

Impact of Western Fashion on Indian Dressing Culture

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ABSTRACT

Indian culture is considered as one of the oldest and richest culture and western culture is considered as the most advanced culture in the world. Both are different types of culture and followed in different parts of the world. Both cultures differ from each other in the traditional mindset, however, in today's world both cultures are coming to a mix. But the most common and genuine fear among conservative Indians (specially the elders) is that the widespread of westernization amongst Indians. They suspect that Western goods, clothes, foods, festivals, style, language, and moreover Western thought is spreading and shows negative impact across the populace. The purpose of this paper is to look at the many reasons that cause such fears and analyze them by comparing them with reality and discuss the impact of westernization.

KEYWORDS: Culture, Westernization, India, Heritage

INTRODUCTION

Culture and tradition can be supposed to be made up of the following: celebration of festivals and religious practices, clothing, foods, arts, traditional sciences, language, and lifestyle. Indian Culture, which is one of the oldest & richest cultures in the world with varied languages, customs, beliefs, ideas, taboos, codes, instructions, works of art, architecture, rituals, ceremonies etc. The history of India's cultural is several thousand years old and it shows a continuity and delicate change with strong thread of continuity, characterized in the assimilative power of culture and unique display of 'unity in diversity'. These are not just words, but something that are highly applicable to a country like India that is incredibly rich in culture and heritage. The oldest and unique culture of India shows an amazing cultural diversity throughout the country. The South, North, and Northeast have their own distinct cultures and almost every state has carved out its own cultural place. India is a vast country, and the culture of India is unique in the world. The variety of geographical features and climatic conditions also make Indian culture unique.

How to cite this paper: Ranjana Nagarwal | Rajeev Kumar "Impact of Western Fashion on Indian Dressing Culture" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-7, December 2022, pp.972-976, URL: www.ijtsrd.com/papers/ijtsrd52466.pdf



IJTSRD52466

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WESTERNIZATION OF INDIAN CULTURE

The roots of westernization started in Great Britain in 17th and 18th century, and later the process begun in America, France, and Japan, as a pattern of social change which have influenced each sphere of life over the human beings. Westernization is defined as the combination of the customs, values, and culture of the west into our culture. Western culture greatly affected our traditions, customs, and our lifestyle. The major transformation of lifestyle and living standard of people not changed only in India but the interchange of world views and ideas has resulted major change globally.

Families: the concept of joint families is decreasing, Indians which are living in metropolitan cities in the small flat culture for them the joint families have become a strange surprise. Everyone wants to remain aloof from others and give rise to single families. Today people easily lose their patience to get adjusted into the joint family, imbibing the values of the elders, and getting the young ones brought up under the shadow of their grandparents. Children have started treating their grandparents like guests or

visitors, which is the main reason for increasing old age homes. Because the upbringing of children was like that, they consider their own parents a burden in their state of adulthood.

Social Values: our culture treat guests as God as 'Athithi Devo Bhava'. Elders have the incorporated values of treating the guests as God, warm-hearted welcoming, greeting elders with due respect. The celebration of every small festival with togetherness and lots of enjoyment, such a wide gathering with full hue and light can hardly be seen today. People lost the value of festivals and cheerful blessing of togetherness. The interaction in the present generation is highly diplomatic considering the financial status and wealth. The present generation celebrates Valentine's Day happier than Holi and Diwali. Indian culture which teaches to be a part of each other Joys and Sorrows to celebrate the moments together and share the grief together. But slowly all our value for which India has the pride is vanishing & western culture is taking its place.

Marriage Values: Similarly, marriages have also lost their values. Marriages are fatly breaking & our tolerance and patience has given the answer. It is very evident from the increasing number of divorce cases and the extramarital affairs reported every now and then. Marriage used to be considered as bonding of the souls which will be linked even after the death; but today marriage is like a professional bond or a so-called commitment to share life without compromising their self-interests. The most affected are our new blooms, which have sprouted they find themselves stressed and isolated in this new atmosphere as there is no one to take care of them. The ego factor into the Indian youth is again a product of westernization.

Food and Clothing: In India different state have their own tradition in which food and clothes shows various variety and importance. The food varies in its taste, but the importance of its own nutrient value and every region is specified and rich in its medicinal preparations with the home remedies. But still the popularity of junk food are too high which causes health disorders in country. On the other side the variety of beautiful clothes which varies in different states and very much particular in maintaining the dignity of woman. On other side the dressing like the suiting's for the males are an inappropriate match for the Indian type of climate.

