



The Evergreen Fashion Trends

Gomati Verma¹, Rajeev Kumar²

Under Graduate Student, Amity Business School, Amity University Chhattisgarh¹

Assistant Professor, Amity School of Fashion Technology, Amity University Chhattisgarh²

ABSTRACT

The paper explores the new staples which can be added in the closet as the timeless /everlasting options. After conducting the research upon 100 respondents (women), results are being analysed to draw over the conclusion. Having such outfits has become an important need for this generation because of the on-going fast fashion concept which is leading to exploitation of our environment. Evergreen fashion trends has become a integral part of sustainable fashion. Evergreen fashioned clothes last for a longer period, also they keep the one wearing it cool and trendy at low investments. This paper basically helps in finding some more of these trends to the readers.

KEYWORDS- Evergreen, Timeless, Staples, Cost efficient, Fashion

INTRODUCTION

Evergreen dresses or consumer goods designs, regardless of however recent there, replicate a person's unaltered appearance. for instance, primary fashion things like crisp skilled shirts, very little black dresses, or well-fitted black formal trousers and black animal skin shoes for men and therefore the typical churidar trousers suit or frock with red bindi for ladies are evergreen dresses that folks will wane any occasion and at any time. apparently, on each occasion, it's acceptable.

However, people that offer preference to evergreen dresses over the newest trendy styles, offer a lot of importance to values and norms. Usually, they dress themselves a lot of guardedly than different fashion-loving guys. In fact, their wardrobe is full of formal and ethnic dresses, that have mostly lightweight shades, like white, grey, light blue, lightweight yellow, or black. They ordinarily keep themselves removed from quick fashion or funky fashion.

A fashion trend signifies a specific look or expression that is spread across a population at a specific time and place. Evergreen fashion, also known as timeless fashion, is a fashion concept that doesn't follow trends or styles yet still manages to be relevant and fashionable at the same time. Fashion trends come and go. A certain fashion statement can be very popular today and then it becomes obsolete the following month or season because another trend takes over. The best and true fashion styles are not the ones that just come and go with time but the ones that stay for years. Something that will still look great and will never go out of style for decades.

Let see some popular evergreen fashion trends:

- Little Black Dress; it is an iconic style piece that lines again to Nineteen Twenties whilst it become brought by using fashion designer Coco Chanel. The dress is thought for its elegance and flexibility because it has redefined ladies style wear.
- White Shirt; A undeniable white shirt is but some other must-have to your cloth cabinet. you may be questioning how a simple white shirt can be worn anywhere except for formal meetings. however, permit me inform me, it is one of the maximum versatile fashion staples which you may wear at any time throughout the day in summers.
- Denim Jacket: Denim jacket or the jean jacket (as it's miles typically referred) is an amazingly flexible piece of material that's perfect for layering. you can put on denim as a shirt as well as over your stunning outfits. in the beginning and maximum popularly it is blue, but now you can find various different hues in it.
- High Waist Jeans: high waist jeans are love. They make you look taller, attractive and sublime. whether or not it's as boyfriend jeans, bell-bottoms or ripped, they usually appearance elegant.

- Long Coat: whether you go to a wedding or a simple party in winters, you will witness as a minimum one out of 10 humans carrying an extended blazer. And therefore, this listing is incomplete without it.
- Maxi dresses: Maxi clothes are absolute love for every season-whether it's miles summers, winters, or spring. The first-rate part about maxi clothes is its comfort and some lovely floral prints a that feel like to be wore all through the day.
- Military Prints: a few colourings or prints by no means appear to forestall being elegant. one day they are out, and the very next, you spot celebs rocking it again. these prints and shades graze infinite vast events, and even after years, they're as popular as ever. Camo has continuously sustained a high-degree of public and style approval on the street, specifically in hip-hop and road-wear elegance. those magnificent army patterns are androgynous and were grasped by using each: males and females alike.
- Stripes: If there is a single fashion that is usually on the cross regardless of what season it's miles or what occasion you're attending, that would be stripes.
- Polka Dots: The polka dot (be it shirt for guys or a dress for women) is an impeccable declaration to wear all year round. the suitable thing approximately polka dots is that you can truly vary in what hues you want to head for or put on. A blue or black polka dot, or a shirt with white dots is normally classified because the traditional look, however a blue or a white polka dot object will add a pleasing essence to the cloth wardrobe.

