



## SUSTAINABILITY OF TRADITIONAL TRENDS ON MODERN APPAREL

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### Abstract

“Traditional trends plays very important role in modern apparel.” In India clothing varies, depending on the different ethnicity, geography, climate and traditions of the people of different region. The success of the fashion trend depends upon the way the society interprets the fashion trend and how they Judges it. Sustainability extends one of the major provocations faced by modern society. Sustainability in Textile and Apparel industry has three features Social, Economic and Environmental. Globalization has had a positive impact on textile exports of India. Countries producing and exporting textiles have grown investment in spinning and weaving industries. Even though Developing countries have comparative cost advantage in domestic and international market still they are enact structural changes to meet the needs of the global rigid buyer. Indian Government has changed its aim of incipient export growth to increasing productivity. The impact is measured by the barometer of social acceptance which in turn is driven by the several motivational forces that underline the people’s values and behavioral characteristics.

**Keywords:-**Trends, tradition, sustainability



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### Introduction:-

“Fashion is not something what exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.” Coco Channel, 1883-1971

**Trends:-** A pattern of gradual change in a condition, output, or process, or an average or general tendency of a series of data points to move in a certain direction over time, represented by a line or curve on a graph.

A trend considers what seems to be going around at any particular time. A trend can be reflecting fashion, culture and entertainment in any area. Some trends are flip, some tremendous, some terrible, but however long they last, there will always be a new trend coming along to replace the old.

The trend is the general direction of a market or of the price of a security. In technical analysis, trends are identified by trendlines that connect a series of highs or lows. Most traders dealing in the same direction as a trend.

**Sustainability:** - Sustainability is the quality of being able to continue over a period of time.

Sustainability is the ability to continue a defined behavior indefinitely.

The following factors influences the Trends

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- 1) Social norm
- 2) Fashion education
- 3) Mass media
- 4) Peer groups
- 5) Social criticism
- 6) Environment
- 7) Customs, traditions
- 8) Religion
- 9) Work
- 10) Leisure activities
- 11) Wealth or change in income
- 12) Inspiration by friends
- 13) Changing trends and Values
- 14) Influence by family members
- 15) Education
- 16) Age

There is limited literature on fashion trends of India and little emphasis is placed on the influence of these trends on society. Parul Bhatnagar (2012) professed in her book traditional Indian costumes and textiles that, it is “Costume” which establishes his/ her individual identity in society and which also links up with social hierarchy. According to Anamika Pathak (2008) Indian costume is outcome of nearly four thousand years of history wrought with significant political, economic, social and cultural upheavals and influences. The costumes which form an integral part of any historical dominant culture in India also underwent several crucial transformations. According to Usha Kulshreastha and Radha Kashyap, Clothes help to make us self- confident,

**Indian Costumes from the earlier times to the beginning of historical period:**

History proves that man has throughout in life been investigating and creating for their need fulfillment. It is, therefore that his essential fondness of nature has been apparent directly or indirectly in all such creation. Particularly, the costumes show the greatest impact of the social life, the seasons and his field of work. The historical continuity of fashion can be a guide in the prediction of fashion trends (Sproles, 1981). The archeological history of Indian textiles starts from the Indus Civilization (4000 BC).followed by Budha period ,The Maurya

