



Lifestyle and Fashion : with special reference to women

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Abstract

Clothing and Fashion allows the multiplication of multiple personalities into one human being. Some details in the cloth is based on the possibility of transformation is done by the masking man. The extent to which following fashion reduce the feeling of inferiority is seen in the fact in most countries. Everyone likes to track everyday fashion. It boosts the confidence of the wears. Fashion varies from country to country. Fashion is transmitted from generation to generation with in the society. India plays an important role of fashion in the world's Fashion Industry.

Keywords – Lifestyle, Fashion, Women, Trends, Personality

Introduction

Everyone likes to track everyday fashion. In today's era the popularity of fashion is increasing when it changing the standard of living of the people. Fashion has become such a link through which are trying to change their lives. Women has a huge role in this era. It is through this she express her feelings. Living by the trends become a integral part of living life. For this they give importance to indian attires as well as western ones. Clothing is one of the basic necessities. Clothing is entirely related to fashion. Lifestyle included our way of living, our day to day routine,

habits interests and overall approach to words life. Fashion on the other hand revolves around clothing accessories trends and personal trends and personal style choices. These two areas are often intertwined, because fashion can be an important part of any lifestyle. Which reflects personal taste culture and even values. Lifestyle choices also play an important role in fashion. For Instance, awomen with an active lifestyle would prefer all leisure wear that can be adopted to suit any occasion from a session to a casual outing. Women tends to learn towards business attire or smart wear to work. While other women express themselves through artistic or brash fashion choices.

Fashion in ancient time – The garment world in the Vedic period mainly included a single cloth wrapped around the hole body and draped over the shoulder. In the Atharva Veda, garments began to be made of the inner cover, an outer cover and a chest covers. The pre mauryan period have been market by the continuation of Indus arts and depict elaborate headdresses.

Fashion in modern time – The textile industry in India covers a wide range of clothing from ornate clothes designed for wedding ceremonies to casual wear. Women likes to stay traditional whereas clothes mask them out as modern and liberal some. The latest trend of fashion brings news of indian culture week. Social media also has a huge impact on fashion, with influencers and bloggers shaping trends and promoting new styles. Overall modern fashion is a dynamic and ever changing fashion industry focused on sustainability, diversity and infusions.

Research Methodology – Secondary data has been used for data collection. The systematic review was carried out from those papers and books that were published between 2021 to 2023. The research domain in home science. The data bases for the searched literature were Google scholars and research gate. For the paper three books and six articles were reviewed.

Conclusion – Women give importance to clothing according to their choice. Many women follow the trends but many give importance to there interest. They are not interested in outgoing trends. Executive women are primarily interested in trends and she also follow it. There are only a few home based women who keep themselves connected with fashion. Women who live simple life pay attention to their home and children. And those women who have a low standard of living also make there loving without paying much attention to fashion. Fashion is a form of self expression. When you wear something that is comfortable, cute or fancy it makes you feel good about yourself. Fashion is in the clothes, but style is in the person. Your wardrobe is full of self expression and allows you to creative everyday. Wearing clothing designed to compliment your unique figure. Knowing your style the colors you look best in and the piece that radiate your personality and lifestyle. The art of dressing getting an identity, emphasizing, everyday portraying individual's appearance is the transmission of one's own expression. Fashion tends lies in the way the society interprets their culture social acceptance drives by aspirations that create gap between economics levels.

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