



## **Full Length Research Article**

### **FASHION AND ADOLESCENT**

**\*Harinder Kaur**

A. S College for Women, Khanna, Dist-Ludhiana, Punjab, India

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#### **ABSTRACT**

Fashion has now become a separate part of youth. Fashion effects to our lives by getting us involved in something new. May be it depends on the weather or seasonal change. In my opinion, there are two aspects: positive and negative effects of fashion on youth. This study researched whether adolescents turn to celebrities for their fashion role models and whether they have an impact on the clothing choices. This study used the following definitions. "Adolescence, the period from roughly age 12 through late teens, is a time of dramatic and far-reaching change". Celebrities are people who enjoy public recognition by a large share of certain groups of people.

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#### **INTRODUCTION**

Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, that way we live, what is happening. Fashion is like a clear, still pond, reflects. It reflects a way of life. A fashion does not just happen, without a reason. It is a response to many things: a feeling, an era, a crisis, an action, an enthusiasm. This is what it makes it ever changing captivating facet of our life. Fashion has taken to our society since ages. The concept of fashion is not new, it's just that definition of the fashion has changed a lot these days and so is fashion. Fashion is like wind and is changing rapidly and there is a lot that has added on the fashion these days. Earlier accessories were not an important part of fashion where as these days accessories like bracelets, studs and fancy watches have become a part of our daily fashion routine and at times these accessories are even more costly than our dresses. We can hardly see anyone on the streets who isn't fashion conscious. From school going students to the working age professionals, everyone wants to look the best and keeps up with the fashion regularly. One of the many factors responsible for the spread and the craze of fashion among people are television and media. These mediums highlight the fashion statement of the celebrities regularly and watching them on television also creates an ardent among inside the viewer to look best.

**\*Corresponding author: Harinder Kaur,**  
#50, country homes, samrala road, Khanna, Dist-Ludhiana, Punjab,  
India.

Fashion or "style" in the colloquial language can be called contagious because people get influenced by one who already is fashion conscious. Everyone wants to follow the latest fashion. 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 strongly 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 greater 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. A lot of people define their fashion statement as their comfort and always wear whatever they are comfortable in but maintaining the decorum of an event it is really necessary to dress specifically for an occasion which is often known as dressing sense and is very closely related to the fashion. You cannot imagine yourself in a marriage function wearing your track suit and sports shoes or go on jogging wearing a formal suit. Hence there are times when fashion and dressing sense are very important for us to accommodate ourselves with the customs of society. If we are living in a society then we have to follow certain rules and regulations. Hence there is no harm in following fashion, but in a limit.

Fashion change Fashion itself changes. Changes in fashion are direct reflection of life styles .this phenomenon of fashion has reflection is a mirror of social changes, economic success of failure, political strife or its absence, technological advancement, psychological implication and current events. The reflection is called fashion. People change jobs, houses, spouses, hair coloring, make –up, facial features and auto mobiles. If fashion reflects our life, then by the virtue of change in our way of life our clothing, too, is going to change. Every day is different, people change their clothes when they can't change their life.

### **Impact of fashion**

#### **Impact of fashion on society**

Fashion brings changes in the life style and living conditions whether inside the house or outside. With the influx of technology, in the late 20<sup>th</sup> and 21<sup>st</sup> century, new techniques and procedures in textile industry have evolved. People today are more comfort – prone then they were before.

#### **Impact of fashion on culture**

Changes that fashion brings in our culture are very gradual and slow. Culture of any religion in the world can't change in the fortnight. Nobody is willing to accept such change in their culture. Some ten years back “pardah” was thought to be an important part of a culture and religion but today it has no longer remained even in the countryside and the rural areas due to fashion.

#### **Impact of fashion on economic pattern**

By comparing, the purchasing pattern, buying behavior and consumption of fashion products of consumers previously and now we can find the difference in their spending on fashions. The purpose of clothing today is not only to fulfill the necessity of been covered and modest but it must have to be comfortable and it should be luxurious too.

#### **Impact of Media on Adolescent**

Fashion magazines and media change the way teens act, dress, and it changes their personal life as well. Many teen fashion magazines have a huge impact on teens, because many teens look up to the girls inside and on the cover of the magazines. The media that advertises on television also has a huge impact on teens because the teens see what other teens are doing and feel since it is on television they can do the same. For example, the show Teen Mom. Teen Mom is becoming a very popular television show that is being advertised everywhere, in magazines and in commercials, that it is making teens feel as if it is okay to become pregnant because other teens are doing the same thing. This goes for in magazines too, with fashion. Teen magazines and media are a huge influence on teens and has a huge impact on them as well.

