

A Brief Study on the Attitude of Youth on Fashion

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ABSTRACT

Fashion refers the general term for a popular styling or we can say, that the great emphasis on looks especially in clothing, footwear, accessories, makeup, body language and furniture. Fashion can be feminine or masculine. According to new generation clothes or fashion shows and decide the man's status. The craze for fashion is great among young people all over the world is becoming more fashionable and conscious day by day. Impact of fashion can be positive and negative because fashion also reflects progress and growth of civilization. On the other side, nowadays for young people fashion is like obsession for them. It is good to be fashionable but it is better to be simple and dignified. There is nothing to be ashamed of being fashionable. But excess of anything is harmful and bad.

1. Definition

FASHION - A fashion is a style of clothing or clothing or a way of behaving that is popular at a particle time.

Fashion according to designers

"Fashion is the science of appearance, and it inspires one with the desires to seem rather than to be" are the lines given by designer Henry Fielding.

"Fashion is what you adopt when you don't know who you are" the lines of given by designer Quentin Crisp.

"Fashion is a form of ugliness so intolerable that we have to change it every 6 months" are the lines given by designer Oscar Wilde.

2. Introduction

Fashion is not remain constant it is change continuously and differ from country to country , depending on various factor age , climate , area . Fashion changes the style of living. Nowadays, people wear fashionable stuffs like clothing, accessories footwear etc. To show their personality and their reputation. Fashion shows the difference between person to person like, in the past people don't know about the fashion they worn same clothes there is no distinctive between high and low class. Fashion shows the identity of a person. Fashion is totally based on trend.

Fashion plays an increasingly important role in an individual's life because it refers to as means of "Self-expression ". People also try to look smart, astonishing and

beautiful by wearing dress of the latest design. They spend lot of money on their fashionable stuffs. Fashion has 2 perspective i.e. positive impact and negative impact. People do experiments on their body for looking fashionable all the time.

3. Impact of fashion

Nowadays, all concerned about fashion especially new generation they concentrate about their style, personality or status. They spend money a lot in fashion stuffs. Fashion changes time to time according to occasion according to place like office etc. Youngsters don't having sufficient time for any other work, time that they should be spending mostly on their studies but them spending their time in visit markets and malls to find something trendy and fashionable .Instead of reading books they prefer to read fashion magazines. Fashion consciousness has changed the environment and there is a completely different scenario that has both positive as well as negative impact.

4. Positive impact of fashion

- Fashion shows the personality so if you think that you are looking good .It gives you a great confidence.
- Fashion helps to connect with people in any communication.
- Fashion leads to an attractive manner.
- Fashion is the way of living and exploring the world.
- Most important having a great fashion sense can also help into a job in the fashion industry.

5. Negative impact of fashion

- Youth are becoming so much obsessed with fashion they spending their time and money into it and they.
- Youth follow the lifestyle of celebs and fashion leaders so they pick up their bad habit styles also like smoking.
- To fit into skin- tight dresses, girls often start dieting or over dieting and after sometimes they facing health issues weakness etc.
- To look fashionable girls apply makeup or too much make up on their faces and then after facing problems like itching pimples etc. by chemical products.

- In simple language, it is a shame that one who is not fashionable these days don't get much attention and importance.

6. Conclusion

Fashion has their own style to represent someone's personality and somewhere fashion helps to show an individual identity but excess of anything creates bad impact. So, youngster follow fashion freely do whatever they want to emphasis their look or their personality but they should focused towards their study because in their life education is most an important part rather than follow fashion. Fashion changes the lifestyle but education make life valuable.

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