

Study of Several Aspects of Fashion Trends in India

Namrata Arya

SOBAS, Sanskriti University, Mathura, Uttar Pradesh, India

Email Id- namrata.sobas@sanskriti.edu.in

ABSTRACT: *Fashion is a distinct and frequently consistent trend in the way individuals show themselves. Young people have a proclivity to copy and follow whatever looks to be "in" or "cool." They may quickly relate to and follow what appears to be plausible. Teenagers' need to fit in is something that causes them to struggle in their daily lives. Several aspects of fashion has been discussed in this paper. How fashion trends have changed from historic times to recent modern trends everything has been discussed in this paper. Fashion preferences of several generation according to their age difference has been discussed in this paper. It is observed that Indian youth is more drawn toward indo-western attire. But Fashion's future is expected to be significantly different from its past. Globalization, cultural accessibility, and people's connection via the internet and other forms of mass media will almost certainly cause a convergence of fashion trends in architecture, music, online presence, and clothing.*

KEYWORDS: *Clothes, Costumes, Fashion, Trend, Western Culture.*

1. INTRODUCTION

India is a multifaceted country with a population of 1.27 billion people living in diverse areas with their own traditions and customs, yet the core culture stays the same. As a result, a variety of unique outfits and attire with a lengthy history are being noticed. We are dedicated to bringing these well-known Indian traditional garments, which have a long history of cultural continuity, to the rest of the world. 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, from retro-styled 'Bell Bottoms,' Bobby patterns, smart fabrics, Sadhana cut, Size zero, and body modulation like tattooing, piercing or surgeries[1].

Knowing that "Costume defines an individual's identity in society. 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' significant influence, Indians have maintained the tradition alive and well, yet current and future western tendencies are swallowing our Indian culture as a whole. As a result, inner Indian culture is becoming increasingly muddled, and it should now 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. To keep this country's wealth alive, we must promote our cultural legacy so that the surface layers of other civilizations fade and we can bring forth our Indian culture and trends on a global stage[2].

Fashion fads come and go, but a society's values are created and evolve through time as a result of its beliefs and culture. Fashion is an evocative and refreshing notion worthy of being displayed for society's admiration that makes us even more instinctive, rather than an ambitious projected picture of are perceived good old value to fulfil some purpose or goal alike. In today's culture, an individual's look is the ticket for transmitting nonverbal communication messages such as probable social status, values, and lifestyle indications. Fashion communication has undergone a complete transformation in terms of communicative features, moving away from conveying a fundamental image of how we appear and feel and toward expressing our emotional experiences through interactive elements in the clothing[3].

The success of a fashion trend is determined by how society perceives and assesses it. As a result, the impact is assessed by the barometer of social acceptance, which is influenced by a number of motivating elements that shape people's attitudes and behaviours. When it comes to embracing and adopting a trend, today's consumer culture is motivated by aspirationalism, which bridges the gap between the wealthy and the economically vulnerable. A famous example is a Chinese buyer who saves three months of pay to buy an LVMH handbag. Further It doesn't stop there; the cheap availability of personal loans, aided by both private and nationalised banks, extends people's monetary liquidity. This is even further expanded by a few brands' attempts to provide trendy items on loan with simple monthly part-payment alternatives[4].

Today's fashion, which has always had a multifaceted global influence, is more than just a shift or a fad; it is also the spirit of the times, the succession and mix of trends. It isn't merely a class relationship. Fashion is the most comprehensive manifestation of a post-modern industrial society that makes its way into the design process[5].

1.1 Factors that Affect Fashion and sets the trends:

'Change is the only constant in life!' Fashion is nothing more than a trend that is always changing. The bulk of the time, this word is linked with clothing and accessories. People associate fashion with the clothes they wear. In contemporary times, fashion has been reduced to fabric, clothes, and accessories, despite the fact that it is a much broader notion. The Trends are influenced by the following variables.

- Social custom
- Fashion training
- The news media
- Peer-to-peer learning
- Criticism of society
- Environment
- Traditions and customs
- Spirituality
- Work
- Recreational activities
- Wealth or a shift in income
- Friendship as a source of inspiration
- Changing Values and Trends
- Family members' influence
- Education
- age

However, there is a lack of research on Indian fashion trends, and little attention is paid to the effects of these trends on society in terms of the above factors. In her book *Traditional Indian Costumes and Textiles*, A claims that it is "Costume" that defines a person's distinct identity in society and ties them to social hierarchy. Indian clothing, according to another scholar, is the result of over four thousand years of history marked by profound political, economic, social, and cultural upheavals and influences. Costumes, which are an important element of any historical dominant culture in India, have also seen significant changes. Clothes can help us feel self-assured, cheerful, and free, or they can make us feel self-conscious, timid, sensitive, and restricted, according to other researchers. They determine how much we participate in society, where we travel, and how much exercise we get[6].