LITERATURE REVIEW

The paper explores the evergreen fashion trend. The subject is discussed by joining media representation of evergreen fashion with a wide range of theories on evergreen in fashion.

This research work objects at lowering the pressure of fast fashion on the people. The main aim is to introduce you to such trends which will always keep you trendy. You don't have to invest every time in the current ongoing styles. Timeless fashion is now the demand of the hour because of too many social as well as ecological problems. These upcoming trends would always make you look stylish. These wardrobe essentials are simply satisfying and effortless. These trends will definitely require low investment but it will give you the best possible output.

Buying evergreen clothes will ensure durability. It should be purchased as a investment because of its versatility, it is going to stay up with you for a long time. Evergreen clothing are eco-friendly. So, buying them will not only be beneficial for you, but also for your environment. It is a kind of solution to our ecological problems. Also, you can wear them in multiple styles. Like wearing a polka dot dress as a top or like wearing a denim shirt as a cover up for your outfit. They don't follow any trend; they are themselves a type of trend which is timeless and stays forever without any interruptions.

Evergreen clothes will initially cost you high, so what we can do is buy clothes from local market by checking the quality of it. This process will cost you little bit at the affordable side. Evergreen clothes requires brainstorming so what we can do is get inspirations. May it be from internet or magazines, it would help in overcoming this problem. High quality maintenance would help these clothes to fight with the high competition in the market.

Now a days evergreen fashion trends has a upper hand because people now love to wear simple and elegant clothing pieces, which evergreen fashion trends provides. So, this trend can advertise itself in the market highly because people want them. Secondly, they can make separate attractive websites for their clothing sales because online selling is a great growth option for them.

FASHION TRENDS AND THEIR IMPACT ON THE SOCIETY

D. D. Saravanan discussed Fashion trends and their impact on the society in which he discussed how Fashion fads come and go, but a society's values are formed and evolve through time because of its beliefs and culture. Fashion is an expressive and refreshing notion worthy of being displayed for society's admiration that makes us even more instinctive, rather than an ambitious projected picture of a reinterpreted good old value to accomplish some purpose or objective alike. An individual begins to look for a way to alleviate his dissonance or desires to improve. Today's youngsters attempt to understand fashion trends and adopt clothing styles that suit their values and characteristics as a means of expressing their sentiments. The allure of visual experience has given birth to everyday fashion and cognitive engagement, according to theory. Aside from the conventional societal purpose of fashion trends, generation Z's attitude has ushered in the trend of anonymous style and self-expression. After evolving from a pre-capitalist feudal social structure to a post-modern social structure, today's conduct is characterised by self-expression and self-image, paving the way for individuality and social conformity. Today's young, who are in Erikson's psychological development stage of identity construction, are looking for contemporary outfit options. (D.D Saravanan 2015)

FASHION TRENDS AND THEIR IMPACT ON THE SOCIETY: A CASE STUDY ON APPAREL TRENDS OF INDIAN SOCIETY

Barkha Ravi Shende discussed Fashion trends and its impact on society in which she discussed how every trend has its origins in the past, and trends are what make the fashion industry go round. Innovations and renovations are a popular trend right now. It may be anything, including retro-style 'Bell Bottoms,' Bobby prints, smart fabrics, Sadhana cut, Size zero, and body modification

techniques including tattooing, piercing, and procedures. We all know that "Costume creates an individual's identity in society," therefore I decided to confine my research to clothing trends and their influence, drawing inspiration from our history, which dates back to 4000-5000 BC. From the Indus Valley Civilization to the Maurya, Sunga, Satvahan, Kushan, Gupta, Mughal, and British eras, these civilizations displayed distinct dress styles. Even after the Britishers' overwhelming influence, we Indians have maintained our traditions alive and well, yet current and future western tendencies are consuming our Indian culture as a whole. As a result, our inner Indian culture is becoming increasingly muddled, and we should be concerned since it is on the edge of extinction. Our Indian culture spirits, on the other hand, will always be evergreen, as we all know. It is immortal. Our descendants will only be able to witness the remnants of India's culture in museums. We need to promote our cultural history so that the surface layers of other civilizations fade away and we can showcase our Indian culture and trends on a global stage to preserve this country's gem, culture, alive. (B.R.S. Barkha Ravi Shende 2017)

