worldly sensibilities. Just as their conduct and culture had previously been influenced by the luminaries of French philosophy, whose ideas had circulated through the increasingly numerous channels provided by books and the press.

Media and Fashion:

The media played a phenomenal role in bringing out the public opinion and its fluctuations, it also promoted change in other ways. The press catered to both men and women since it was written by men and women, later the entry of women into journalism brought many decisive moment. The new press revealed if not new place to second sex in society, it opened a new role and new relations at all

events between sexes. The clothing revolution gave periodicals a double role that of a mirror in which society saw itself and that of a precipitating factor hastening an evolution.

The genre included more literary journals, aimed at a wider public but with a specifically female bias, and periodicals devoted primarily to fashion. Its originality lay less in the subjects it dealt with than in its new journalistic practices. It gradually emerged from the rack of the periodicals, few of which failed to devote at least some space to fashion and costume. It diverged from a whole range of ways of providing information about clothing, probably born with fashion itself, and accelerated by the growth of towns. Gradually, a clearer sense of purpose led to more standardized practices, oriented towards a specifically literary and moral criticism and debate, demands by women, often expressed in correspondence solicited by the editors, and above all models of conduct, 'ways of doing things', recipes, cues, advertisements, all destined to shape a new culture of femininity.

From the beginning, the publication of the fashion journals could be presented as an alternative, almost guaranteed success, for these expensive, delicate and, in the last analysis, not very convenient artificial figures, periodically presented to an admiring world. Engravings of fashions, whether offered in collections or separately, quickly became an essential source of information. Text and illustration were effectively combined to make the changes, if not the newest styles, widely known. They helped to drive the fashion dolls out of the information market because they were cheaper and mobile, and because the capacity of the typographic presses to adapt and print in large numbers enabled them to convey their images well beyond aristocratic circles. The fashion plate gave substance to ever-changing combinations. It associated ideas, those of traditions of the body and those of the male and female roles, thanks to pictorial representations. They helped to make fashion accessible.

The years 1710 to 1785 saw the launching of some twenty journals, at the rate of one every four or five years. Most were ephemeral creations which lasted only as long as an initial prospectus and a few numbers, a few months, or a few years and monthly fashion publications began from 1755 to 1780.

Objectives of the Study:

1. To study the exposure of Fashion Magazine on Women.
2. To study the impact and influence of Fashion Magazine on Women
3. To know whether women get updated about the latest trends through Fashion Magazine.
4. To understand what women, look forward from Fashion Magazine.

Methodology:

The structured questionnaire was prepared to collect relevant data. Interview technique is adopted and the data is collected from respondents in Bangalore. The fashion designers from IIFT and NIFT were interviewed to get the personal opinion. The female respondents of various professions and educational background were also considered to collect primary data to know the difference in impact level of fashion magazines among different professionals. On basis of the objectives of the study, the respondents were posed few important questions and their opinions have been presented in tables below for clarity and better visibility.

Table: 1
Is it necessary that one has to change according to the current trends.

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Certainly	14	5	12	8	39	39%	39
2.	Not Really	6	17	13	14	50	50%	50
3.	Not at all	5	3	0	3	11	11%	11
	Total	25	25	25	25	100	100%	

Source: Primary Data

FT – Fashion Technology, WW – Working Women, HM – Home Makers, R - Respondents

Inference:

The above table shows that out of total number of 100 responds. The majority of the respondents i.e., 50% of the respondents say that it is not really necessary that one should change according to the current fashion. Whereas, 39% of respondents feel that though it is not a compulsory rule but still it is not a bad idea, if people think they should look good, then they must go with the current trends. And at the lease i.e., 11% of respondents say there is no need for a change and they say they would continue being the same in future. This above table indicates that majority respondents of students of Fashion Technology feel that the society must change their view about fashion. As the concept of fashion does not all the time means modernity or vulgarity. Instead they should feel that fashion is a language where they can express themselves and look more beautiful than ever before. The majority of the respondents of students of Non-Fashion Technology, working women and housewives says that fashion is not so important in our life, whereas the modern society is applying too much of pressure on the younger generation, and making them change according to the current trends.

Table: 2
Are Fashion Magazines changing Women's Personality

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Yes	24	21	21	23	88	88%	88
2.	No	1	4	4	2	11	11%	11
	Total	25	25	25	25	100	100%	

Source: Primary Data.

Inference:

The above table shows that out of total number of 100 respondents. The majority of the respondents i.e., 88% says 'Yes' and 11% of respondents says 'No'. This indicates that the majority of respondents of all the groups namely students of Fashion Technology, Students of Non-Fashion Technology. Housewives and Working women have got the same opinion about the impact of these fashion magazines on changing Women's Personality to a greater extent. This shows that the Women society is influenced by these magazines and they feel that they are helping them change not just externally i.e., by helping them choose their make-up, hair styles and dresses for the perfect evening, but also internally making them feel more confident while carrying out there day-to-day work.

