



# Commercial or “ethical fashion”?

## Definition of fashion

→ Fashion is the prevailing trend in clothing and in general in the way of behaving and thinking among the members of a society, and has an ephemeral and constantly changing character.

→ The word fashion derives from the Latin word ‘modus’ which means mode.

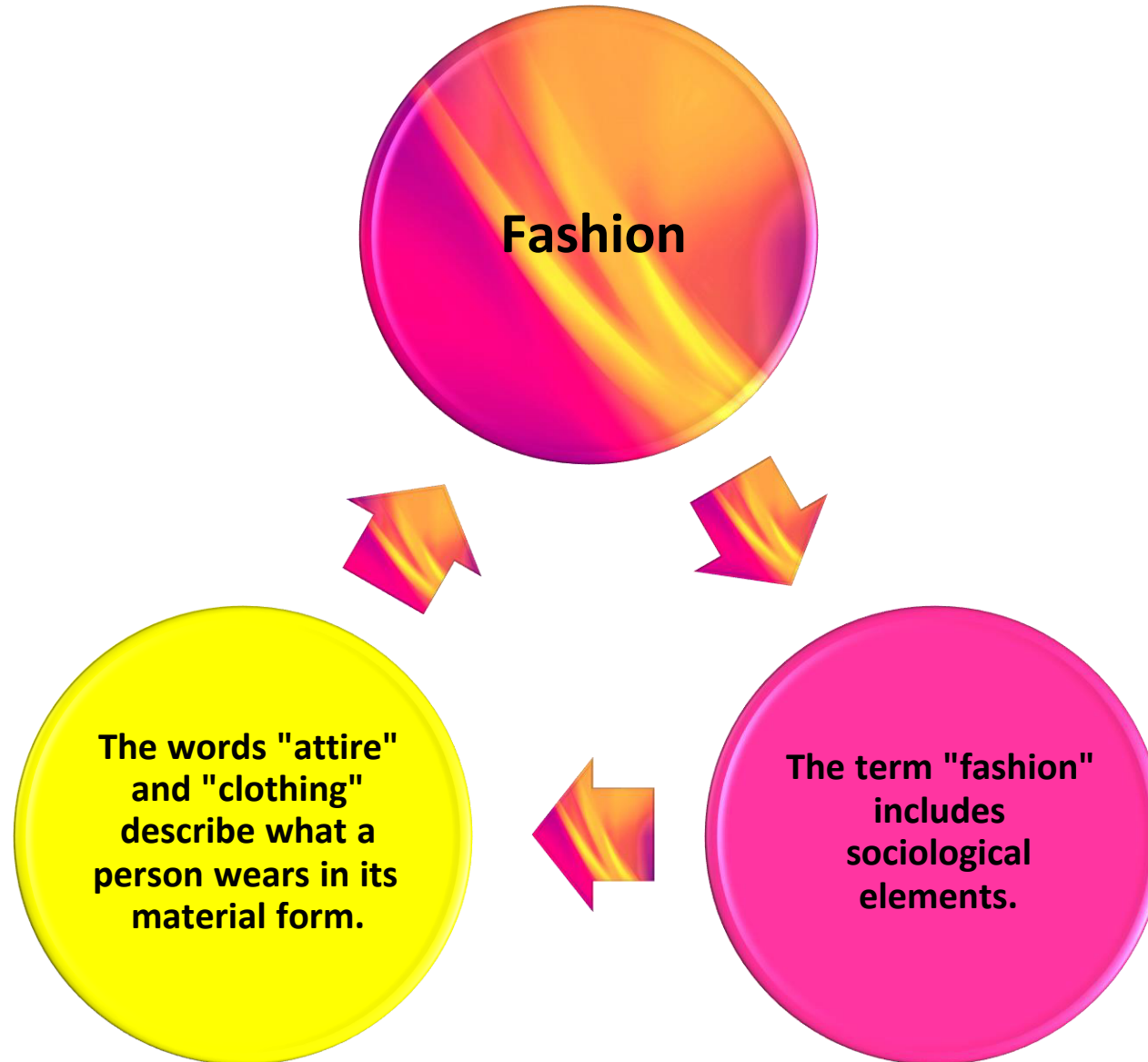
→ The concept of fashion concerns not only clothing and the general elements of appearance, but also the preferences in various areas related to the daily life of citizens.