ABOUT FASHION TRENDS RESEARCH: THEORETICAL AND CHRONOLOGICAL ASPECTS

Layla Mendes et al. discussed about several fashion trends in an article. This article is about a theoretical study on consumer and behaviour patterns, particularly those related to fashion. Important ideas and terminology are covered, as proposed by many writers, and so serve as a foundation for future exploration of the topic. A brief historical study was also performed in order to learn about the origins of this research topic, as well as the firms that develop it in Europe, the United States, and even Brazil. This work is part of a theoretical framework produced at the University of Minho for a Master's thesis in Fashion Communication Design. (LAYLA MENDES 2016)

NEW MARKETING IN E FASHION

Simone Guercini et al. discussed new marketing in fashion e-commerce in an article. This paper serves as the introduction to a special issue focused on the emergence of new marketing strategies and technologies in the context of fashion e-commerce. Despite the importance of physical businesses, we have seen significant growth in the electronic commerce of fashion items in recent years. Fashion items, in effect, are a key area within e-commerce, and have seen the emergence of a "new" kind of online marketing. The globalisation of e-commerce in the fashion sector deserves special attention. In connection to: the technology/consumption interaction and the tactics of different actors within the business sector; the merging of online and offline fashion marketing, new models and technologies have developed.

(Simone Guercini 2018)

RESEARCH OBJECTIVE

- The main aim of this research is to introduce unobserved trends which will always keep people trendy. So that people don't have to invest every time in the current ongoing styles.
- This research work objects at lowering the pressure of fast fashion on the people. Timeless fashion is now the demand of the hour because of too many social as well as ecological problems. These upcoming trends would always make you look stylish.
- These wardrobe essentials are simply satisfying and effortless. These trends will definitely require low investment but it will give you the best possible output.

RESEARCH METHODOLOGY

PRIMARY DATA

For this survey the methodology was planned so as to gather qualitative and quantitative data through survey and it required deep study of evergreen fashion fits and consumer preferences. Preparation of questionnaire data from 100 consumers respondents (age groups below 18 to 35)

SECONDARY DATA

Internet, articles, journals, books, newspaper, etc.

Questionnaire

1. Which type of dress would you prefer, one with animal print or anything floral?
2. Do you prefer light coloured or bold coloured outfits?
3. You like plain or a shiny texture in your party outfits?
4. You are a ribbed or a baggy jeans person?
5. You like oversized or tight fitted t shirts?
6. Which kind of neckline do you like: v, square, round?
7. Do you like hippie fashion: yes or no?
8. Do you prefer sneakers over sandals?
9. Which one do you think is better: a bossy or a gentle look?
10. Will you prefer cardigans over jackets?

SCOPE OF RESEARCH

In gift occasions, because of the pandemic the need of supportability and reuse of assets has been extended for a large scope comprehensively. we have all come to be very layout cognizant about what we single out what we wear is reliant on current patterns or now not, yet all stirring from past patterns which have influenced numerous people.

The dresses found in our parent's storeroom, decent intention shops, vintage retailers, more responsible alternative stores and to the boutiques, a vow to get a cope with on our person image in style has reliably existed. We have to come lower back to the hotspot for outfit inspiration and see outfits animated through the sooner decades because there's no vulnerability that we all want pretty a 'light' 2d with recognize to inventively considering better methods to address obscure our remaining outfit.

Proposal from beyond structure designs reaching out from attire worn by using beautiful famous figures from the fashion business to contemporary fashionistas who address a stand-out styles, with a touch of vintage and retro plan. there may be a fame for reused articles of apparel whereby various human beings maintain to filter out typically valuable, reusing designs are regardless, happening within the area of dynamic attire, day put on, night time put on and even swimming gear. We should simply say there is such numerous abilities in replicating new structure designs.

The hour of experimentation, self-enunciation and opportunity, being severe to your structure and a sentiment of messing with fashion! all through this decade 'The Mini' changed into generally used for example a littler than commonplace skirt or a downsized dress. The reason of the littler than anticipated in the swinging Sixties to the yield pinnacle conceal or of the mid-90s. this era added diverse examples that have been reached out to nowadays. They confronted impossible problems with fashion and balanced new examples. started as steeply-priced couture to humble and nice streetwear.

SIGNIFICANCE OF RESEARCH

Fashion trends are ever-evolving, and might usually times feel tough to stay up with. However, there are bound staples that you just will detain your closet that are unaltered and can stay trend regardless of what. therefore, such unaltered garments are being mentioned during this terribly presentation which might facilitate everybody to remain fashionable when. These would assist you to cope up with the quick fashion factor.

