

Modern Styling Trends in Fashion Industry

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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. The technological innovations have helped apparel manufacturers, brand merchandisers and retailers to shift towards a new global reality. Fashion is what is accepted and adopted by the society at any given point of time. Instance looking at the factors that have a positive impact on consumer buying behaviour of fast fashion clothing, messages can be tailored in such a way that these are out in consideration. 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. The significant changes which have occurred in the competitive scenario in which fashion companies operate, combined with deep transformation in the lifestyles of final consumers, translate into the need to redefine the business models. Starting from a general overview of the emerging trends today affecting the fashion industry, the paper will devote particular attention to the analysis of the most important phenomena that are influencing this market and the drivers for long-lasting competitiveness.

KEYWORDS: Brand Merchandizers, Retailers, Fashion and Lifestyle

INTRODUCTION

Fashion has always been at the forefront of innovation — from the invention of the sewing machine to the rise of e-commerce. Like tech, fashion is forward-looking and cyclical.

The fashion sector is also one of the largest industries in the world, estimated to be worth more than \$3T by the end of the decade, according to CB Insights' Industry Analyst Consensus.

And today, fashion technology is growing at a faster pace than ever.

The fashion apparel industry has significantly evolved, particularly over the last 20 years, when the boundaries of the industry started to expand. The changing dynamics of the fashion industry since then, such as the fading of mass production, increase in number of fashion seasons, and modified structural characteristics in the supply chain have forced retailers to desire low cost and flexibility in design, quality, delivery and speed to market.

Fashion is essentially the most popular mode of expression: It describes the ever-changing style of

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clothes worn by those with cultural status. A fashion trend occurs when others mimic or emulate this clothing style. Online shopping offers fashion shoppers a new world of opportunity and they are looking to get the most from that.

Fashion is something we deal with everyday. 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. Needless to say, fashion is arguably being one of the biggest factors that affect and that can be affected by the society. It has always been present and will be present for as long as human race exists. Trends are really what the fashion world go round- a new trend catches on, designers make their own versions, the public buys these products, the trend fades and a new trend emerges. 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. Every trend has its origins in the past, and

trends are what make the fashion industry go round. Innovations and renovations are a popular trend right now. It may be anything, from retro-styled 'Bell Bottoms,' Bobby patterns, smart fabrics, Sadhana cut, Size zero, and body modulation like tattooing, piercing or surgeries. Today's fashion, which has always had a multifaceted global influence, is more than just a shift or a fad; it is also the spirit of the times, the succession and mix of trends. It isn't merely a class relationship. Fashion is the most comprehensive manifestation of a post-modern industrial society that makes its way into the design process.

LITERATURE REVIEW

1. The production of clothes, which was considered to be an art in the prehistoric period, has undergone several technological changes. A fashion trend occurs when others mimic or emulate this clothing style. Online shopping offers fashion shoppers a new world of opportunity and they are looking to get the most from that. Over 98% of fashion buyers also stated the importance of reviews. In change in lifestyle environment and growing economic scenario, Indian consumers purchase behaviour is totally change in different dimensions includes consuming food and taste, buying of clothes etc.

The research paper has taken a study on "Scenario of Fashion Industry & Fashion Trends: Post Covid-19" As the world faces this pandemic in unified isolation, we at fashion revolution are focusing on how the unfolding situation is affecting the people who make our clothes. Retailers are shutting their doors around the world, encouraging their customers to shop online instead. E-commerce is the need of the hour, and those retailers who do not want their brand to sink, need to create channels in the virtual market as well to retain their customers. It is found that most of the consumers preferred branded apparel over non-branded ones.

It is found that most of the consumers preferred branded apparel over non-branded apparels. Even they are restricted through some financial aspects like individual income still they are very much interested for Buying branded apparels and they are usually updated for new arrivals in fashion and brands. This study together with other past studies can be used as a point of reference for players in the fast fashion clothing industry.

2. Here we discussed the Modern Styling Trends in Fashion industry and their impact on the society in which he discussed how Fashion fads come and go, but a society's values are formed and evolve through time as a result of its beliefs and

culture. Today's youngsters attempt to understand fashion trends and adopt clothing styles that suit their values and characteristics as a means of expressing their sentiments. The allure of visual experience has given birth to everyday fashion and cognitive engagement, according to theory.

The major goal of this paper was to figure out how the clothing trend may affect us. Despite decades of apparent changes in patterns, our forefathers managed to keep the Indian treasure alive despite the heavy impact of Britishers. However, new fashion trends and western culture impact are becoming more powerful, affecting not just clothes but also generations' thoughts. While Indian youth adopted western trends, Western culture and customs were heavily impacted by Indian culture. Today's society desires modernity, but that does not imply westernisation. Change, pricing, brand, confidence, and position are all important aspects of Indian fashion today.

3. Looking at history, fashion runways and fashion shows were the biggest inspiration for the fashion industry. Along with this, these trend shows were primarily restricted to designers, buyers and other fashion managers. However, from 1999 onwards, fashion shows and catwalks became a public phenomenon, where photographs of the recent fashion shows could be seen in magazines and on the web leading to demystification of the fashion process.