Table: 3

Does Fashion Magazine have helped change women's attitude and make her more confident that what she was before

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Yes	24	17	22	20	83	83%	83
2.	No	1	8	3	5	17	17%	17
	Total	25	25	25	25	100	100%	

Source: Primary data

Inference:

The above table shows that out of total number of 100 respondents, 83% of respondents say 'Yes' and 17% of respondents say 'No'. The majority of respondents of students of Fashion Technology, students of Non-Fashion Technology, Working Women and housewives have similar opinion about fashion magazines changing women's attitude and make her more confident than what she was before. This indicates that fashion magazines have really helped the women section to face the competitive world effectively.

Table: 4

Role of media in promoting Fashion Magazines

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Excellent	13	5	6	7	31	31%	31
2.	Good	7	16	11	10	44	44%	44
3.	Satisfactory	5	4	8	8	25	25%	25
4.	Un- satisfactory	0	0	0	0	0	0	0
	Total	25	25	25	25	100	100%	

Source: Primary Data

Inference:

The above table shows that out of total number of 100 respondents. The respondents when asked about the role of media promoting Fashion Magazines majority of the respondents i.e., 44% of respondents say 'Good' whereas, 31% of respondents say 'Excellent', at the least 25% of the respondents say 'satisfactory'. This indicates that the majority of the students of Fashion Technology say the role of media in promoting Fashion Magazine is excellent, may be because they refer to the Fashion Magazines frequently and know how media is actually supporting these magazines. But the majority of the students of the Non-Fashion Technology, working women and housewives feels that the job of media is good but they can improve better by making the common public aware about these magazines because hardly few know how many Fashion Magazines are available in India.

Table: 5

How much dependent are women to Today's Generation on Fashion Magazines

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Dependent	14	8	7	12	41	41%	41
2.	Not so dependent	11	17	18	13	59	59%	59
3.	Not at all	0	0	0	0	0	0%	0
	Total	25	25	25	25	100	100%	

Source: Primary Data

Inference:

The above table shows that out of total number of 100 respondents. This indicates that majority of the respondents i.e., 59% of respondents says that are 'Not so dependent', 41% of respondents says that are 'Dependent' on fashion magazines. The majority of the respondents of students of Fashion Technology says that they are highly dependent on fashion magazines may be because of fashion magazines are easily accessible to them than any other groups and being the students, they must know

the latest happenings in fashion industry which is carried by these magazines. Whereas the majority of the other groups feel that they are not so dependent on fashion magazines, reasons could be because of lack of time, and their educational and professional background. Sometimes even because of their lack of interest towards fashion.

Table: 6

Does Fashion Magazines has changed women's outlook in the whole by making her look more attractive, expressive and glamorous

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Yes	25	19	23	25	92	92%	92
2.	No	0	6	2	0	8	8%	8
	Total	25	25	25	25	100	100%	

Source: Primary Data

Inference:

The above table shows that out of total number of 100 respondents. The majority of the respondents i.e., 92% of respondents says 'Yes' and 8% of respondents say 'No'. The majority of the respondents of students of Fashion Technology, Students of Non-Fashion Technology, working women and housewives completely agree that, there is a major impact of fashion magazines changing women's outlook on the whole because the respondents feel that fashion magazines are making efforts in providing full information about beauty segments than any other women's magazines does. And it also makes women more aware about looking beautiful, by giving her the essential tips of look attractive and expressive.

Table: 7

Does Fashion Magazines have helped change women's attitude and make her more confident than what she was before.

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Yes	24	17	22	20	83	83%	83
2.	No	1	8	3	5	17	17%	17
	Total	25	25	25	25	100	100%	

Source: Primary Data

Inference:

The above total shows that out of total number of 100 respondents. 83% of respondents says 'Yes' and 17% of respondents says 'No'. The majorities of respondents of Students of Fashion Technology, Students of Non-Fashion Technology, Working women and housewives have similar opinion about fashion magazines changing women's attitude and make her more confident than what she was before. This indicates that fashion magazines has really helped the women section to face the competitive world effectively.

Table: 8

Are Fashion Magazines changing Women's Personality

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Yes	24	21	21	23	88	88%	88
2.	No	1	4	4	2	11	11%	11
	Total	25	25	25	25	100	100%	

Source: Primary Data

Inference:

The above table shows that out of total number of 100 respondents. The majority of the respondents i.e., 88% say 'Yes' and 11% of respondents says 'No'. This indicates that the majority of respondents of all the groups namely students of Fashion Technology, Students of Non-Fashion Technology, Housewives and working women have got the same opinion about the impact of these fashion magazines on changing Women's Personality to a greater extent. This shows that the women society is influenced by these magazines and they feel that they are helping them change not just externally i.e., by helping them choose their make-up, hair styles and dresses for the perfect evening, but also internally making them feel more confident while carrying out there day-to-day work.