Language: Indian youth consider it shameful to be speak in their national and local languages. Humanities mother tongue or our national language and the way the foreign languages are getting prevalent in India like the French, German and

Spanish, right from the school level, is the example of how much Indian provide importance to Indian languages in comparison to the foreign ones.

REVIEW OF LITERATURE

- Gupta and Bajpai, (2016)** The Western impact produced radical and lasting changes in Indian society and culture. Westernization buried Indianans to a great extent as it introduced sophistication in food, dress and manners. The new technologies, institutions, knowledge, values, and temper which the British people had brought with them, transformed the Indian society and culture a lot. Due to Western impact, India was more progressive in out-look and attitude.
- Sinha and Kumar, (2004)** understanding of Indian culture requires a holistic and multi-method approach, integrating both morals and secretes. Outside India are most likely to adopt an etic approach by they compare and contrast according to the Indian culture dimensions, concepts and theories.
- Kaur, (2015)** the growth of information technology has made a drastic change in the on India. The information shared across the world through the web, Skype, Twitter, and Face book have helped to make the absorption of different cultures. Indian culture and Western culture have embraced a sort of cultural exchange with one another, whereby both have absorbed aspects of each. Taking good things from others is good but it does not mean we completely forget our values. According to the present scenario Indian society has been declined religiously and adopting Western culture.
- Chuchra and Kaur, (2016)** Indian youth are spoiled by the greater involvement of western culture in Indian culture. In twenty first century Indian youth has been continuously dishonored. Because the structure of true love in a lover's relationship is not defined clearly. Both positive and negative impact is seen from the westernization of Indian culture.
- Bhoje (2015)** Indian Culture is a unique culture and has various practices. But because of westernization the youth of India do not believe in the traditional aspects, the culture will vary with time and will not be traditional anymore. India becoming a truly global environment in terms of economy, food, and culture but what does it take to make sure our youth do not forget the richness of being Indian is a serious matter of question.

RESEARCH OBJECTIVE

- 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 find liking of society members regarding into western social components.

RESEARCH METHODOLOGY

Primary Research

To start with any research, it is extremely important to know the existing facts about all aspects which revolve around your project. Starting from ideation the conceptualization, exploring to planning, sourcing to execution, detailing, marketing; one needs to understanding the existing data which has already taken place. this helps in two ways-

It provides directions to explore considering the existing facts in the mind.

It helps in avoiding duplication of work.

Secondary research involves collecting informative material which is already created by others. It can be findings of other people, found in books, internet, journals, and magazines, allows seeing and reading about things that are no longer around or not easily accessible. It is important to know how to use this information since the data is too vast. It is important to analyze and distill the information which is appropriate for the project. The investigative skill of the researcher needs to be critical.

To have literary and academic information resources like books, journals and websites can be referred. Online resources like blogs, social media, you tube videos can also be used to have a personalized opinion about the topic. For cross-referencing museums, art galleries, trade shows and fashion Shows and exhibition can be visited to have a visual and, in some cases, tactile experience. Magazines, reviews, and articles also help in providing added information.

SCOPE OF THE STUDY

In the current day and age, **there are endless opportunities in the Fashion Industry** as umpteen jobs with lucrative salaries are available for creative mindsets. With so much excitement and competitiveness, the profession of the fashion industry is continually increasing its scope and potential.

It has various programs on fashion related subjects. Fashion designing in abroad is a growing sector because many countries are hiring Indian fashion expert to show their talent, anyone can get not only good money also good will, prestige, more growing chance, and they can also start their own brand.

Significance of the study

Western clothing gives a modern and engrossing look that enhances the overall looks and personality of the wearer. western dresses are the first choice for the people of this era , but the charm and glory of traditional Indian clothes are still alive and gaining popularity all over the world.

Culture fashion – some may know it as traditional fashion gets inspiration from one’s heritage and upbringing. clothing and accessories falling under the category of culture fashion evoke a sense of culture.

India believes in their tradition and value their cultural and religion traits. Wearing traditional ethnic wears in the festivals is a way of showing love, respect and regards to each other along with acknowledging the tradition values that have been passing on to one generation from the other since ages immortal.

RESEARCH ANALYSIS

Although the study is exploratory, the researcher has majorly focused on the influence of textiles and clothing on international fashion. The researcher is comparing the international fashion industry along with specifying the various mutual influences on that with the Indian fashion industry; the researcher has the Indian origin which means that the analysis will be biased. The researcher has faced problems with limited sources, as the journals and the secondary in this subject is vast and the collection of the same required immense reading and struggle to concise the study and present this paper for better understanding of the concept.