and Sunga Periods (c. 324-72 BC) , The Satvahan Period (c. 200BC-AD 250) , The Kushan Period (c. 130BC-AD 185), The Gupta Period (c. AD 4th-5th I J R B A T, Vol. V, Issue (3), Sept-2017: 65-70 ISSN 2347 – 517X 60 Centuries) , The Mughal Period (16th-19th Centuries). These Indian textiles influenced British before the Raj. But once the British started ruling, everything changed, a new culture emerged and so did a new cultural identity. There was a sharp difference in the dressing sensibilities of the British and Indians. Indians started looking down upon themselves, After looking at the clothing attires of British people, Indians thought that their customs and costumes shows illiteracy and so they refused to wear their native clothes. And here started the revolution, Indians tried to change the attires and follow up the Britishers. “The process of imitation and adaptation are central to our understanding of creativity. Human cultures evolve through a continuous exchange of ideas, beliefs, habits and forms. Dressing habits in particular constitute a fertile plain in which this exchange takes place.” (Artemis Yagou: 2009). the rise of a “westernized” society in India was a result of the mighty British taking over the reins of the country. The main impact was due to them. But this did not last for long. Today’s Trend: Today, Indian clothing industry in a blossoming take off stage. Versatile Indian clothing styles reflects the faces of variety in India. Apparels are undergoing amazing changes in this globalized era. Fashion often reflects the society. Important personalities in history have also had an impact on fashion. it actually has to follow the “Fashion Cycle”, which has no specific measurable time period. Some styles last for longer period of time. Some die out soon, and some styles come back years after they were declined. So we can say that fashion changes with time and has always been evolving to fit the taste, lifestyle and demands of society. Every new day comes with a new trend. Today every next person has their own different and unique choice of dressing, some like to dress in more peppy and trendy way so some like the casual sense, the other one way is skater or shaggy while the few goes gothic and baggy clothing. Still we get population today who likes Indian costume and dresses. As the taste changes the same way trends comes in all such kinds of apparels. Indian designers have already marked their prominent places in fashion market. These designs have increased the acceptability of Indian clothing in the international textile market. Today indowestern fusion which gives a modern look is highly demanded garments across the world. Smart textiles are the fabrics that have been developed with the technologies that provide added value to the wearer. Some of the trends in apparels are: ripped denims, off-shoulder one pieces, bra tops, Neon funky T-shirt, women colorful

coats, formal skirts, trousers, floral pants, jumpsuits, kaftan/poncho shirt, tunics, LBD, shrugs, harem pants, palazzo etc. “Leggings seen as a fashion forward statement in the 80s is now a universal trend that has become mainstream fashion and this versatile fashions are the fashion world’s latest obsession (Apparel Online, 2011). The survey analysis shows that the fashion trends are expecting 20-30% growth in next 5 years and therefore the trend which will be coming is at larger scale and can influence a larger population.

#### Impact on Society:

Fashion trends has more of a positive or negative impact on people of today, regardless we can agree that the apparel industry has grown to become very popular and influential. Society consists of the population including infants, small kids, teens, adults, working population, and retired people. There are various categories including different level of population and their mindsets, so the influence or impact of the trends will differ from category to category, group to group, and individual to individual. Fashion is always rapidly changing for a reason. As there are two sides of coin, in the same way there can be positive as well as negative impact of fashion trends on society. Some impacts are given below:

#### POSITIVE IMPACT:

- New ideas, designs and trendy look in invented.
- Apparel industry gives chance to designers to express their talent.
- There are unending opportunities in Apparel sector. The possibilities are truly endless.
- The new fashion comes and gives a branded modern look to any ordinary man.
- People stay fashionable and stylish to attract the opposite sex to get noticed by someone they like. With the help of fashion you can look the part and get acknowledge.
- The world is huge, filled with many diversity and cultures. Fashion and apparels is like one language that everyone can understand. It connects people internationally because fashion travels from one city to the next.

#### NEGATIVE IMPACT:

- Bending generation towards western culture
- Showing more interest in the Hollywood fashion and trends than own country• The use of really thin and unhealthy models for the apparels show.
- The ways that today's teenagers and young adults are wearing the trends of the 1960's are more scandalous and revealing.

- The global scenario in the economic perspective is yet another influence that has altered Indian Fashion

Conclusion:-

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. But now the new fashion trends and the western culture influence are more effectual which is not only changing the clothing's but also the minds of generations. While Indian youth was adopting western trends, the West was getting highly influenced by Indian culture and practices.

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