Evergreen Fashion Trends won't solely save your cash however it'll additionally save our surroundings. Fashion is very important whether or not we tend to settle for this or not. Whenever a replacement vogue comes within the market, disbursal a fortune on every new vogue is senseless. though it's convenient for you to move forward with the globe of fashion. everybody has totally different opinions associated with fashion and trend, you ought to follow the style trend that is reassuring you. Fashion trends return and enter the style business however there are some that keep forever.

It doesn't matter what new factor comes in city, these fashion trends are meant for forever and the craze for these can ne'er turn. I am sure, if you're keen on fashion, you have got ne'er stopped amorous these evergreen fashion trends. There are few queries' individuals look for answers for each day in life. queries like, what's the new trend in fashion? And what trend isn't returning back? New designs are returning and recent fashion trends get remixed from new trends daily, however there are some awe-inspiring fashion trends that are unaltered and evergreen and would additionally save your day anytime. There are numerous articles of clothing and accessories out there that tidy your wardrobe and connect with the most recent fashion trends.

RESEARCH ANALYSIS

The purpose of this research is to explore some new evergreen fashion staples, which can be added in your closet. There are already some of them existing but here through this research, we will try to find more which are underrated or not even in the list. In this fast fashion universe, it becomes necessary to look for pieces which last for a long time because environment is also to be looked after. 100 of females of different age groups and preferences have answered to a self-designed questionnaire, which will become the base for this study. This research will help in styling and getting ideas for creating a economical and timeless closet. Also, we can understand through this research that what kind of clothes are now a days preferred by the women, which can become a base for established or a part of various fashion related studies including consumer behaviour.

WORK ANALYSIS



Image courtesy – Pinterest (Today's generation is all about experimenting, people step out of their comfort zone and like dressing up bold such as this animal print outfit. They will stay in fashion no matter what.)



Figure 1 Image courtesy – Pinterest (Today's generation is all about experimenting, people like wearing soft and pastels colours)



Figure 2 Image courtesy – Pinterest (Today's generation is all about experimenting, people like wearing satin dresses it gives them rich look and classy every time)

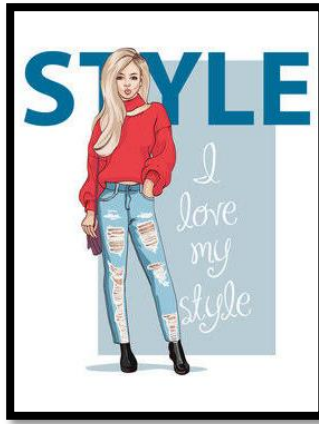


Figure 3 Image courtesy – Pinterest (Today’s generation is all about experimenting, ribbed jeans will be in the fashion as it is the most popular casual wear among youngsters)



Figure 4 Image courtesy – Pinterest (oversized outfits are evergreen because selection of people choose comfort over styling)



Figure 5 Image courtesy – Pinterest (Today’s generation is all about experimenting, in the modern generation of gender equality, bossy outfits have got their strength back)



Figure 6 Image courtesy – Pinterest (Today’s generation is all about experimenting, boho looks somewhat like indo western, which will remain timeless)

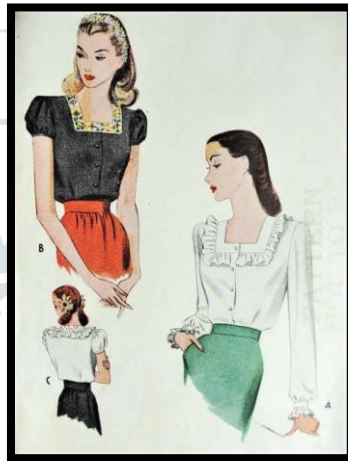


Figure 7 Image Courtesy – Pinterest (Square neck is new add on to our evergreen list)

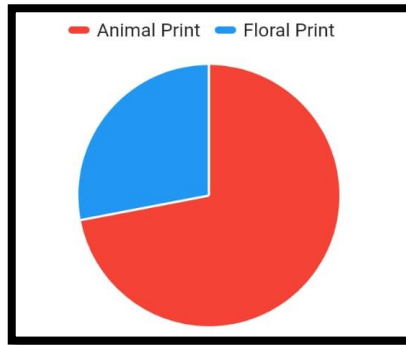


Figure 8 Image Courtesy – Pinterest (Cardigans are the new replacements for the winters)

RESEARCH METHODOLOGY ANALYSIS

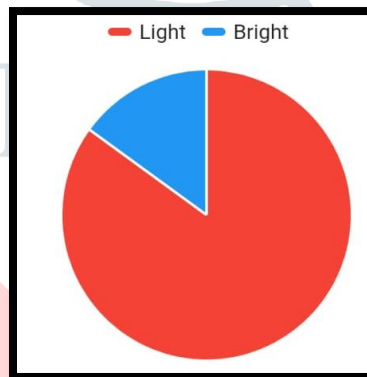
1. Which type of dress would you prefer?

