

FASHION TRENDS

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ABSTRACT: India is a multidimensional country comprising 1.4 billion population spread over various regions having different tradition and rituals though the basic culture remains the same. Due to this lot of special costumes and apparel are being observed which has a long history. It is our commitment to take these renowned Indian traditional costumes, having long cultural continuity, globally. We all know “It is costume which establishes the individual’s identity in society” and therefore keeping my scope of study limited to the apparel trends and its impact which has inspirations from our history which goes back to 3000 BC. Thus, our inner Indian culture is getting blurred and we should now be worried as it would be on the verge of extinction with time. But as we know, our Indian culture souls will always stay evergreen. It can never die. Our offspring’s will only see the left over India’s culture in museums. We need to promote our cultural heritage so that this superficial layers of other cultures vanishes and bring out our Indian culture and trends[1] on to world platform to keep this country’s treasure alive i.e. culture.

Keywords: Apparel trend, History of fashion, Indian costume, Indian culture, Impact in future.

Introduction: Fashion is something we deal with everyday. One can find a lot of changes and evolution in the history of fashion. Fashion can affect the economy of a country or the whole world. It can sway politics, serve as an art form and can affect someone’s personal life. Needless to say, fashion is arguably being one of the biggest factors that affect and that can be affected by the society. It has always been present and will be present for as long as human race exists. Trends are really what the fashion world go round-a new trend catches on, designers make their own versions, the public buys these products, the trend fades and a new trend emerges. Trends has a large broad spectrum which includes various fields such as; clothing, footwear, accessories, makeup, body piercing, tattooing, plastic surgeries, Interior Design or furniture. Apparel sector India is estimated to grow to \$220 billion by 2020 and therefore Apparel trends are more famous than any other.

Evolution of Fashion: The Indian village bears little resemblance to its predecessor of about six thousand years ago. For centuries, Indian Costumes and Textiles have been admired for their great aesthetics and cultural values. Clothes are natural to human and their proper decoration on his unclothed body is not ugly, on the contrary it is beautiful and pleasing. Costumes are used not only to cover the body and embellish it; they also constitute a significant non-verbal medium of communication that serves to establish the cultural identity of a person’s community or country of origin at any given historical period. They help understand fashion trends prevalent during historical time-frame. It has been observed that fashion trends usually veer towards new direction every ten to twenty years.

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

History testifies that man has throughout been investigating and creating for their need fulfillment. It is, therefore that his essential love of nature has been manifest directly or indirectly in all such creation. Particularly, among the costumes show the utmost influence of the social life, the seasons and his field of work. The historical continuity of fashion can be a guide in the prediction of fashion trends. Three main sources – archeological evidence, literary references and actual costumes- furnish crucial leads in the reconstruction of the history of Indian costumes.

Today's Trend: Fashion often reflects the society. Important personalities in history have also had an impact on fashion, but no matter how competitive and innovative the Fashion industry[2] is, it actually has to follow what is called the "Fashion Cycle", which has no specific measurable time period. Some styles [3]sustain for longer period of time. Some die out soon, and some styles come back years after they were declined. So we can say that fashion changes with time and has always been evolving to fit the taste, lifestyle and demands of society. Every new day comes with a new trend. Today every next person has their own different and unique choice of dressing, some loves to dress in more peppy and trendy way so some love the casual sense, the other one way is skater or shaggy while the few goes gothic and baggy clothing. As the taste changes the same way trends comes in all such kinds of apparels. Indian designers have already marked their prominent places in fashion market. Exotic designs developed by designers have created a great impact on uplifting Indian clothing trend in world. These designs have increased the acceptability of Indian clothing in the international textile market. Smart textiles are heading their way when we talk about the recent trends and future of clothing.



Impact on Society: We can argue whether or not the fashion trends has more of a positive or negative effect on people of today, regardless we can agree that the apparel industry has grown to become very popular and influential. Society comprises of the population including infants, small kids, teens, adults, working population, and retired people. There are various categories including different level of population and their mindsets, so the influence or impact of the trends will differ from category to category, group to group, and individual to individual. Fashion is always rapidly changing for a reason.

The age when the impact of anything is at peak is between 10-30 because at this age we don't develop to use our mind and differentiate between what is actually good and bad. According to a research more than half of the urban youth in India keeps a close track of latest trends of lifestyle,[4] clothing etc.

Future impact: Indian clothing style[5] have conquered fashion textile across the globe but the Indian themselves are unaware of the treasure they have gained. Indian fashion has transformed through years, harnessing both the traditional and cosmopolitan look. The western influence is so strong on Indian culture that it has paved the way for a difference in style. The future of fashion will be very different from its past.[6]. Globalization, and the accessibility of cultures, and the interconnectedness of people over the internet and through mass media will likely force a convergence of fashion trends in architecture, music, online presence, and clothes.

Conclusion: The noticeable changes in trends were seen from centuries but still our ancestors kept the Indian treasure alive even after the strong influence of Britishers. But now the new fashion trends and the western culture influence are more effectual which is not only changing the clothing's but also the minds of generations. While Indian youth was adopting western trends, the West was getting highly influenced by Indian culture and practices. Today's society wants to get modern but that doesn't mean you go western. Indian fashion today is about change, price, brand, confidence and position. All we can conclude is that it finally depends on you. The beauty of you lies in yourself and not in the trends.

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