

Impact of Western Style on the Evolution of Fashion Trends

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ABSTRACT

Fashion trends come and go; meanwhile a society's values are established and evolving characteristic to their beliefs and culture. Fashion is just not an ambitious projected image of a reinterpreted good old value to fulfil some function or agenda alike but rather an evocative and refreshing concept worthy enough to be portrayed for society's appreciation that makes us even more instinctive. 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. An individual starts seeking for a solution to reduce his dissonance, or he aspires to get better. As an expression of their feelings today's youth endeavour to interpret fashion trends and adopt the clothing style that suits their value and traits. It is trickle across theory where the lure of aesthetic experience has given rise to everyday fashion and cognitive engagement. Besides the traditional social agenda of fashion trends, it is the attitude of the generation that has set forth the trend of anonymous style and self-expression. Having transcended from a pre- capitalist feudal social structure to a postmodern social structure, today's behaviour is marked by self-image and self-expression paving the way for uniqueness and social conformation.

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

INTRODUCTION

In today's society and culture, fashion and lifestyle trends are impacted by a wide range of social and cultural events such as modernism, technical advancement, and creative movements, to mention a few. Modernisation, technical development, and creative movements are only a few instances of this occurring. As a result of the events, their actions have had far-reaching ramifications for the rest of the world. A paradigm for fashion research and interpretation that considers the interaction of changes in fashion, changes in consumer lifestyles, and changes in cultural surroundings are based on the modelling of fashion after consumer lives and cultural settings. The interactionist paradigm is used throughout the remainder of this definition. It is known as the interactionist model or the interactionist framework because it emphasises interaction between individuals.

As a result of the present state of circumstances, analysts believe that Indian culture, one of the world's oldest and most successful civilizations, faces a severe threat to its existence in the future. According to the UN, the death of Indian culture, which has persisted for thousands of years, would be a grave danger to the whole planet. While there are many threats to Indian culture, one of the most serious is the spread of Western civilization, which is slowly but surely establishing itself in the nation and eradicating the traditional traditions of the country's indigenous peoples. Everyone agrees that western culture is adaptive and has taught us to be self-sufficient in our lives, but it doesn't mean we should leave our traditions and blindly follow the laws of other cultures. According to others, our long-standing pattern of embracing unique ideas from other countries should not be seen as an ominous harbinger that we may lose our moral beliefs in the not-too-distant future.

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Literature Review-01

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

“Fashion is not something what exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.” From a crawling baby of some months old to a white hair, teeth broken lady every single individual has their own fashion statement. Fashion is endless and is been around since beginning of human race. Fashion is something we deal with every day. 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. 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. We can see many types of new trends in apparels. Some examples of trends: - Retro style Bell Bottoms, Bobby print, Chiffon sarees, Anarkali's suits, Mumtaz saree, velvet garments, skinny pants and so on. The Society is a community of people living in a country or region and having shared customs, laws and organization. In our society there are various classes and they having their different way of dressing and lifestyle. We need to keep in consideration every class of people while speaking about society. The garment we wear depicts our personality. On the other hand, the new trends are projecting a wrong picture in minds of 59 people, especially with girls, skirts are getting shorter and the neck line on shirts has dropped. India's heritage and tradition getting lost somewhere due to the new kids. Very few teens are left who still prefers the Indian apparels in functions rather than the LBD and that LITTLE will soon become TINY. All these are under the grab of freedom of expression and women empowerment.

Literature Review:02

STUDY OF SEVERAL ASPECTS OF FASHION TRENDS IN INDIA

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. 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.

Literature Review: 03

TRENDS IN FASHION INDUSTRY IN THEIR INFLUENCE IN CUSTOMER BUYING DECISION

The production of clothes, which was an art in the prehistoric period, has undergone several technological changes. The technological innovations have helped apparel manufacturers, brand merchandisers and retailers to shift towards a new global reality where customer choice and service are not just the priorities; but have the potential to create a difference between the success and failure in a highly competitive market. Fashion is essentially the most popular mode of expression: It describes the ever-changing style of clothes worn by those with cultural status.