	Responses
Animal Print	72
Floral Print	28



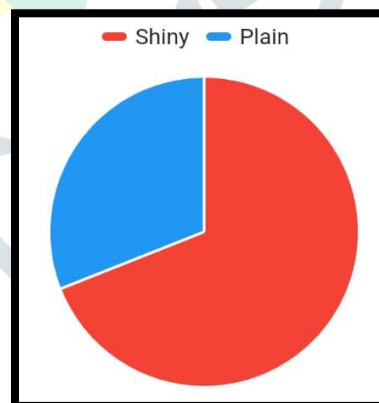
2. Do you prefer light or bold coloured outfits?

	Responses
Light	85
Bright	15



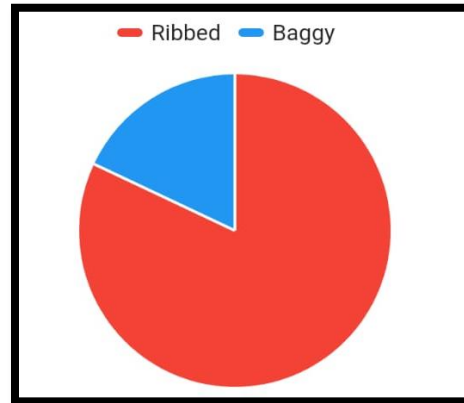
3. You like plain or shiny textured party outfits?

	Responses
Shiny	69
Plain	31



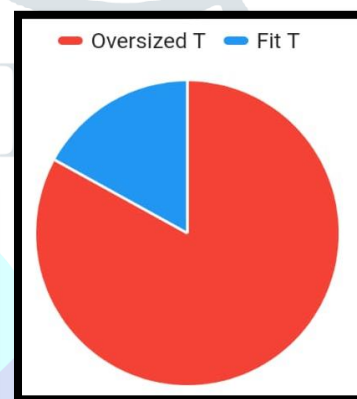
4. You are a ribbed or a baggy jeans person?

	Responses
Ribbed	82
Baggy	18



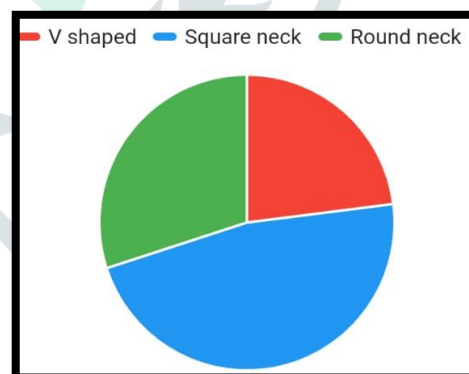
5. You like oversized or tight fitted t shirt ?

	Responses
Oversized T	83
Fit T	17



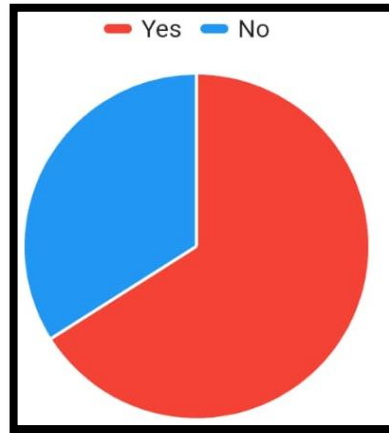
6. Which neckline would you prefer?

	Responses
V shaped	23
Square neck	47
Round neck	30



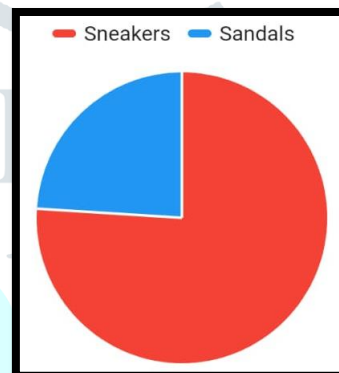
7. Do you like hippie fashion?