→ Therefore, fashion has to do with expressive choices -especially of the youth-, music preferences, ways of behavior and entertainment, consumer choices, current views on various issues, etc.



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## Definition of fashion





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## What is fashion after all?

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- “An autonomous system of the signified and the signifier”.

Roland Barthes

- “An index to the historical identity”.

Walter Benjamin

- “Fashion is similar to photography. Both are marginal art forms. Both balance ambiguously between the present and the past: photography freezes the essence of the moment, while fashion freezes the moment in an eternal gesture of the only right way to existence”.

Elizabeth Wilson

- “It is usually a form of ugliness so intolerable that we have to alter it every six months”.

Oscar Wilde



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In what fields can we meet fashion?

→ in clothing and generally in appearance (headdress, shoes, accessories, aesthetic approaches, etc.).

→ in science and education (increasing use of new technologies).

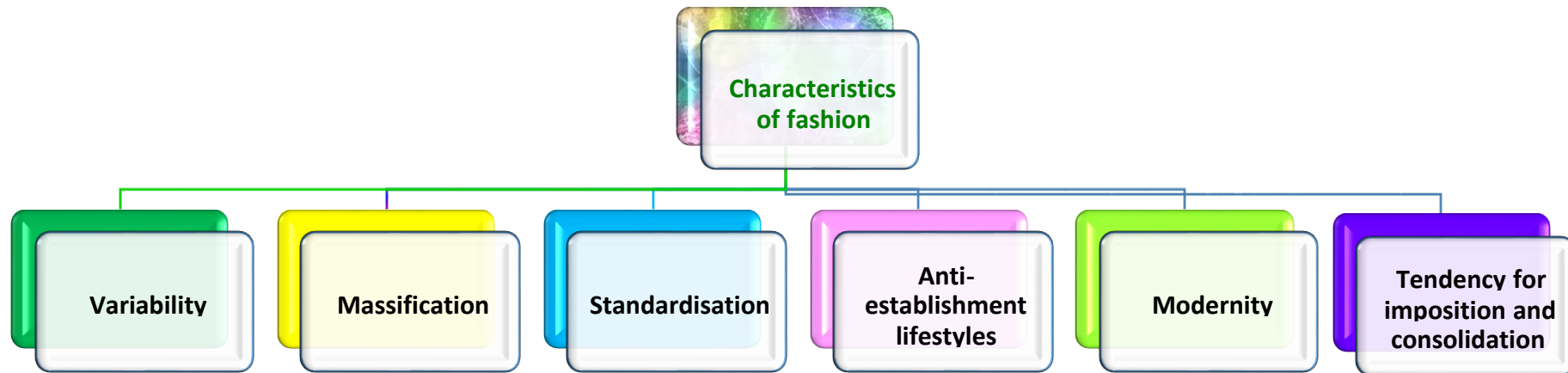
→ in societal perceptions (racism, crime, attitude towards the media, politics, entertainment, etc.).

→ in the purchase of consumer goods (cars, electrical appliances, etc.).



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## Characteristics of fashion





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## Causes of changes in fashion trends

### Economic factors

- Powerful economic giants in the clothing industry.
- The media dedicate long shows, features and publications exclusively to fashion. They also promote new trends through advertising.
- The embodiment of the modern economic and consumer mentality. The spirit of material bliss and consumer mania fuels new fashion trends.

### Social factors

- Preconceived public opinion that imposes adaptation to its requirements (social standardization).
- Reaction to established trends, which in turn sets new stylistic paths (social differentiation).
- Conformity to clothing standards for social acceptance and prominence.
- An attempt at self-expression and personal promotion.
- Determination of social status depending on the ability to follow the expensive or cheap fashion (demonstration of newly-acquired wealth).