Literature Review: 04

THE WESTERN TREND: HOW COWBOY STYLE RODE BACK INTO FASHION

From the gun-toting robots in HBO's *Westworld* to the outlaw avatars in the most anticipated video game of the year, cowboys are having a bit of a renaissance right now.

Not one to miss the slightest whiff of a cultural whirlwind, the fashion industry has also deputised the western look, with contrast piping on rockabilly shirts and even the odd Stetson galloping down the catwalks, while cowboy boots stomp around fashion week in all their yeehaw, rhinestoned splendiddness. The cowboy has fascinated designers long before this current phase, and we're not just talking Ralph Lauren's beloved double denim. The rockabilly movement in the mid-1950s was influenced by the debonair, peacocking style of Hollywood cowboys at the time, while the buckskin jackets used by frontiersmen were adapted into the suede, fringed jacket.

Literature Review:05

INVESTIGATING CLOTHING CODE AND RELATIONSHIP BETWEEN CLOTHING AND IDENTIFY IN WORKPLACE

This dissertation explores how Chinese young professional employees perceive clothing code, understand the work clothing and use clothing to express work identities. This research employs mixture of quantitative approach and qualitative approach by sending self-completed questionnaire with open-ended questions. There are 166 participants involved in this research. The findings from this

research demonstrate the existence of clothing code within Chinese young employees. Clothing does have a language like property and communicative function. But clothing code and language are different as means of communication. In addition, this research applied identity theory and symbolic self-completion theory to explore the perceptions and the use of clothing in relationship to work identity. Moreover, this research aims to fill the gap in the knowledge of communicative function of clothing, the perceptions and the use of clothing in relationship to work identity with focus on Chinese young employees from the demographic perspective. Fashion retailers may benefit from this research in exploring new consumers and promoting work clothing better for Chinese young employees.

OBJECTIVE OF STUDY

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.

- Study the new fashion trends in India.
- Examining the emerging trends in apparel sector in India.
- Understanding the apparel trends of ancient India.
- Analyzing the challenges faced by the society due to fashion trends and its impact in India.
- To think on the degree of influence on later generation due to coming up fashion trends in India.
- To examine the socio-economic characteristics of the customers of fashion marketing.
- To study the factors influencing the purchase of fashion garments.

RESEARCH METHODOLOGY

A scientific approach to the research methodology is very much essential to collected. The area covers the study of Coimbatore city. Sample size is 150 respondents through Google forms. Primary and Secondary data was evaluate the research problem systematically '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

SCOPE OF STUDY

There has been a huge growth and demand for fashion-related courses in today's academic world because of its booming future. The fashion has been used in terms of clothing, interiors, jewellery, and other goods have expanded the field's capacity. Many new work opportunities for persons interested in fashion design have grown as the global and domestic fashion sectors. Many of the international and domestic fashion corporations and companies, as well as journals and popular design labels, seek out graduates of Fashion Design programmes. As a result, there are many new talents emerging every year with their unique designs. This high potential market is gaining ground in India due to factors like rapid globalisation, increased brand awareness and surge in fashion consciousness among women consumers, aside from heightened demand from confident and independent working women. There is a mixed thought about the same. The growing purchasing power and the need for western clothes for both work and play has led to a massive demand in the Indian women's western wear segment, with the segment itself transforming into a youthful, chic and classy choice of clothes for contemporary women. It features our vivid culture and beliefs. But, dressing the way a woman wants is more important than dressing up for culture and society. A woman should dress up for herself, her comfort, and her pride and boldness. Buy western wear online to get the latest and trending designs. Both Indian ethnic wear and Western dress-up are unique and special in their way. The majority of woman feels Western wear are better because they find it more comfortable, but it will be wrong to judge one better than the other. This study examines the effectiveness of different fashion marketing strategies and analysis of consumer behaviour in a cross-section of demographic settings in reference to fashion apparel retailing.

SIGNIFICANCE OF THE STUDY

There is no doubt that western clothes make you look elegant. A lot of corporate brands have also started to set a particular dress code that needs to be followed by both men and women. One can buy western clothes both online and offline. Western dress-up are unique and special in their way. The majority of woman feels Western wear are better because they

find it more comfortable. Western wear is a category of men's and women's clothing which derives its unique style from the clothes worn in the 19th century Wild West. It ranges from accurate historical reproductions of American frontier clothing.

