

A Brief Study on Fashion in a Changeable World

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ABSTRACT

Fashion plays a dynamic role in an individual's life because it is considered as a means of self-expression. The garments and accessories of both the genders (man or women), which helps them to identify their lifestyle, profession, a religion, or an attitude. Thus, the term 'fashion' has become synonymous with the overall growth of the country as well. Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body, or furniture. Fashion is a distinctive and often constant trend in the style in which a person dresses.

Keywords: Fashion, Dress, Gender and Attitude.

INTRODUCTION

Fashion is based on the movement of society, groups of people and it is move according to the time period and popularity in between the group of people and society. Fashion is means to give new look, style to the product for the large number consumer acceptance. Fashion is a changeable world because the movement of fashion changes day by day. "Fashion usually is the newest creations made by designers and are bought by only a few numbers of people; however, often those "fashions" are translated into more established trends. The Nature of fashion demands are far more complete that most people realize. A fashion professional knows fashion apparel as a unique product, one that reflects self-concept, life-style, change, time and place".

Fashion classifies as according to the designers:

Fashion is classified into many types, such as:

1. Style
2. Basic or classic
3. Fad
4. Fashion Forecasting
5. Trends

Forecasting is one of the major aspects in fashion:

Forecasting plays a very important role in the area of fashion

it gives a hypothetical thought of designers. Fashion Forecasting is done through many communicating media, such as, cinema, fashion shows, press, magazines, newspapers and window display. It includes Market research, Consumer research (Surveys, Consumer focus groups), Shopping, Sales, Evaluating the collections Records, Fashion Trends, Target Markets.

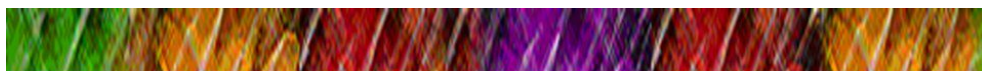
Role of trend in Fashion community:

"Fashion trends are the styling ideas that major collections have in common. They indicate the direction in which fashion is moving. Fashion forecasters look for the styles they think are prophetic, ideas that capture the mood of the times and signal a new fashion trend.

Several designers may use a similar fashion idea because they have been inspired by common sources. The trend may appear in a fabrication, a silhouette, or another design element that appears in several collections".

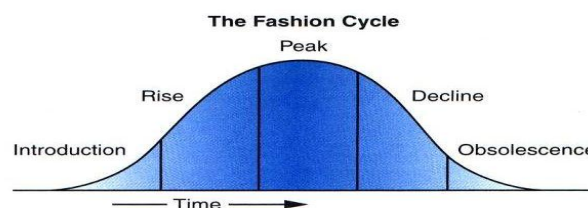
As the trend change the fashion change because of the acceptance of the target group of people, consumers etc.

Stages of fashion cycle shows the changes in fashion movement according to the product

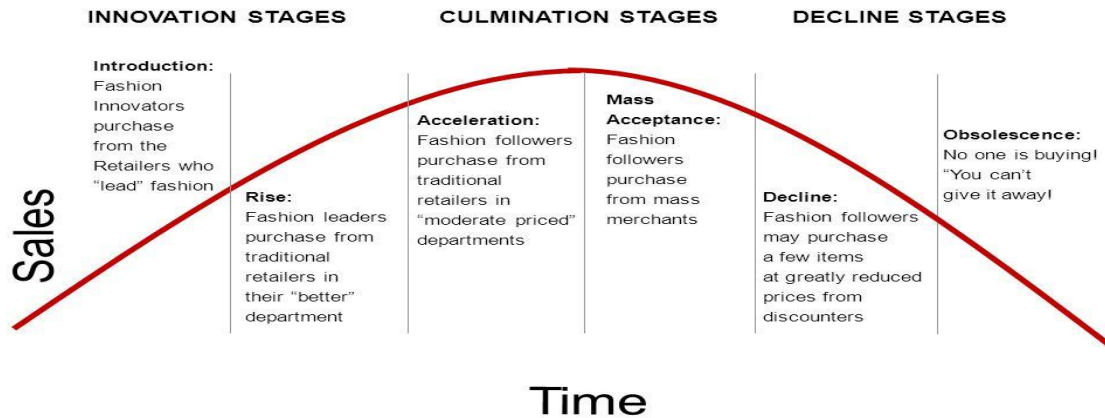


Stages of the fashion cycle

- Introduction
- Rise
- Peak
- Decline
- Obsolescence



The Fashion Cycle



Chapter 2
 The Nature of Fashion

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60's fashion



90's Fashion



70's fashion



2017 Fashion



The main focal point of the article that is fashion is a changeable world some images which shows the changes in fashion as according to the time period and the changes in the thoughts of the people, design concepts, color concepts etc.

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