1.2 Evolution of Fashion:

The Indian village now shows little similarity to its ancestor from around 6,000 years ago. Indian textiles and costumes have been recognised for their excellent beauty and cultural values for ages. Clothes are natural to humans, and their correct adornment on their naked bodies is not only attractive but also pleasurable. Costumes help to create the cultural identity of a person's group or nation of origin at any particular historical time. They are used not only to cover and decorate the body, but also as a crucial nonverbal channel of communication. They aid in the comprehension of fashion trends that were prominent at the time. Every ten to twenty years, it has been noticed that fashion trends deviate in a new direction.

1.3 Indian Costumes from the earlier times to the beginning of historical period:

History shows that man has been researching and producing to meet his needs for as long as he can remember. As a result, his fundamental love of nature has been expressed in all such production, whether directly or indirectly. There are complete representations of his requirements, socio-geographic surroundings, and economic position. Specifically, the outfits demonstrate the greatest impact of social life, seasons, and his line of employment. The historical consistency of fashion may be used to forecast fashion trends. Archeological data, literary allusions, and real garments are the three primary sources used to reconstruct the history of Indian costumes. The Indus Civilization (4000 BC) is followed by the Budha Period (c. 324-72 BC), the Maurya and Sunga Periods (c. 324-72 BC), the Satvahan Period (c. 200BC-AD 250), the Kushan Period (c. 130BC-AD 185), the Gupta Period, and the Mughal Period.

The British fell in love with cotton and indigo and viewed Indian fabrics as unique. Before the Raj, these Indian fabrics impacted British preferences. But after the British came to power, everything changed; a new culture and cultural identity developed. The clothing senses of the British and Indians were vastly different.

Following their observation of British people's dress, Indians began to think down on themselves, believing that their rituals and costumes showed illiteracy, and so refused to wear their traditional garb. And so the revolution began, with Indians attempting to alter their clothing and track down the Britishers. Our concept of creativity is based on the processes of imitation and adaptation. Human civilizations develop throughout time when ideas, beliefs, practises, and forms are exchanged. The fertile plain on which this trade takes occur is formed by dressing habits in particular. Though tendencies emerged, the strong British took control of the land, resulting in the emergence of a "westernised" civilization in India. They were the ones who had the most influence. This, however, did not endure long.

1.4 Today's Trend:

Our Indian textile sector is currently in a flourishing take-off stage, as you can see. The diverse faces of India are reflected in the versatile Indian dress designs. In this globalised day, apparel is undergoing incredible transformations. Fashion is frequently a reflection of society. Important historical figures have also influenced fashion, but no matter how competitive or inventive the fashion business is, it must adhere to what is known as the "Fashion Cycle," which has no set chronological period. Some styles are more long-lasting than others. Some styles go away quickly, while others resurface years after they were abandoned. As a result, we may argue that fashion evolves over time to suit the tastes, lifestyles, and needs of society. Every each day ushers in a new fashion trend. Today, everyone has their own distinct and individual style of dressing; some like to dress in a more upbeat and trendy manner, while others prefer the casual look; some prefer skater or shaggy clothing, while a select few prefer gothic and baggy attire. Even now, there are people who enjoy wearing Indian costumes and attire. My primary concern is for the next generation. As people's tastes vary, so do fashion trends in all sorts of clothing.

Indian fashion designers have already made a name for themselves in the industry. Exotic patterns made by designers have had a significant effect on the global Indian apparel trend. The acceptance of Indian clothes in the worldwide textile market has risen as a result of these designs. Today, INDOWESTERN FUSION, which offers clothes a modern appearance, is in high demand all over the world. As time passes, the Indian dress style continues to evolve.

When it comes to recent trends and the future of apparel, smart fabrics are on the rise. Fabrics that have been designed with technology that give extra value to the wearer are known as smart textiles. From flying dresses to self-illuminating fabrics to garments that protect the elderly from fractures and have anti-aging qualities, there is something for everyone.

1.5 Impact on Society:

The population of society includes newborns, small children, teenagers, adults, working people, and retirees. The effect or impact of trends will range from category to category, group to group, and individual to person due to the numerous categories, which include diverse levels of people and their mind sets. There's a reason why fashion is always changing so quickly. Because we don't have the ability to utilise our minds and discriminate between what is truly good and harmful until we are between the ages of 10 and 24, this is when the influence of anything is at its height. According to a study, more than half of India's urban young (55%) keep up with the newest lifestyle, dress, and other trends. Fashion trends may have both positive and bad effects on society, just as there are two sides to a coin. The following are some of the effects:

1.5.1 Positive Impact:

- New concepts, designs, and fashionable looks are being developed. • The fashion business allows designers to showcase their skills.
- The Apparel industry is brimming with possibilities. The options are absolutely limitless.
- New fashion arrives, giving every average man a branded modern look.
- People dress up to attract the other sex in order to be recognised by someone they admire. You can look the part and be noticed with the aid of fashion.
- The globe is vast, with a wide range of civilizations and variety. Fashion and clothing are like one common language that everyone understands. Because fashion goes from one place to the next, it brings people together from all over the world.

- Fashion is the ultimate form of self-expression. Your look is one of the first things that people notice about you.
- Fashion and trends, particularly in relation to clothes, are one of the most popular products and subjects discussed on television, magazines, and the internet. They have the ability to influence a large number of people due to their celebrity.

