

Why are We Inclined towards Certain Fashion Trends? A Psychological Analysis of the Clothes We Wear

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ABSTRACT

The purpose of this research paper is to understand how clothing influences us and the world around us. The first section of this paper is based on color psychology. It tells us how what color we wear represents certain personality traits within us and how the same colors help people to perceive us. This section ranges through a variety of colors and helps us understand what impression we are giving when we wear certain colors. The second section of this paper focuses on the socio-psychological impact of clothing i.e., how the clothes we wear determine our treatment in the social world. It focuses on the influence of provocative clothing on our social standing and then converges into something more specific and tells us how red clothing in particular affect our social relationships and treatment. The third section of this paper focuses on clothing in respect to (in)equality in gender. It lays emphasis on how women are viewed as more inclined towards clothing than men, yet some of the more famous designers are men. It also lightly brushes upon how sexuality of a person is seen to be playing an important role in the fashion industry. The last section focuses on how current top clothing brands use psychology to increase their market value. It highlights brands such as Gucci, supreme and louis vitton and how they use certain psychological marketing techniques and implement psychological theories to be the top brands in the world.

Keywords: *Fashion Trends, Psychological Analysis, Clothes*

Fashion Psychology is characterized as the investigation of the effect of apparel decisions on the manner by which we see and judge one another.

Fashion psychology is vital to advertisers who need to comprehend the variables that make it likely an item will be embraced by a gathering of shoppers, and who need to foresee how long that item will keep on remaining in design. Along these lines, part of fashion psychology centers around changes in acknowledgment over the long run.

Fashion is the course of social dispersion by which some group(s) of purchasers embraces a recent fad.

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Interestingly, a fashion (or style) is a specific blend of traits (say, smokestack pants that ladies wear with a tunic top).

To be in fashion implies that some reference bunch decidedly assesses this mix (i.e., Vogue underwrites this look as "in" for this season).

Fashion is an intricate interaction that works on many levels. Hence, there are numerous points of view on the beginning and dispersion of fashion

Psychology behind the color of clothing

Everyone has different interpretations of color but there is definitely some universal understanding of the same. Color of your clothes is the first thing people notice when they look at you and these colors convey unconscious psychological impressions about you that you should be aware about.

- The color black symbolizes power and authority. People who want to go for a timeless and classy look usually choose the color black. It also makes u look skinner if you care about that sort of thing.
- White usually symbolizes purity and peace. It makes you look clean and put-together. It also gives a sense of professionalism and can be paired with any other color.
- Red is a color which usually engulfs people. It is a color which makes attention drawn to you and makes people attracted to you. It might also boost your own confident and make you seem assertive and charming.
- The color blue is usually tied to trust and a sense of calm. People who wear the color blue are usually seemed to be dependable, committed and trustworthy.
- Green is the epitome and tranquil and freshness and makes people feel warm and free. It makes you seen carefree and young and makes a positive aura around you.

	Loyalty, Stability, Tranquility
	Passion, Aggression, Intense
	Happiness, Optimism, Youth
	Healing, Success, Hope
	Power, Mystery, Professional
	Royalty, Spirituality, Luxury
	Stability, Natural, Reliability
	Energy, Fun, Warmth
	Purity, Cleanliness, Innocence
	Neutral, Practical, Quiet

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The socio-psychological impact of clothing

It was not until the middle of the 20th century that home economists showed a scholarly interest in the social psychological aspect of clothing.

We refer to the phrase social psychology of dress to answer questions concerned with how an individual's dress-related beliefs, attitudes, perceptions, behaviors and feelings are shaped by oneself and others. The following topics are included under the socio-psychological impact of clothing:

PROVOCATIVE DRESSING AS A STIMULI: In 1987, Abby et al. studied whether a woman's sexual intent was misinterpreted by men because of revealing dressing. There were two conditions: (i) revealing – slit skirt, low cut blouse, high heels.

(ii) non revealing – a full length skirt, full coverage blouse and boots. Participants were told to rate the women on a series of adjective traits. Women wearing revealing clothing were rated more flirtatious, sexy, seductive, promiscuous, assertive and less sincere, considerate.

Recently, researchers have resurrected the topic of provocative dress. They are using the objectification theory to guide their research. According to the objectification theory, women living in sexually saturated cultures are looked at, evaluated, and potentially objectified and treated as objects valued for their use by others. It focuses on sexual objectification as a function of objectifying gaze, experienced in actual social interactions and media depictions of social encounters & focus on body parts. The theory explains that objectifying gaze evokes an objectified state of consciousness which influences self-perceptions. In such an environment, women may perceive themselves as objects to be looked at and evaluated.