WORK DONE ANALYSIS

“Fashion has become borderless as there is a mutual influence in the 21st-century fashion industry across the globe. Indian textile and clothing style has attracted international designers and resulted in beautiful interpretations like that of indo-western clothing. Indian Saree is the world's oldest and the only surviving unstitched garment from the past. There are millions of ways to drape a Saree that has helped international designers to re-establish their collections and come up with new themes. Innovations in Saree drapes throughout the centuries reflect today's fashion trends which are applauded on various fashion weeks like Alexander McQueen's fall

2008 collection (Fig. 2.1), Coco Chanel pre-fall 2012 collection and many more (Kaur and Agrawal 2019).

“The large wave of Indian diaspora to Western countries, Indians have experienced greater exposure to the outside world following regulatory changes in 1991 that explicitly reversed previous restrictive business policies and opened the Indian economy to the world, ushering in an era of fast-paced economic development and a growing consumerist middle class. Indian society and values are becoming increasingly Westernized. Contributors to Femina (magazine) have begun to adopt a more Western gauge when evaluating Indian fashion and to endorse Western fashion patterns characterized by innovations in cut and style. The more Westernized outlook taking hold in India has created opportunities for younger designers to create different styles of garments and yet still be perceived as legitimately Indian (Khaire 2011).”

“The growing popularity and suitability of the “modern” style of sari amongst educated Indian women provide a snapshot of evolving clothing styles in the 1960s in conjunction with modernizing lifestyles. Today a woman drives a car herself, plays the role of housewife, mother, professional educationist. Modern transport is a kind of enabling measure making new roles possible and forcing the reinterpretation of old ones through the freedom which it confers. The salwar kameez is the perfect hybrid choice for women who were looking to modernize their clothes yet be traditional. Due to resembling a shirt and trouser ensemble, where the fit and proportions of both could be adjusted, the salwar kameez was able to take on a greater number of trends and was a more practical and accommodating choice for active lifestyles and as everyday casual wear (Sandhu 2015).

RESEARCH METHODOLOGY ANALYSIS

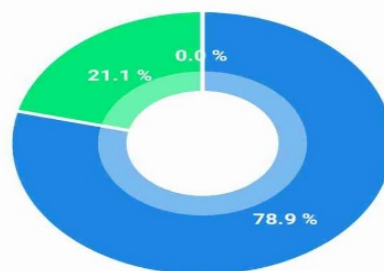
This chapter describes the research design whereby the researcher defines the general approach that was applied in conducting the research project. It describes the data collection processes and the tools that were used in obtaining data in this research. The methodology used is the comparative form, wherein the researcher has discussed the evolution of the women-centric fashion with globalization and modernization, compared the patterns of clothing by different cultures, personalities and analyzed the distinction between ethnic/ traditional wearing of South-east Asia to that of the West. The researcher has used secondary data such as journals, books, articles, research papers, work papers etc.

TABULATION AND GRAPHICAL REPRESENTATION

western culture affects Indian culture?

PIE CHART

Yes - 15
No - 4
others - 0



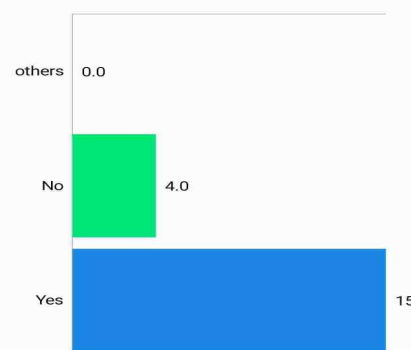
western culture affects Indian culture?

Results

Options	%	Count
Yes	78.95	15
No	21.05	4
others	0.00	0

western culture affects Indian culture?

BAR CHART



CONCLUSION

Indian and western both are different types of culture representing their own tradition and values. Indian Culture refers to the customs, traditions, religions and set of rules that are followed in India, while the Western Culture most commonly refers to culture that is followed in America and Europe. But today the culture is going to be mixed especially in India. India got major transformation under westernization but forgetting our traditional values is also a matter of concern. The western culture has both positive and negative impact on Indian culture.

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 effective, 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. So, you decide? You want to be influenced by other trends or create your own trend and influence others. "Don't be into trends. Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to live." — Gianni Versace.

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