Literature on fast fashion implies that rapid responsiveness techniques such as just-in time, quick response, and agile supply chains can be valuable. The dramatic change in the fashion apparel industry, coupled with environmental concerns giving rise to conscious consumers in terms of fair trade, the greenmarket and organic clothing, implies that researchers will need to broaden, redesign and align their research to match the fashion markets in the twenty-first century to the fashion industry because such techniques can create a competitive edge in the market. Further research can also examine the pricing strategy used for fast fashion apparel along with analysis of consumers' willingness to pay more for environmentally friendly and sustainable fast fashion apparel. Therefore, it is important to conduct research to analyse the acceptance of fast fashion across different consumer segments.

4. In the course of the last two decades, the fashion apparel industry across the globe has undergone profound transformation due to various changes in the business environment. However, towards the beginning of the 1990s, retailers started

focusing on expanding their product range with updated products and faster responsiveness to the 'newness' of the fashion trends; and providing 'refreshing' products instead of only cost efficiencies for manufacturing. As a result, fashion conscious consumers were exposed to exclusive designs and styles inspired from runways. Retailers such as Zara, H&M, Mango, New Look, and Top Shop were adopting such designs rapidly to attract consumers and introduce interpretations of the runway designs to the stores in a minimum of three to five weeks.

With such developments, researchers should identify the full spectrum of consumer behaviour towards fast fashion. The literature on fast fashion highlights various aspects of supply chain management, supported by supply chain theory to improve the business model of fashion retailers. Information and trends are moving around the globe at tremendous speeds, resulting in consumers' ability to have more options and thus shop more often. Changes in lifestyle due to sociocultural factors and a need for uniqueness forces fashion retailers to renew merchandise constantly to deal with the growing competition in the market.

5. Fast fashion is a concept that will continue to affect the fashion apparel industry over the next decade and will have a direct effect on the way consumers purchase and react to trends. Although continued research relative to the supply-side of fast fashion is important, emphasis should be placed on examining consumers'. The International Review of Retail, Distribution and Consumer Research perception of fast fashion. Empirical understanding of consumer characteristics and their motivation to make purchase decisions for throwaway fashion can help retailers in developing effective marketing strategies to perform more effectively in the market.

The purpose of this paper is to explore the changes that have occurred in the fashion apparel industry in the past two decades and attempt to understand how fast fashion emerged to the extent that it is today. However, recent years have seen fashion retailers compete with others by ensuring speed to market with their ability to provide rapidly the fashion trends revealed by fashion shows and runways. Today's fashion market is highly competitive and the constant need to 'refresh' product ranges means that there is an inevitable move by many retailers to extend the number of 'seasons', that is, the frequency with which the entire merchandise within a store is changed.

RESEARCH OBJECTIVES

Fashion marketing is the process of managing the flow of merchandise from the initial selection of designs to be produced to the presentation of products to retail customers, with the goal of **maximizing a company's sales and profitability**. Fashion **helps us know what you need to wear**. By following fashion trends, you stay aware of what to wear at a specific time and situation. If there was no such thing as fashion, people would show up to weddings in their blouses!. Every designer's primary objective is **to design clothing that will sell**, and designs may undergo multiple revisions before a designer settles on a final design.

A fashion designer can't sell or profit from her designs if the public isn't interested in buying them. Successful designers make predicting consumer trends a primary objective in their work. For example, some designers create clothing for teenage girls, while others focus on business professionals. Designers use their findings and knowledge of their target demographic to determine which designs are likely to appeal to consumers in the future.

A fashion designer can never have too many friends, as every professional she meets in the fashion industry could help further her career. Therefore, one of the objectives of a fashion designer is to make a point to form strong, lasting connections with a variety of other fashion professionals. These include fabric manufacturers and trade show runners, who supply the fabric and embellishments designers need to see their designs come to life. Designers also aim to form connections with creative directors for magazines and other publications so they can share their creations with a wider audience.

RESEARCH METHODOLOGY

The goal of this work is to perform an analysis of consumption in modern society considering the dynamics of fashion trends and their implication in brand management. Especially in clothing brands, which are characterized by the commercialization not only of products, but also values such as change and novelty. To carry out such an analysis, the research relies on bibliographical research that covers publications from the areas of philosophy - dealing with consumer society - fashion, trends and brand management. The proposal is to make qualitative research, aiming to analyse the cultural characteristics of modern society with implications on consumption.

While quantitative studies generally seek to rigorously follow a plan previously established (based on clearly indicated hypotheses and variables that are

the object of an operational definition), qualitative research tends to be directed throughout its development; in addition, it does not seek to enumerate or measure events and, generally, does not use statistical instruments for analysis of data; its focus of interest is broad and part of a perspective different from the one adopted by quantitative methods. It is part of the collection of descriptive data through direct and interactive contact of the researcher with the situation under study.

The use of statistical methods usually generates descriptive research, while qualitative methods produce interpretive research". In this case, a descriptive and subsequently interpretive research of the data is developed. "The description bridges the phases of data observation and interpretation".

