



Youth's Emotional States and Psychology about Fashion

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Abstract Fashion has entered our lives and taken a very important spot in our lives. There was a time when the concept of fashion was only on the occasions. Though it would be pointless to compare the present generation with our generation, today fashion has become an important part of our lives. Fashion has taken up the lives of a youth generation so much that most of them are more concerned about their style statement at an age where they should be more concerned about their grades. Teenagers of the present times have involved themselves so much with fashion that they don't get sufficient time for any other work; time that they should be spending mostly on their studies is being wasted checking out new fashion styles and thronging markets and malls to find something like that. Fashion consciousness is increasing day by day and everyone wants to look best. There is practically no harm in looking good, until and unless you tend to become obsessed with the fashion. Youth need to understand this well.

Keywords Youth, Psychology, Fashion, Trendy, Style, Clothing

Introduction

Fashion is something that we deal with every day of our life. In general, fashion is a term for a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture. Fashion is something that is always changing and one can find a lot of changes in fashion since its evolution in the history. Fashion refers to a distinctive and often habitual trend in the style with which a person dresses, as well as to prevailing styles in behaviour. Fashion in general sense is promoted by the way celebrities dress. These may include popular pop stars, film-stars or sports person. People generally follow the latest style statement adopted by these celebrities. Fashion also refers to the newest creations of textile designers. The more technical term, costume, has become so linked to the term "fashion" that the use of the former has been relegated to special senses like fancy dress or masquerade wear, while "fashion" means clothing more generally and the study of it. Although aspects of fashion can be feminine or masculine, some trends are androgynous [1].

Fashion has entered our lives and taken a very important spot in our lives. There was a time when the concept of fashion was only on the occasions. Though it would be pointless to compare the present generation with our generation, today fashion has become an important part of our lives. But there is a very clear difference between the present and the older generation. Fashion has strongly taken up even in the lives of school students. The bags they carry, the watches they wear and the way they carry themselves involve so much of fashion [2].

These days' youth are more conscious about fashion rather than their studies. The teenagers seem to be more fashionable than the adults now. In fact, they can be good trendsetters themselves. Fashion is always changing like the wind, which makes it difficult for the common man to keep pace with the latest fashion but still, fashion is the keyword for today's teenagers, hence there are many teens that invent their own styles and aim at becoming an icon among their groups [3].

Fashion is a non-verbal form of communication that conveys a lot about your personality. Earlier, fashion was something that used to be found only among the affluent class of people. But now the times have changed. These days the class doesn't matter in any way on the road to becoming fashionable. In fact, everybody is fashionable these days. Fashion not only embraces clothing or makeup but in a broader sense also includes the



accessory that you carry and the way you carry yourself and your attitude plays a major role in the way you practice fashion. Fashion and the fashion industry can be important and inspirational to people in all walks of life, especially youth. There is no problem in following the latest Fashion and looking attractive. On the other hand, getting too involved in fashion and clothing when your time would be best spent studying is an obvious danger. Hence you need to balance in yourself accordingly [4].

Impact of Fashion on Youth

Fashion enhances human life because not only it allows you to dress fashionably but also gives an opportunity to be independent in your thinking, helps to maintain positive self-esteem, and serves as a form of entertainment. Fashion has taken us all stronger and there is no harm being fashionable but in a limit. Being fashion conscious not only makes you popular among your folks but also tends to boost your confidence level to a great extent. Fashion is the prevailing custom, usage or style during a particular time. For some, fashion is a way of releasing their inward feelings and expression. There is no doubt that fashion has taken up the present generation in every possible manner, also the decision is in our hands to decide what to wear and what not [5].

Fashion has taken up the lives of a youth generation so much that most of them are more concerned about their style statement at an age where they should be more concerned about their grades. Teenagers of the present times have involved themselves so much with fashion that they don't get sufficient time for any other work; time that they should be spending mostly on their studies is being wasted checking out new fashion styles and thronging markets and malls to find something like that. Instead of reading textbooks youngsters these days prefer to read fashion magazines and try hard to imitate the models or celebrities so as to resemble them. Though fashion at this age is quite an important part and they should be conscious of their looks, but not at the expense of other important activities like studying, sports and relaxing [6].

Nowadays most youth mainly follow fashion trends to get a sense of identity and belonging out of it. The way you dress gives an insight into your personality. Dressing in a "hip-hop fashion" for instance conveys a certain type of personality that differs from other fashion trends, and categorizes you in a certain group of people. It is very obvious that a person who dresses this way draws an identity from it, he will most likely also adjust his behaviour or personality more to fit into it; and as a result of this person often becomes more accepted by others who are taking on the same identity "template" and follow the same fashion trend. Also, fashion is a way you communicate visually about yourself. Teenage is the part of life when everyone wants to look colourful and the best. No one wants to compromise with their personality at this age. Positive effects of fashion on youth include:

- Following your own fashion statement gives you a sense of free-thinking and you tend to become more of an independent thinker.
- Whatever you wear, if you think that you are looking best; it gives you a great sense of confidence.
- Helps you connect with people of the same interests.
- Fashion seems like a magical fix for many problems like bullying and connecting with peers. It has been observed that those dressed up smartly are always low on the target of bullies as they think that a person with great fashion sense must be high on fashion and general abilities and may retaliate and prove out to be a threat for them.
- Leads to an attractive personality and bonding with like-minded people
- It is a way of colourful living and exploring the diversity of life.
- Following their fashion at an early age tends to make them independent.
- Having a greater fashion sense can also land them into a job in the fashion industry [7].

The Psychology of Fashion

Your fashion style can determine if you ace that interview and get that dream job. Once you are on the job, your wardrobe can determine if you get more responsibility and get promoted. Your clothing choices can make or break your career, your ability to make friends, and develop the romantic relationships that you seek [8].



Just as dress radiates outward to your surroundings, it also moves inward. How you dress affects your mood. Your wardrobe choices have a psychological impact. Karen Pine demonstrates in her book *Mind What You Wear* that there is a science behind fashion and that psychology and fashion are indeed linked.

“Fashion is very important. It is life-enhancing and, like everything that gives pleasure, it is worth doing well.” [9]

Our clothes impact how we feel and how we feel influences what we choose to wear. In some cultures, a woman is more likely to wear jeans if she is depressed. Patients trust a doctor more if he is wearing a white coat, and people show more mental agility if they are told the white coat they are wearing is a physician's lab coat compared to if they are told it is a painter's smock [10].

Fashion choices reflect growth, changing values, and self-expression. Young people want to dress in a way that reflects their values and traits. They want to have the agency to express themselves through their fashion choices. Fashion is important as youth go through the stages of psychosocial development and is an integral part of the development of a sense of self and a way of finding social confirmation [11].

Conclusion

Fashion consciousness is increasing day by day and everyone wants to look best. There is practically no harm in looking good, until and unless you tend to become obsessed with the fashion. Young generation need to understand this well. Youth life is times when you have to sacrifice a lot of things. You need not sacrifice your fashion statement but also at the same time you should strike a balance in such a way that your studies are not compromised. Also, it is the duty and responsibility of the parents to keep a watch over their children of whether they are wasting much of their time in grooming themselves or in their studies. Parents should also restrict their spending on clothing and fashion products. Too much information regarding recent trends and styles blocks the minds of the children and distract them from their studies. Schools also should make some strict rules to avoid using fashionable accessories on the school premises. There is no harm to keep yourself updated with fashion but it interferes with your academic performance and your time, it should be avoided.

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