Self-objectification occurs when people perceive and describe their bodies as a function of appearance instead of accomplishments. Experiments show that women tend to self-objectify when clothing manipulations occur such as asking her to try on a swim suit rather than a loose fitted sweater.

To examine changes in sexualizing characteristics with which girls are portrayed in the media, researchers have content analyzed girls' clothing in two magazines. Clothing was coded as having sexualizing characteristics (e.g., tightness, bare midriffs, high-heeled shoes) and childlike characteristics (e.g., frills, childlike print, pigtail hair styles). The researchers found an increase in sexualized aspects of dress in depictions of girls from 1971 through 2011. To determine the extent of sexualization in girls' clothing, researchers have content analyzed girls' clothing available on 15 retailer websites. Every girl's clothing item on each of the retailer websites was coded for sexualizing aspects; 4% was coded as definitely sexualizing. These studies show that girls are generally treated as objects by being depicted in extremely sexualizing clothing.

To determine if sexualized dress affects how girls are perceived by others Graff et al. designed an experiment in 2012 wherein they manipulated the sexualizing aspects of the clothing of a 5th grade girl. There were three clothing conditions: childlike (a grey t-shirt, jeans, and black Mary Jane shoes), ambiguously sexualized (leopard print dress of moderate length), highly sexualized (short dress, leopard print cardigan, purse). In the definitely sexualized condition, undergraduate students rated the girl as less self-respecting, easy going, not intelligent than when she was depicted in either the childlike or the ambiguously

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sexualized conditions. This proves that sexual clothing does affect perception of women and could thus lead to self-objectification.

RESEARCH ON RED DRESS: Since the 1990s, scientists have fostered a hypothesis of variety brain science called variety in-setting hypothesis. Like different factors that influence social discernment, the hypothesis makes sense of that tone likewise conveys meaning which fluctuates as a component of the setting where the variety is seen. In like manner, the implications of varieties are learned over the long run through rehashed pairings with a specific encounter or message (e.g., red stop light and risk) or with natural propensities to answer variety in specific settings. For instance, female non-human primates show red on pieces of their bodies while approaching ovulation; thus, red is related with desire, ripeness, and sexuality. As a component of these relationship among tones and encounters, messages, or natural inclinations, individuals either show approach reactions or evasion reactions yet are generally ignorant about what variety means for them. As of late scientists have involved variety in-setting hypothesis to concentrate on the impacts of red dress on impressions connected with sexual purpose, allure, predominance, and skill. Male members saw a photograph of a lady wearing a shirt that fluctuated in variety. While wearing a red shirt when contrasted with different varieties, the lady was decided to be more alluring and to have more noteworthy sexual goal. Pazda et al. directed an examination intended to decide why men see ladies who sport red to be more alluring than the individuals who wear different varieties. They contended that red is related with sexual receptivity because of social pairings of red and female sexuality (e.g., seedy area of town, provocative red underwear).

Pazda et al., in their most memorable trial they found that ladies evaluated the upgrade lady as more physically responsive while wearing a red dress when contrasted with when she was wearing a white dress. In a moment try the lady wearing a red dress was not just evaluated all the more physically open, she was likewise criticized more since evaluations of her sexual loyalty were lower while wearing a red dress when contrasted with a white dress. At last, in a third examination the boost lady was again evaluated all the more physically open; this time when she wore a red shirt when contrasted with when she wore a green shirt. The creators surveyed the probability that their respondents would acquaint the upgrade individual with their sweethearts and the probability that they would allow their beaus to invest energy with the improvement individual. Members in the red shirt condition were bound to hold their beaus back from collaborating with the upgrade individual than members in the green shirt condition. Consequently, all kinds of people showed ladies wearing red are physically open.

One setting essential to consider in this examination stream is the social setting inside which the exploration is directed. To start, different varieties notwithstanding red ought to be read up for their implications inside and across social settings. Since red is related with sexual receptivity, red attire ought to be examined with regards to the exploration on provocative dress. For instance, could ladies wearing red uncovering dress be made a decision about more provocative than ladies wearing similar attire in various varieties? Likewise, specialists keen on young ladies' and ladies' portrayals in the media, could examine the impacts of red dress on impression of sexual goal and generalization.