- Western wears are trendier: With changing styles, designs, and patterns every season, Western wear allows more options in every category. Moreover, the same dress can do for formal wear and also for special occasions.
- Indian wear needs more learning: Attires like saree needs a woman to know properly to drape. They might be difficult at times as compared to Western wear. Moreover, wearing Western wear is more comfortable and time-saving as compared to some ethnic Indian wears.

In the modern era, Western fashion has changed from a largely utilitarian style to a form focused on look and perceived beauty. It is also associated with changes in women's roles, interests and activities; the segregation between male and female spheres; changes in the workplace; and many other societal phenomena. A turning point in fashion occurred when mass production made ready-to-wear western clothes available to everyone. In the mid-1800s, men's formal wear transformed from being finely tailored suits in traditional fabrics to more modern styles with broad cuts and colors that were less formal and more casual. At this time women began wearing dresses with skirts that were longer and fuller than those worn before. The trend toward shorter skirts continued throughout the 20th century

RESEARCH ANALYSIS

From 2010 to 2012 many late 2000s fashion trends remained popular in Europe, the United States, East Asia, Israel, and South America, especially acid wash skinny jeans, geometric or galaxy printed crew neck sweatshirts and leggings, "trouser-dresses", romper suits, preppy pastel colored skinny jeans, metallic dresses and capri pants cropped at the ankle. Possibly due to the poor economy in the early years, the midi skirt and the maxi skirt were the most common skirt and dress styles, with the hemline standards being the longest they had been since the modern era. Western Wear has been around since cowboys were needed

back in the 1800s when they would need durable clothes that could withstand harsh climates and rough terrain. Today, Western Wear still retains its ruggedness but also features more modernized designs with an eye on fashion trends as well. From cowboy hats to leather jackets, there's no shortage of fun styles here! This article will explore some of the most popular trends in western clothing today.

There is a range of different outfits when it comes to western wear, people these days are so keen to look for dresses that can go with trends and still be able to match their style. Western wear these days has become more flexible when it comes to its designs, while some choose clothes that would fit their surroundings others can still stand out in front while wearing their western wear outfits.

WORK DONE ANALYSIS

20th century



Throughout the 20th century cross-cultural and historical influences exerted a profound impact upon fashion design. The styles, designs and materials of other times and cultures became more accessible to designers at first hand as improved travel and communications enabled continents to be crossed with ease. Of the early years of the 20th century it is the clothes designed by Paul Poiret and Mariano Fortuny that reveal the richest evidence of historical and multicultural sources.

21st century



At this time of the twenty-first century, fashion has moved a few steps back. Clothing in the 21st century is quite amusing because designers are not only focusing on the next big thing but are also focusing on bringing the past into the future. Many women now wear jeans and t-shirts for more comfort. Even sarees are now seen to wear different new looks. The new millennium fashion is the remix of the 60's, 70's and the 80's mixed together to make the 2000's a major fashion statement. Fashion, a small word, with so many different characteristics. We now wear whatever and whenever we want. This is fashion in today's world. The twentieth century changed the outlook of women by giving them the right to fight for what they wished to wear.