	Responses
Yes	66
No	34



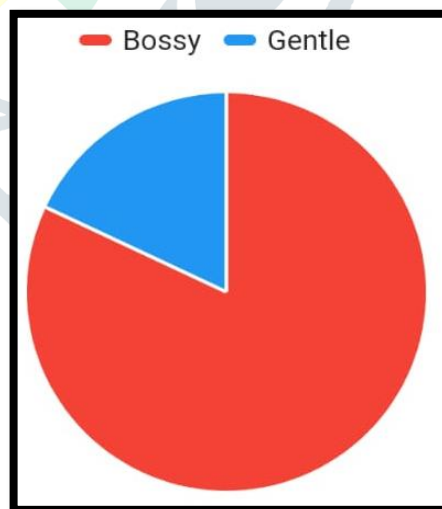
8. Do you prefer sneakers over jackets?

	Responses
Sneakers	76
Sandals	24

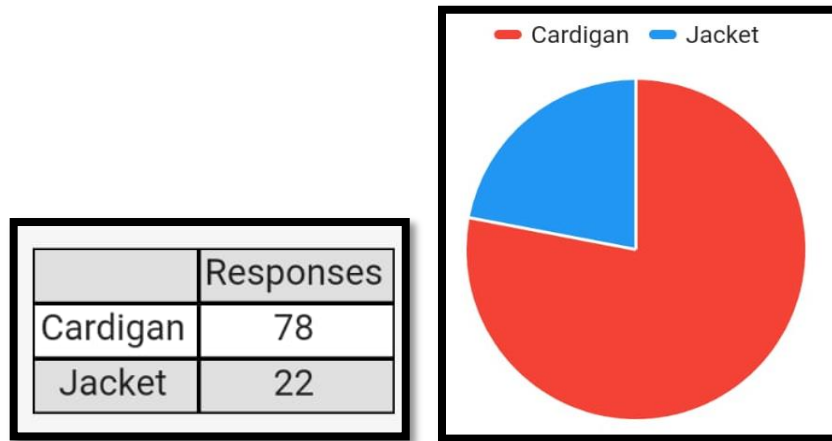


9. Which one do you think is better?

	Responses
Bossy	82
Gentle	18



10. Will you prefer cardigans over jackets?

**CONCLUSION**

Things that can be added in our closet as new staples include funky animal prints, which gives women rich and bold look. Now a days people prefer wearing soft pastel colours such as shades of lavender, blue, green, etc. Satin dresses stays timeless forever, any night party occasion can be flaunted with a satin dress. Ribbed jeans is the new hero in the world of streetwear. People now look upon comfort rather than fashion, so baggy fitted clothes are liked by women now. Oversized fits look adorable and also feels heavenly inside. Square necked tops look classy and high end at the same time. It's about comfort so sneakers is the show stopper. Cardigans in these winters, are taking over jackets is this season. So new evergreen staples include, animal prints, satin dresses, ribbed jeans, oversized fits, squared neckline, hippie fashion, sneakers, bossy dress ups and cardigans.

REFERENCES

- [1]. D. D. Saravanan, "Fashion trends and their impact on the society," Res. Gate, no. September, pp. 1–11, 2015.
- [2]. Mr. Rajeev Kumar, "EFFECTIVNESS OF FASHION INDUSTRY IN POST PANDEMIC WORLD", International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.8, Issue 8, pp.2292-2300, August 2020, Available at: <http://www.ijcrt.org/papers/IJCRT2008247.pdf>
- [3]. B. R. S. Barkha Ravi Shende, "Fashion Trends and Its Impact on Society: a Case Study on Apparel Trends of Indian Society," Int. J. Res. Biosci. Agric. Technol., vol. V, no. 3, pp. 58–63, 2017.
- [4]. L. Mendes, A. C. Broega, and P. Sant'anna, "About Fashion Trends Research: Theoretical and Chronological Aspects," 3rd Int. Fash. Des. Congr. CIMODE, pp. 2713–2720, 2016.
- [5]. S. Guercini, P. M. Bernal, and C. Prentice, "New marketing in fashion e-commerce," J. Glob. Fash. Mark., 2018.
- [6]. Rajeev Kumar. Effectiveness of Fashion Industry in Post Pandemic World. 6(4): 2020. JTSFT.MS.ID.000645.
- [7]. Kumar, Rajeev. (2017). Prospects of Sustainable Fashion Design Innovation. International Journal of Textile and Fashion Technology. 7. 5-14. 10.24247/ijftdec20172