Table: 9**Is it necessary that one has to change according to the currents trends**

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Certainly	14	5	12	8	39	39%	39
2.	Not really	6	17	13	14	50	50%	50
3.	Not at all	5	3	0	3	11	11%	11
	Total	25	25	25	25	100	100%	

Inference:

The above table shows that out of total number of 100 respondents. The majority of the respondents i.e., 50% of the respondents say that it is not really necessary one should change according to the current fashion. Whereas, 39% of respondents feel that though it is not a compulsory rule but still it is not a bad idea, if people think they should look good, then they must go with the current trends. And at least i.e., 11% of respondents say there is no need for a change and they would continue being the same in future. This above table indicates that majority respondents of students of Fashion Technology feel that the society must change their view about fashion. As the concept of fashion does not all the time means modernity or vulgarity. Instead they should feel that fashion is a language where they can express themselves and look more beautiful than ever before. The majority of the respondents of students of Non-fashion Technology, working women and housewives says that fashion is not so important in our life, whereas the modern society is applying too much of pressure on the younger generation, and making them change according to the current trends.

Table: 10**Do Fashion Magazines have brought any change in your lifestyle.**

Sl. No.	Option	Students of FT	Students of N-FT	WW	HM	No. of R	% of R	Total
1.	Yes	22	9	10	12	53	53%	53
2.	No	3	16	15	13	47	47%	47
	Total	25	25	25	25	100	100%	

Inference:

The table shows out of total number of 100 respondents. Which indicates that 53% of respondents says 'Yes' and 47% of respondents says 'No'. The above table clearly indicates that the majority of the respondents of students of Fashion Technology have found changes in their lifestyle after reading Fashion Magazines which gives them enough information about changing trends, fashion news, about latest accessories which go along with their dresses and especially about the skin care techniques and also special articles regarding staying fit. The respondents of students of Non- Fashion Technology, working women and housewives says that fashion magazines has not change their lifestyle to the greater extent because they say they do not practice all the tips that the fashion magazines provide, mainly because they are highly expensive and sometimes they does not suits the Indian climatic conditions.

FINDINGS:

- The study on the 'Impact of Fashion Magazines on Women' revealed a number of opinions of respondents in the city through questionnaire that was administered to 100 respondents, who are

divided into four groups namely, students of Fashion Technology, students of Non-Fashion Technology, working women and housewives.

- The Fashion Magazines which are analyzed during certain number of day, gave me quantitative measure of reading fashion magazines by women. The majority of 74% of respondents do read fashion magazines to update the latest trends, to know the happening in the fashion industry and for entertainment and enjoyment.
- Fashion is the characteristics or habitual practice about the latest trends and most admired styles in clothes, cosmetics and also in behavior. The concept of fashion, when analyzed, the majority of 52% women consider fashion very important in their life because fashion is something we deal everyday.
- In the study, the students of Fashion Technology and working women read fashion magazines more compared to students of Non-Fashion Technology and housewives because of their educational background and this shows their interest towards fashion to face the competitive world.
- And this group feels that fashion is a language where one can express there feeling thus, society must change its perception in viewing fashion. And believe that it is necessary that one has to change according to current trends. They also accepts that, fashion magazines have helped change women attitude and make her more confident than what she was before through their personal experience and benefits that they are obtaining from these magazines.
- The students of Fashion Technology and Housewives are much dependent on Fashion Magazines and they say they enjoy reading fashion magazines as they are very curious to know more about fashion news in their leisure time.
- The above group completely agree that fashion magazines have changed women's outlook on the whole by making her look more attractive, expressive and glamorous because, it is this group who likes to try new design as soon as it enters the market.
- They also strongly believe that role of fashion magazines is very effective in changing women's personality, through this she is developing a positive attitude and feels more confident and become successful in her career.

Conclusion:

Fashion Magazines have been around for decades. They have brought haute couture to coffee tables and night stands around the world, and many would argue that they are not designers themselves but set the trends. What they choose to feature between their pages is every one's list for the current and next season. Items have been known to sell out before ever reaching the shelves of stores, due to the high demands of the masses who are in search of the next hottest thing.

As Fashion Magazines are gaining immense amount of popularity all over the world and are attracting the women section to a greater extent. And in this study, the above opinions of the different groups ultimately proves that, in some way or the other, there is an impact of fashion magazines on women. And these fashion magazines take full credit by giving an insight into the world of fashion.

REFERENCES:

1. Fashion Press, Feminine Press (1710-93)
2. Francesca Checchinato & Cinzia Colapinto & Alice Giusto, 2013. "Advertising in a luxury fashion magazine: a comparison between Italy and China," Working Papers 5, Department of Management, Università Ca' Foscari Venezia.
3. Ane Lynge-Jorlen (2017) Niche Fashion Magazines: Changing the Shape of Fashion, I.B.Tauris & Co. Ltd London, Newyork

4. Sturken, M., Cartwright, L. (2009), Advertising, consumer cultures and desire, Practices of looking, Oxford ,University Press, New York: 265-306.
5. Anna Elisabeth kruyswijk (2013) Fashion Magazine Interventions , Royal Academy of Arts, Hague.