### Psychological factors

- The natural vanity of people.
- The tendency to impress and stand out from others.
- The coercion of advertisements concerning new trends.
- The need for some people to cover natural imperfections.
- The tendency modern people have to imitate in the spirit of globalization.

### Political factors

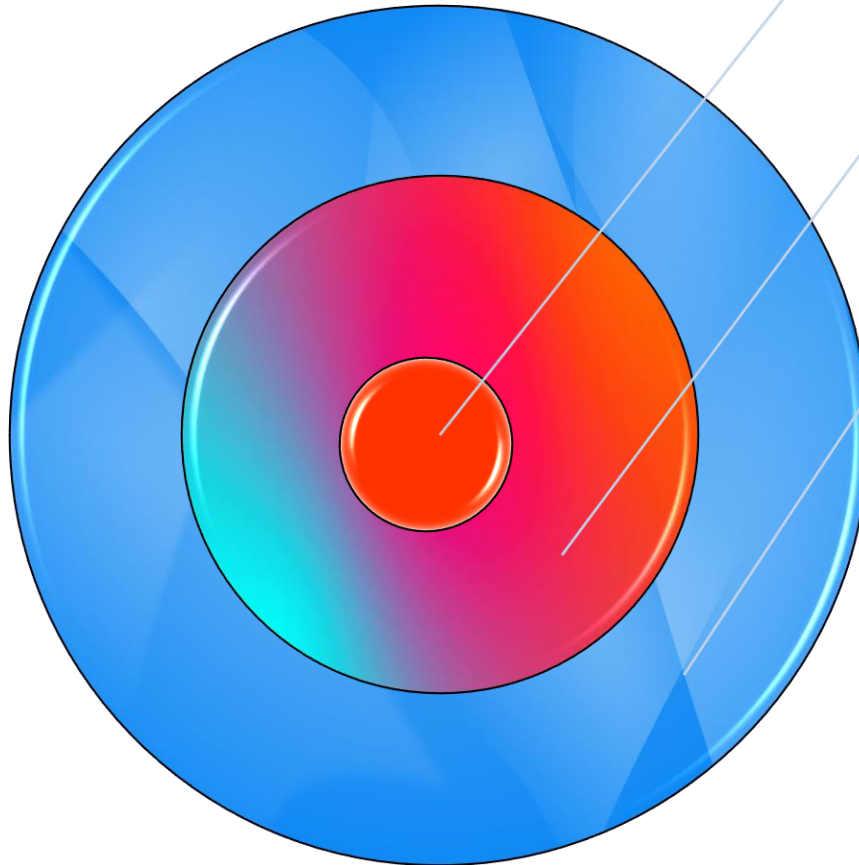
- A specific political ideology is also expressed in clothing (eg the military attire of dictators, etc.).



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## Youth and fashion

### Youth



- They show their rebelliousness by indiscriminately adopting fashion proposals. They consider the new as progressive and radical, while the old as conservative and thus dismissed.

- They imitate foreign patterns and lifestyles in clothing, music, speech, and even diet.



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### The positive aspects of fashion

It cultivates and develops creative imagination and the feeling of beauty

It strengthens economy by circulating money and, above all, by increasing

It fights unemployment by creating jobs, as production and consumerism increase.

Political and social movements, musical or other artistic movements (feminist movement, hippies, punks, etc.) were expressed through fashion

Through the variety of clothing options, personal freedom is expressed and creating a special self image is made possible.

It provides a sense of security and confidence to those whose appearance is a cause of introversion and insecurity.





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## The negative aspects of fashion

It feeds consumerism and causes financial problems to those who try to faithfully follow fashion trends.

It causes stress and anxiety, lest inconsistent following of fashion trends lead to social marginalization and degradation.

It deprives people of valuable time, as they engage in overtime, to meet its demands. They could use this time for mental and recreational activities.

It cultivates imitation, which is generalized to a wider acceptance beyond fashion orders. At the same time, it weakens judgment and individuality.

It alienates people in general by projecting the insignificant and ephemeral, and overlooking priorities.