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(In)Equality regarding clothing

A lot of fashion for older people only considers female participants. Studies on men fashion are very limited because fashion and clothing are culturally thought to be feminine.

Contrary to common beliefs, it is found that men are often more self-conscious than females with regard to their dress sense and public perception. Hence, we need to understand the significance of clothing choice regardless of gender. Regardless of your gender, your fashion choices affect your self-image, impression towards people and how people behave around you.

Chowdhary and Spruiell and Jernigan have observed that both more seasoned people are drawn to up-to-date clothing that fits them well, encourages them dressed, and looks ebb and flow. Concentrate by Au, Lam and Ho analyses the mental components of more established people with regards to form association and attire needs, plan inclinations, and perspectives and encounters while picking design in Hong Kong. More established men had an essentially lower inclination for specific eye-getting dynamic tones, yet they invited unpretentious varieties like dark, white, and blue. More seasoned ladies would in general search for different capacities in design, they were not worried about being observable, on the grounds that they favoured red and warm varieties over dull tones like highly contrasting. More seasoned guys were more worried about solace contrasted and more established ladies. As to experience of more seasoned individuals pursuing design decisions, more seasoned ladies displayed fundamentally more hardships purchasing garments due to a changing body figure, and encountered a more grounded need for another size detail for style contrasted and more seasoned men.

Through an analysis of awards, canons, and evaluative discourses, Stokes article has shown how gender and sexuality shape symbolic success in fashion design. Gay male designers receive more prestigious awards and their names appear more often in elite design canons. Stokes found that men, most of whom are publicly identified as gay, are canonized and awarded more than women, and that commonly used discourses of value and legitimacy construct a gendered image of the ideal cultural producer.

The psychology of clothing as shown by the most influential brands today

Insights from psychology suggest that our feelings and identities may have a great influence on which brands we choose. Psychology concepts that might explain what makes us love brands are emotional decision-making and identity formation. What we choose to wear, has become a statement, and fashion has become all about the alter ego – who do I want to be today.

Each quarter, design search stage Lyst investigations the way of behaving of in excess of 5,000,000 web-based customers to decide the most persuasive brands and items. Lyst considers information from its own web crawler and Google, as well as commitment measurements, change rates and deals overall to frame its quarterly Index. In the second quarter of 2018 Gucci recovered the best position on the rundown, while Vetements took 6th spot. In similar information report Supreme's logo has been casted a ballot the most remarkable on the planet. It's anything but an unexpected these brands appear at the first spot on the list, since they are reflecting current culture and handling its issues concerning orientation, age and economic wellbeing in their own "consistent with brand" way which brings about remarkable and certifiable character.

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In 1994, Supreme opened as a skate shop in lower Manhattan, and the shop began making T-shirts in little runs; then, at that point, hoodies and sweaters; then, at that point, shoes in a joint effort with Nike and Clarks, covers with The North Face and Stone Island, hoodies with Comme des Garçons and pants with A.P.C. Greater part of its clients were individuals in the skating local area and youthful grown-ups. Their underlying cost range was reasonable for the nature of the items they were delivering. What drove the costs up was the exchange market for skate gear. Today every time Supreme deliveries new stuff at its ten stores across Europe, America and Japan, many individuals play hooky or attempt to get first dibs. After the drop is finished and the things are sold out, the things are never restocked and subsequently gone for eternity. What compels individuals need to purchase Supreme is the serious, social angle - to have the option to go out openly and feel like you're less inclined to be wearing garments that every other person is wearing. At the point when the Louis Vuitton X Supreme collab dropped, individuals lined for a really long time to get in and purchased as numerous as they were permitted.

CONCLUSION

- This paper lets us understand how the clothes we wear have a major impact on how people perceive us. It also tells us what our clothing reveals about ourselves and our personality.
- From the first section of the paper, we can tell how the different colors of clothing we wear impact our impressions on people and what colors are suitable for what occasions. It gives us an insight into color psychology and helps us understand the meanings attached to different colors.
- From the second section we can get an insight into how the social world perceives us based on the clothes we wear. There is special emphasis on provocative and red clothing because of their utmost prevalence in the socio-psychological world.
- In the third section we get to know how the fashion industry is very unequal in terms of gender and how certain stereotypes are attached to different genders and sexualities in regards to clothing.
- In the last section we look at case studies of some of the most popular brands in today's world and how they used socio-psychological techniques to get where they are now.

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Conflict of Interest

The author declared no conflict of interests.

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