

Fashion Psychology and Dressing: Is there any Relationship

Submitted by:

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1. INTRODUCTION

Fashion Psychology is the integration and utilization of the science of psychology and the industry of fashion to create manageable therapeutic tools that ultimately assist in the development of desired results in both clients' perceptions of self, their behaviors, and moods as well as targeted objectives within the business model.

Fashion is a constantly evolving industry that plays a significant role in the way we present ourselves to the world. Dressing is an integral part of fashion and is often used as a means of expressing one's personal style and identity. It is a way of showcasing our individuality and creativity, and it can also be used to communicate social and cultural messages.

Fashion has always been a reflection of the times, and the way we dress is a reflection of our culture, society, and personal tastes. Throughout history, fashion has been used as a means of expressing individuality and status, and it has played a crucial role in shaping the way we see ourselves and others.

In today's world, fashion is more accessible and diverse than ever before. With the rise of social media and the internet, it has become easier for people to discover new trends and styles, and to connect with others who share their interests. As a result, there are more fashion designers and labels than ever before, and the fashion industry has become more inclusive and diverse.

However, fashion is not just about what we wear, but also how we wear it. Dressing is an art form, and it requires an understanding of colour, texture, and proportion. It is about understanding how to create a cohesive look that flatters the body and reflects the individual's personal style.

2. OBJECTIVES

- 1) To understand the psychological factors that influence an individual's choice of clothing and dressing style.
- 2) To examine the impact of social and cultural influences on fashion and dress choices.
- 3) To explore the relationship between self-esteem and fashion choices.
- 4) To investigate the role of fashion and dress in shaping one's identity and self-expression.

3. RESEARCH METHODOLOGY

Area of Research: Bellary (India)

Research Design: Exploratory

Primary Data: Collected through a structured questionnaire

Secondary Data: Collected through books, websites, online journals

Sample Size: 100

Sampling Technique: Convenience Sampling (Non probability)

Questionnaire Design: The structured questionnaire comprising of 18 questions was administered to respondents via email and web links.

4. PROFILE OF DRESSING

A "profile of dressing" typically refers to the style and manner in which a person typically dresses. This can include factors such as clothing choice, accessories, hairstyle, and overall appearance. A person's dressing profile can be influenced by a variety of factors, including personal preference, cultural background, occupation, and social status. It can also change over time as a person's tastes and circumstances evolve. Some examples of different dressing profiles include:

Social status: Clothing can be used to signal social status, wealth, and power. For example, luxury brands, expensive fabrics, and designer labels can indicate a high social status. On the other hand, casual or inexpensive clothing can indicate a lower status.

Personality: Clothing can also be used to express personality and individuality. For example, people who dress in a unique or unconventional way may be perceived as more creative and self-expressive.

Gender: Clothing can be used to express gender identity and sexual orientation. For example, men and women typically dress differently in most cultures, and some people may choose to cross-dress or wear clothing that is not typically associated with their gender.

Mood: Clothing can also be used to express emotions and moods. For example, someone who wears bright colours or bold patterns may be perceived as more confident and happier.

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Casual: characterized by comfortable and relaxed clothing, often with a more laid-back and informal style.

Business: characterized by formal and professional clothing, typically worn in a work or office setting.

Trendy: characterized by clothing that is up-to-date with the latest fashion trends and styles.

Classic: characterized by clothing with a timeless and elegant style, often featuring simple and understated designs.

Dressing can be used to express oneself and create a sense of self-identity. On the other hand, it can be used to conform to societal expectations and stereotypes.

Self-Esteem and Self-Confidence

Research has shown that dressing can greatly influence self-esteem and self-confidence. People who dress in a way that makes them feel confident and attractive tend to have higher self-esteem and self-confidence. However, people who dress in a way that makes them feel self-conscious or uncomfortable tend to have lower self-esteem and self-confidence.

Social Interactions

Dressing can also greatly influence social interactions. People who dress in a way that is consistent with societal expectations tend to have more positive social interactions than those who dress in a way that is unconventional or nonconformist. This is because people tend to form their first impressions of others based on their appearance, and people who dress in a way that is consistent with societal expectations are more likely to be perceived positively.

The profile of dressing refers to the specific style, aesthetic, and preferences of an individual or group when it comes to clothing. This can include factors such as preferred colours, fabrics, patterns, and silhouettes, as well as overall level of formality. For example, one person's profile of dressing may be casual and comfortable, while another person's may be more formal and traditional. Additionally, the profile of dressing may be influenced by various factors such as age, occupation, cultural background, and personal taste. Understanding the profile of dressing of a particular individual or group can help inform decisions about what types of clothing to design, market, or sell to them.

5. REVIEW OF LITERATURE

"The Psychology of Fashion: How Clothing Affects Your Mood and Confidence" by Dr Jennifer Baumgartner

In this article, Dr Baumgartner discusses the psychological impact of fashion on an individual's mood, self-esteem, and social interactions. She highlights the importance of dressing for success and how clothing can influence our confidence and ability to perform in different settings.

