

**Elements  
of  
Fashion**



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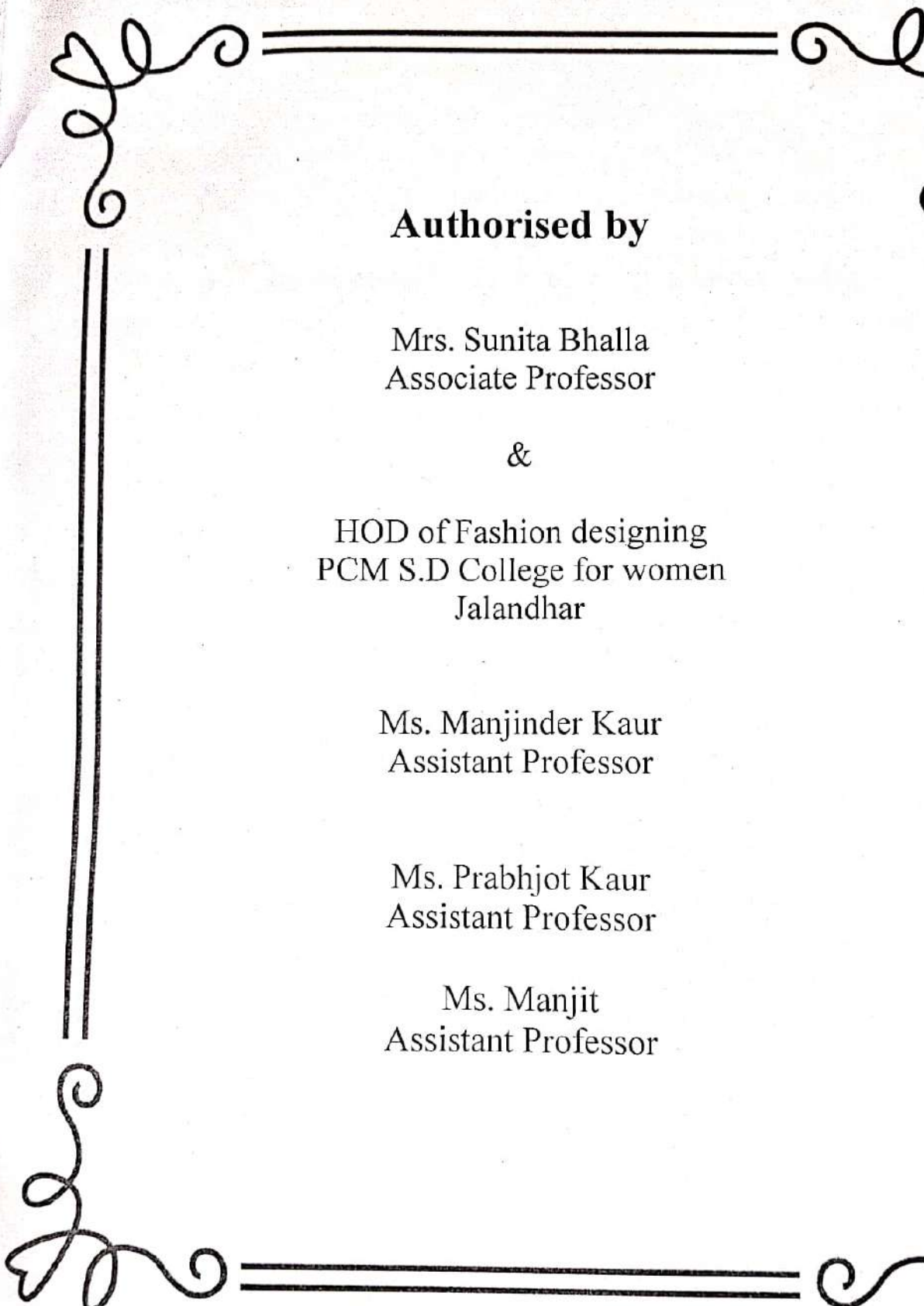
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# ELEMENTS OF FASHION

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# CHAPTER-1

## FASHION

### 1.1 Objectives

The main objective of this chapter is to discuss about the course structure. To give basic knowledge to the students. To discuss what is fashion ? and why consumer buy this fashion? After reading this chapter student will know about the relationship between clothes and fashion.

### 1.2 Discussion On The Course Structure

The book 'ELEMENTS OF FASHION' deals with the various aspects of fashion. All the chapters of this book are provided questionnaire to check the understanding of the student. All the topics have been discussed step by step. Starting from the definition of fashion and motives for consumer buying, various elements and principles of design have also been explained to help students in designing.

### 1.3 Fashion

Looking different in an indifferent world is called fashion. It is the popular tradition in dress, manners, speech, etc. of a specific place and time, which would be followed by the dominant section of society.

There is a maddening race regarding fashion among peoples, everyone wants to look different. Whenever the two people meet they just talk about new things. They use artificial words, alien languages, and far-off quotations and relate non-native history. They try their best to copy the clothing of the rich. They try to copy the manners of greeting, meeting, chatting, eating, sleeping etc. in their daily routines. Now the fashion mean to show off, to buy the costly products that others can't.

Today no one would like to his or her house with old-fashioned furniture, wear clothes that were out of fashion; these things would be considered odd, as people of that class would say, "Quite impossible."

As fashion always change, that's why "the fashion" in dress always means the latest fashion. Most of the people prefer to buy new and up-to-date dresses. Fashions in all