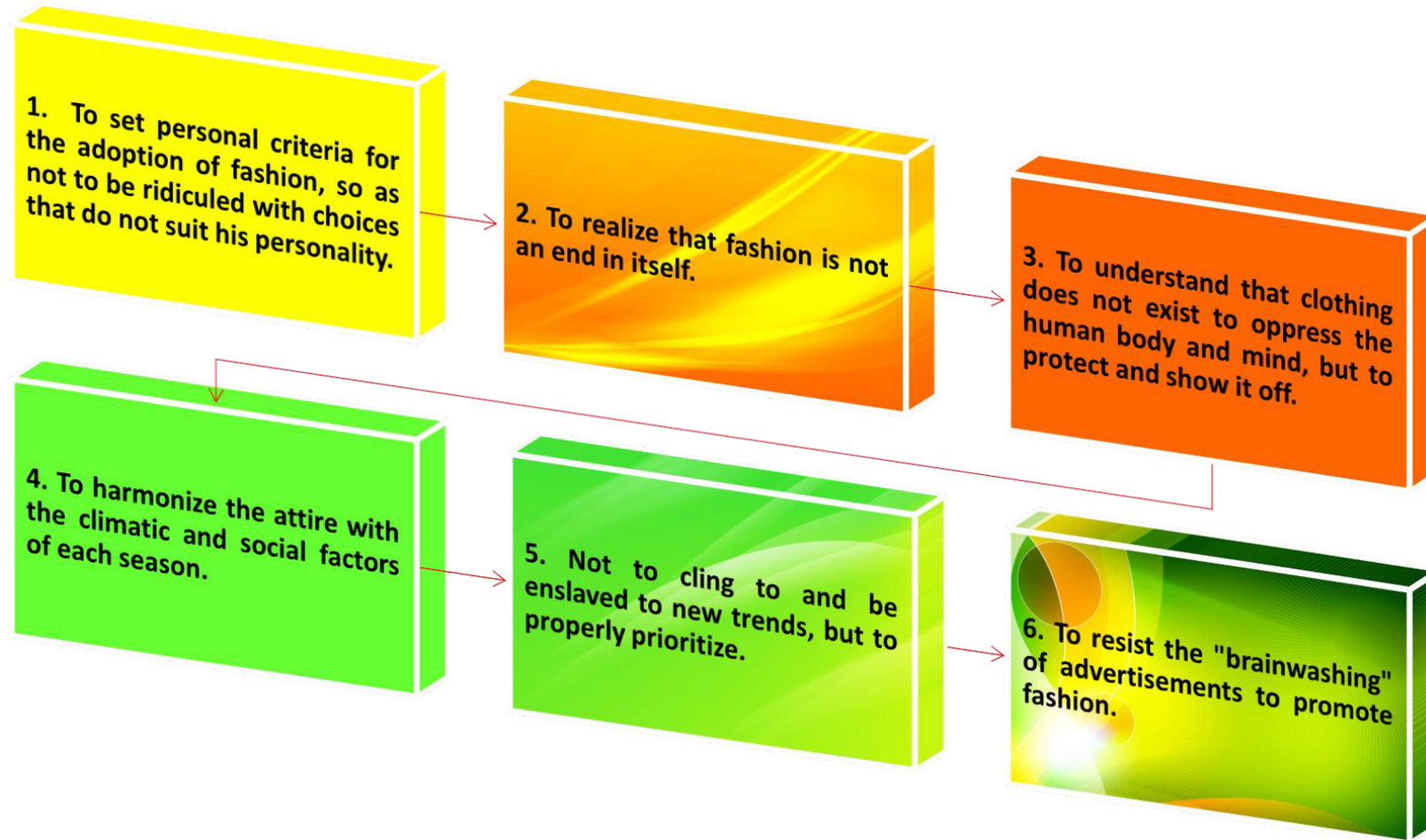
It contributes to the distortion of national identity and the imposition of global uniformity in terms of dress, behaviour and lifestyle.



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## What needs to be done

*Fashion is an important element of modern life. It would, therefore, be utopian to propose its abolition. However, one needs:*





## Commercial or “ethical fashion”?

### What does a person's clothing reveal?