1.5.2 Negative Impact:

- Generating a generation that is more open to Western culture.
- Ignorance about Indian culture and ethnicity.
- Taking an interest in Hollywood fashion and trends rather than their own country's.
- The new generation prefers western clothing to traditional clothing.
- Many individuals not only follow the current trends and fashions, but also believe and mimic the fashion industry's images of sticky thin.
- Young girls strive for zero-figure images, which can lead to serious eating disorders, mental health problems, Anorexia, bodily mutilation, and even suicide.
- Attractive advertisements for clothes and new trends that indicate what's hot and what's not overwhelm the teenagers.
- The usage of extremely skinny and sickly models in the fashion show;
- The more scandalous and exposing manner in which today's teens and young people are dressed in 1960's (my parents' decade) fashions.
- The global economic situation is another factor that has influenced Indian fashion.

1.5.3 Impact in Future:

Indian clothing styles have dominated fashion textiles across the world, yet the Indians are ignorant of the wealth they have amassed. Indian fashion has evolved throughout time, including both traditional and cosmopolitan elements. The western influence on Indian culture is so powerful that it has opened the way for a stylistic distinction. Fashion's future will be significantly different from its past. Globalization, cultural accessibility, and people's connection via the internet and mass media will almost certainly cause a convergence of fashion trends in architecture, music, online presence, and clothing.

2. LITERATURE REVIEW

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 as a result 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[7].

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[8].

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[9].

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[10].

3. DISCUSSION

The majority of today's youth are fashion-conscious. Those who do not have it may be considered less important than those who have. People understand fashion and are mainly exposed to it through clothing, outdoor accessories, and footwear. It refers to the most recent fashion trend in terms of clothing or outdoor attire. Fashion will be a dynamic force since it announces inventiveness to the general population. In the realm of glamour, fashion statements change with the seasons. As a result, teens change up their clothes as well. Currently, primarily adolescents like and adapt present fashion and style, but in the past, members of the upper crust or elite class, such as business tycoons, embraced current trends. Regardless of social position, everyone follows and maintains the current fashion.

Teenagers read all of the fashion publications and watch a lot of fashion-related TV shows. They idolise every celebrity they see on television or in their favourite fashion publications. Many young females are influenced by the media and publications. Magazines have a big influence on how adolescents dress and how they attempt to seem. When an adolescent sees their favourite celebrity or model wearing something they admire, they will strive to imitate them. Teens are affected in the same way by media. Teens nowadays watch a variety of bizarre reality programmes in order to emulate the superstars they see on television. Teenagers are unaware of how much media and fashion magazines influence their lives. This paper also discusses several aspects of fashion.

4. CONCLUSION

The major goal of this paper was to figure out how the clothing trend may affect us. Despite decades of apparent changes in patterns, our forefathers managed to keep the Indian treasure alive despite the heavy impact of Britishers. However, new fashion trends and western culture impact are becoming more powerful, affecting not just clothes but also generations' thoughts. While Indian youth adopted western trends, Western culture and customs were heavily impacted by Indian culture. Today's society desires modernity, but that does not imply westernisation. Change, pricing, brand, confidence, and position are all important aspects of Indian fashion today.

The Indian clothing style has dominated fashion textiles all over the world, yet the Indians themselves are ignorant of the wealth they have amassed. Indian fashion has evolved throughout time, including both traditional and cosmopolitan elements. The western influence on Indian culture is so powerful that it has opened the way for a stylistic distinction. Fashion's future will be significantly different from its past. Globalization, cultural accessibility, and people's connection via the internet and other forms of mass media will almost certainly cause a convergence of fashion trends in architecture, music, online presence, and clothing.

REFERENCES

- [1] V. Bhardwaj and A. Fairhurst, "Fast fashion: Response to changes in the fashion industry," *Int. Rev. Retail. Distrib. Consum. Res.*, 2010.

- [2] C. E. Henninger, P. J. Alevizou, and C. J. Oates, "What is sustainable fashion?," *J. Fash. Mark. Manag.*, 2016.
- [3] L. Barnes, "Fashion marketing," *Text. Prog.*, 2013.
- [4] C. Thornquist, "The Fashion Condition: Rethinking Fashion from Its Everyday Practices," *Fash. Pract.*, 2018.
- [5] B. Shen, "Sustainable fashion supply chain: Lessons from H&M," *Sustain.*, 2014.
- [6] H. J. Choo, S. Y. Sim, H. K. Lee, and H. Bin Kim, "The effect of consumers' involvement and innovativeness on the utilization of fashion wardrobe," *Int. J. Consum. Stud.*, 2014.
- [7] D. D. Saravanan, "Fashion trends and their impact on the society," *Res. Gate*, no. September, pp. 1–11, 2015.
- [8] 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.
- [9] L. Mendes, A. C. Broega, and P. Sant'anna, "About Fashion Trends Researches: Theoretical and Chronological Aspects," *3rd Int. Fash. Des. Congr. CIMODE*, pp. 2713–2720, 2016.
- [10] S. Guercini, P. M. Bernal, and C. Prentice, "New marketing in fashion e-commerce," *J. Glob. Fash. Mark.*, 2018.