#### **Impact of Fashion Industry on Adolescent**

The fashion industry is always growing. The more it grows as an industry, the more its international audience grows. Nowadays the industry is widely interested in targeting

teenage girls. This has lead to a lot of complications as well as positive things. There are now many more teenage girls with eating disorders such as anorexia nervosa than there were around twenty years ago. The fashion industry is such a glamorous industry that many girls think that dieting will make them look like the supermodels on the runway. There is also a growing pressure to keep up with the latest fashions that can lead to both economic and social problems. A girl may become the target of bullying if she does not have nice clothes and others may begin to enjoy out of control spending sprees that can lead to other complications. However, there are also lots of arguments for the fashion industry which I must say I am part of. Fashion has given me a focus in life and I express myself through the clothes I wear. I have a pretty average life but fashion gives me an escape from day to day life. It helps other people all over the world express themselves and their creativity. It is interesting and exciting. I cannot possibly begin to imagine the world without fashion. The fashion industry has such a wide spectrum and there are lots of different aspects of it to be explored.

#### **Impact of fashion on adolescent**

Fashion has taken up the lives of teenager 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 about their looks, but not at the expense of other important activities like studying, sports and relaxing. Most part of the student time should be spent on studies, but there are few who spend most of their time watching programmes on TV, reading fashion articles or finding the recent trendy clothes on the web. This has led to a lot of changes in teenage behavior. Unlike earlier, now the teenagers do not go out with their parents on weekends, rather they plan their outings with their friends. Earlier parents used to buy clothes for their kids which have been replaced by children themselves going out for shopping. The prime zones for outings have now become malls for most of them because they can do a lot of shopping there apart from having fun. Fashion consciousness has changed the environment and there is a complete different scenario that has both advantages as well as disadvantages in the life of students.

#### **Positive effects of fashion on teenagers**

Nowadays most students mainly follow fashion trends to get a sense of identity and belonging out of it. The way you dress gives an insight of 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 behavior or personality more to fit into it; and as a result 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 colorful and the best. No one wants to compromise with their personality at this age. Positive effects of fashion on students include:

- Following your own fashion statement gives you a sense of free- thinking and you tend to become a more of 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 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 likeminded people.
- It is a way of colorful living and exploring the diversity of life.
- Following their fashion at early age tends to make them independent.
- Having a greater fashion sense can also land them into a job in fashion industry.

#### Negative effects of fashion on teenagers

Besides positive effects there are also a lot of negative effects that are associated with the fashion rage among the students. It is believed that fashion is corrupting the young minds and they are constantly thinking about the new fashion trends and ways to get those trendy clothing’s and accessories. It is obvious that the main task of the students is to study, and these days they spend more time on fashion and hence are left out with limited time to study and also fashion distracts them away from their studies. Things have changed a lot, earlier children used to dream of becoming scientists, doctors or engineers or even teachers, but the priority and taste of the children of these days have changed a lot and most of them desire to enter into the glamour world. A lot of youngsters these days find the fashion world better than any other job and also think that it’s very easy to be a model or an actor and they can earn some huge money as well as fame in this profession. In fact it is a shame that one who is not fashion conscious these days doesn’t get much importance. These days one who looks trendy in the first appearance takes away all the limelight. However other negative effects of fashion on students include:

- These days youth are becoming so obsessed with fashion that whole day they think only about fashion and waste most part of their time and money on fashion, useful time which they should be spending on studies.
- At study place most of the time students spend checking out each other’s dresses and are not able to study well.
- Fashion policing in school often leads to groupism.
- In order to follow the style statement of their celebrities, teenagers often pick up their smoking styles also.
- As well as the financial repercussions of getting too involved in fashion, a student who spends his or her time

worrying about the latest trends and styles is being distracted from the primary objective of a student, to study.

- Students try to buy almost all new fashionable products as a result of keeping their good image on others. However, such a big loss of the money leads to a heavy financial burden on the parents. Even some people who do not afford to supply the basic needs prefer buying such expensive products.
- To fit into skin tight dresses, girls often start dieting which can distract them away from studies.
- Students are not well known to the side effects of some chemical products like hair color and bleach and a lot of time use then which lead to allergic reactions that cause pimples or some severe reactions.
- Desire to look nice can take over life and money.
- If you become really obsessed with fashion clothing then it is also possible that you may feel anxiety, depression or eating disorders when you are not dressed up to the mark.

#### 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. Teenagers need to understand this well. Teenagers 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 of information regarding recent trends and styles block the minds of the children and distract them from their studies. Schools also should make some strict rules to avoid using fashionable accessories within the school premises. There is no harm to keep yourself updated with fashion but it interferes in your academic performance and your time, it should be avoided.

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