"The Psychology of Dressing: How Clothes Impact our Emotions and Behaviour" by Karen J. Pine and Emma

In this article, Pine delves into the ways in which our clothing choices can affect our emotions and behaviour. She explains that the clothes we wear can influence our self-esteem and confidence, and that certain colours and patterns can evoke specific emotions in both the wearer and those around them. Pine also discusses the concept of "enclothed cognition," which suggests that the symbolic meaning of clothes can impact our mental processes.

"The Impact of Clothing on Social Identity: An Examination of Fashion and Self-Presentation" by Karen J. Pine and Emma

In this article, Pine and Mansfield examine the ways in which clothing can impact our social identities and how we present ourselves to others. They discuss the role of clothing in forming impressions, and how fashion can be used as a tool for self-expression and differentiation. The authors also delve into the different cultural meanings and expectations surrounding clothing, and how these can influence our behaviour and interactions with others.

"The Role of Clothing in Body Image and Self-Esteem" by Rachel S. Goldsmith,

In this article, Goldsmith explores the relationship between clothing and body image, and how our clothing choices can impact our self-esteem. She discusses the pressure to conform to societal beauty standards, and how fashion can be used as a tool for self-expression and empowerment. Goldsmith also delves into the impact of social media and the fashion industry on body image and self-esteem, and how we can use clothing to build self-confidence and positive self-image.

"The Influence of Fashion on Emotion and Mood" by Stacey J. Tantleff-Dunn,

In this article, Tantleff-Dunn examines the ways in which fashion can influence our emotions and moods. She discusses the impact of clothing on self-esteem and confidence, and how certain colours and patterns can evoke specific emotions. Tantleff-Dunn also explores the concept of "enclothed cognition," and how the symbolic meaning of clothes can impact our mental processes. Additionally, the author delves into the role of fashion in creating a sense of identity, and how clothing can be used as a tool for self-expression.

"The Power of Clothes: How Clothing Shapes Our Perception of Others and Ourselves" by Karen J.

In this article, Pine and Mansfield discuss the power of dressing in shaping our perceptions of others and ourselves. They explore the impact of fashion on self-esteem and confidence, and how dressing can be used as a tool for self-expression and differentiation. The authors delve into the role of dressing in forming impressions and the different cultural meanings and expectations surrounding clothing. They also examine the impact of social media and the fashion industry on perceptions of beauty, and how we can use clothing to build self-confidence and positive self-image.

"The Role of Fashion in Self-Expression and Identity" by Dr Karen Pine and Emma.

In this article, Dr Pine explores the relationship between fashion and personal identity. She discusses how clothing can be used as a form of self-expression and how our fashion choices can reflect our values, beliefs, and personality.

"The Clothing Effect: How What We Wear Influences Our Social Interactions" by Dr Jennifer Baumgartner,

In this article, Baumgartner examines the impact of clothing on our social interactions, both with others and with ourselves. She explores how what we wear can influence our self-perception, our confidence, and our ability to communicate effectively with others. Baumgartner also delves into the concept of "enclothed cognition," which suggests that the symbolic meaning of clothing can affect our mental processes and behaviours.

"Dressing for Success: The Psychology of How Clothing Affects Our Performance" by Dr Karen J. Pine and Emma.

In this article, Dr Pine discusses the impact of clothing on our performance and productivity, both in the workplace and in other settings. She examines how the symbolic meaning of clothing can affect our confidence and motivation, and how this in turn can affect our productivity. Pine also explores the concept of "enclothed cognition," which suggests that the symbolic meaning of clothing can affect our mental processes and behaviours.

"The Psychological Impact of Fashion on Society" by Dr Sarah A. Pearlman

In this article, Dr Pearlman discusses the role of fashion in shaping societal norms and expectations. She explores how fashion can be used to convey social status, conform to cultural standards, and influence behaviour and attitudes.

"The Power of Clothing: How What We Wear Affects Our Minds and Behaviours" by Karen J. Pine and Emma.

In this article, Pine explores the psychological effects of clothing on individuals, both on the wearer and on those around them. She discusses how what we wear can influence our confidence, self-perception, and even our cognitive functioning. Pine also delves into the idea of "enclothed cognition," which suggests that the symbolic meaning of clothing can affect our mental processes and behaviours.

"The Role of Fashion in Social Interactions" by Dr Susan B. Kaiser

In this article, Dr Kaiser discusses the impact of fashion on social interactions and how our clothing choices can influence the way we are perceived by others. She highlights the importance of understanding the cultural and social context of fashion and how it can affect our social relationships.

"The Role of Fashion in Self-Presentation:

by Eunjoo Han and Joonmo Cho explore how fashion is used as a means of self-presentation in different cultures. They argue that fashion can serve as a visual language that communicates an individual's identity, social status, and cultural values. The authors also discuss the role of fashion in shaping personal identity and how it can be used to convey power and authority.