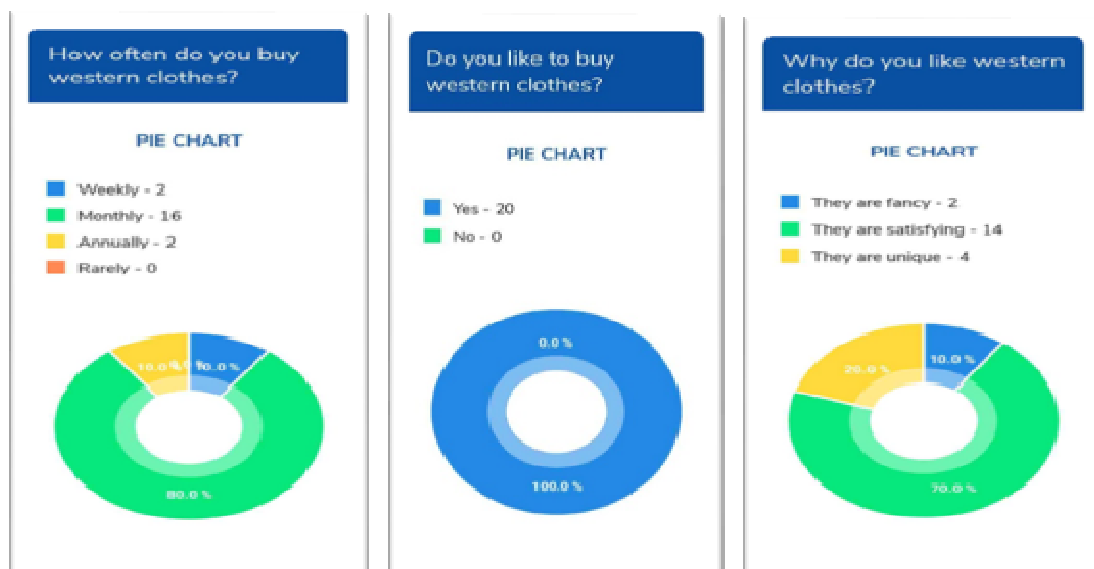
RESEARCH METHODOLOGY

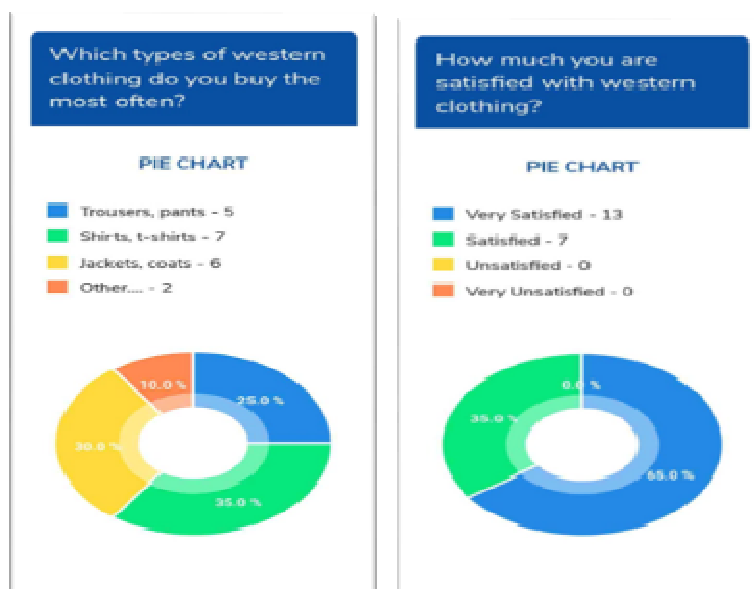
I have made a google survey regarding western fashion to get the response from people about their views. With google forms, you can create and analysis survey. It has many advantages. It is relatively easy to administer, can be developed in less time, conducted remotely can reduce or prevent geographical dependence. It is easy to use and one of the simplest ways to collect data.

The google survey form includes the following questionnaire: -

1. How often do you buy western clothes?
2. Do you like to buy western clothes?
3. Why do you like western clothes?
4. Which types of western clothing do you buy the most often?
5. How much you are satisfied with western clothing?

GRAPHICAL REPRESENTATION





This is the graphical representation of my survey which shows that people like to wear and buy western cloths and wear them in different styles. Though this pie chart it is very clear that the response regarding the western clothing is very positive.

CONCLUSION

It is concluded that the consumers are more interested in buying western clothes fashion apparels. Even they are restricted through some financial aspects like individual income still they are very much interested in Buying branded apparels and they are usually updated for new arrivals in western fashion and brands. The main aim was just to understand how the apparel trend can impact us. 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. Additionally, these results can be used by marketing managers of fast fashion retails to focus more on the characteristics of fast fashion and know which one's influence consumer buying behaviour. Like for instance, since personal factors according to the findings contribute more to consumer buying behaviour, marketers must be able to segment their markets according to the income, occupation and lifestyle of consumers. This study together with other past studies can be used as a point of reference for players in the fast fashion clothing industry.

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