SCOPE OF THE STUDY

India is increasingly a focal point for the fashion industry, reflecting a rapidly growing middle class and an increasingly powerful manufacturing sector. These forces, together with strong economic fundamentals and growing tech savvy, make India too important for international brands to ignore.

Fashion marketing is a more specific area of the fashion industry that focuses on **identifying consumers and figuring out how to advertise to these target audiences**. Those in fashion marketing may also help with price points, but primarily work to create brands, advertising campaigns, and other promotions.

Economic expansion is happening across Asia, but we expect that 2019 will be the year when India takes center stage. The country is being propelled by strong macroeconomic tailwinds, and its GDP is predicted to grow 8 percent a year between 2018 and 2022 (exhibit). India's middle class is forecast to expand by 1.4 percent a year over the same period, outpacing China, Mexico, and Brazil. As a result, India is set to evolve from an increasingly important sourcing hub into one of the most attractive consumer markets outside the Western world.

SIGNIFICANCE OF THE STUDY

Fashion forecasting helps them with this, **they provide all the information a brand needs on the upcoming trends and the brands use this data to plan out their next designs. Fashion has the ability to change and shape lives through its personal connection to us all**. We all have to wear clothes and every piece of clothing we buy represents a personal choice – it is this intrinsically human relationship between us and our fashion that makes it political.

The new fashion trend makes even an ordinary person into a special person. It gives an identity to

the wearer, or else people get unnoticed. Last but not the least, it is an opportunity to amalgamate different cultures and traditions. Fashion trends are influenced by several factors, including **cinema, celebrities, climate, creative explorations, innovations, designs, political, economic, social, and technological**. The purpose of conducting a trends analysis is **to see what's likely to happen before it happens so you can avoid potential dangers and take advantage of potential opportunities**. Trend analysis **helps you understand how your business has performed and predict where current business operations and practices will take you**.

RESEARCH ANALYSIS

The fashion industry tends to change rapidly. Over the ages there is a radical change in the fashion industry; individual choices made this change possible. For example, Most of us prefer active wear/ sportswear for workouts right! That attire not only makes you look senseless and sure that will be the main reason for your discomfort. We all are conscious regarding the woman's wardrobe. You can find a lot of different models from palazzos to Kurtis, from cotton to silk, from lehenga to saree. Well, the change is accelerating as much as the model gets acceptance. For example, a few years ago we didn't have floral print casual Kurtis but now we can feel the branches of them. Likewise, the rate of change and acceptance are interlinked.

We have several stages in a daily routine such as workout, office routine, schooling, casuals, sometimes we need to shine up in office parties, birthday parties for that we need party wear, some times for family gatherings festive seasons, wedding seasons we prefer to wear ethnics and so on. Women are the most nominated persons for fashion trends but there is another side of the coin that is none other than Men! Men also have various designs which enhance their attire. The evolution of men's fashion is quite interesting.

WORK DONE ANALYSIS

Fashion industry has changed over time, many advancements, like laser cuffing, 3D printing, artificial intelligence, and robots, were made possible by digital technologies, which allowed for the automation and digitization of many production processes, transforming fashion design. Nowadays traditional clothing is disapproved unless they are worn during some traditional events and festivals. **Denim became a staple for men and women, going beyond jeans to shirts, jackets, and hats**. If you're putting together a casual style for women, think crop tops, hoodies, low-rise flared jeans, cargo pants, daisy dukes, jean skirts, off the shoulder tops, ribbed

sweaters, with platform sandals, Ugg boots, or sneakers.

The current fashion trends are :-

➤ Hoodies under blazer

- Women oversized bomber jackets
- Cropped cardigans
- Puff sleeves
- Colour blocking



RESEARCH METHADODOLOGY ANALYSIS

Basically, it is seen that the main cause of change of fashion industry is just because of social, cultural, political and environmental factors. It is seen that, in 1900, most men wore suits and everyone wore a hat when they went out in public but now the jazz age flapper of the 1920s got rid of all those restrictions in order to have fun. Social media has also a great impact on the changing trends of the fashion industry, like social media has **led consumers to adopt and move on from fashion trends quicker than before**, and to appease their customers, brands must keep up with the forecasts. Trend forecasting using social media analysis allows fashion brands to unlock their potential for commercial and creative success.

Trends are already showing the use of bold colours that will likely continue within the next 100 years but to many people's surprise, clothes have the possibility to become more 3-Dimensional. Fashion is influenced by cultural changes, such as modernization, art and even technological innovation. If we see the changing of fashion from 18 century, it is seen that coat skirts gradually became less full and the front was cut in a curved line towards the back. Waistcoats became shorter. The upper leg began to show more and more and by the end of the century breeches fitted better because they were often made of knitted silk.

TABULAR AND GRAPHIC REPRESENTATION





CONCLUSION

The main aim of this study 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. 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. Such new fashion trends also affect the psychology of younger generations, and hence, if they do not get it, then it badly affects their minds and (likely) they become victims of psychological disorders such as eating disorders, mental illness, stress, etc.

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