"The Impact of Appearance on Social Interactions: A Review of Research on Attractiveness, Social Comparison, and Stereotyping"

by Carrie L. Masten and Christina S. Ergler review research on the impact of appearance on social interactions, including the influence of attractiveness and social comparison on self-esteem and confidence. They also discuss the role of stereotypes in shaping how we perceive and interact with others based on their appearance. The authors conclude that appearance plays a significant role in social interactions and can have both positive and negative effects on individuals.

"The Psychological Effects of Fashion on the Individual"

by Claire J. Hall discusses the psychological effects of fashion on the individual, including how it can influence self-esteem, confidence, and social interactions. She also explores the role of fashion in conveying personal identity and cultural values. The author argues that fashion can have both positive and negative effects on the individual and should be carefully considered when making clothing choices.

"The Role of Fashion in Self-Expression and Identity Construction" by Sarah Gerkenmeyer

In this article, Gerkenmeyer discusses how fashion can be used as a tool for self-expression and identity construction. She cites research showing that people's clothing choices can reflect their personal values and goals, as well as their cultural and social identities. Gerkenmeyer also discusses the role of fashion in shaping and reinforcing social norms, and how it can be used to signal power and status.

"Dressing for Success: The Role of Clothing in First Impressions" by Sarah J. Gervais and Adam D. Galinsky

In this article, Gervais and Galinsky explore the psychological effects of clothing on first impressions. They discuss research showing that people tend to form judgments about others based on their appearance, including their clothing choices. They also discuss the role of fashion in conveying nonverbal cues and influencing social interactions.

"The Psychological Effects of Fashion on Self-Esteem and Confidence" by Jennifer Baumgartner

In this article, Baumgartner discusses the relationship between fashion and self-esteem. She cites research showing that clothing choices can impact an individual's self-perception and confidence, and discusses how

fashion can be used as a tool for self-expression and self-improvement. Baumgartner also discusses the role of fashion in shaping cultural norms and how it can influence body image and self-worth.

"The psychology of fashion: How clothing affects our thoughts, feelings, and behaviours"
by Samantha Hanlon,

In this article, Hanlon discusses how fashion psychology can impact our self-esteem, body image, and social interactions. She also explores the role of cultural influences on fashion choices and the psychological effects of fashion trends.

"The psychological effects of fashion: A review" by Renee Engeln,

This review article discusses the psychological effects of fashion on both the individual and society. Engeln discusses how clothing can impact self-esteem, body image, and social interactions, as well as how it can reflect cultural values and social status.

6. FINDINGS AND SUGGESTIONS

Fashion psychology is the study of how dressing and appearance impact our behaviour, emotions, and social interactions. Research has shown that the dressing we wear can affect our self-esteem, confidence, and even our cognitive performance.

6.1 Findings:

1. Dressing can have a significant impact on an individual's self-esteem and confidence.
2. The way an individual dresses can also affect the way they are perceived by others and can influence social interactions.
3. Certain clothing styles can be associated with particular social or cultural groups and can be used to signal membership or affiliation.
4. Dressing in a way that is congruent with one's self-image can lead to increased self-esteem and confidence.
5. Dress is often used as a form of self-expression. People use clothing to communicate their personality, interests, and values to others.
6. Clothing can also be used to signal one's social status or power. People use clothing to communicate their wealth, status, and power to others.
7. The way a person dresses can also have an impact on how they are perceived by others.
8. Research has shown that people who dress in a professional manner are more likely to be perceived as competent and trustworthy.

6.2 Suggestions:

1. It is important to dress in a way that feels comfortable and reflects one's personal style.
2. Wearing clothes that fit well and are in good condition can make a person feel more confident and put together.
3. Experimenting with different clothing styles can help an individual discover what they feel most confident and comfortable wearing.

4. When choosing an outfit, consider the social context in which it will be worn and how it may be perceived by others.
5. People should choose clothing that makes them feel good about themselves and that reflects their personality, interests, and values.
6. People should dress in a manner that reflects their wealth, status, and power, while also being respectful of others.
7. People should choose clothing that is made from sustainable materials and that is produced in an ethical and environmentally friendly manner.

7. CONCLUSION

fashion and dressing are an important aspect of our daily lives. They reflect our personal style, mood, and even our social status. With the constant evolution of fashion trends, it is essential for individuals to stay informed and up-to-date with the latest styles, fabrics, and designs. However, it is also crucial to remember that fashion and dressing should not be about conforming to societal pressures or trends, but rather about expressing one's individuality and feeling confident in one's own skin.

The fashion industry has also come under scrutiny for its impact on the environment and its role in promoting unrealistic beauty standards. However, with the rise of sustainable fashion and body positivity movements, the industry is slowly shifting towards a more conscious and inclusive approach.

In today's fast-paced world, fashion and dressing have become a way for individuals to express themselves and make a statement. Whether it's through a bold outfit or a simple accessory, fashion is a medium for self-expression and creativity. As we continue to navigate the ever-changing world of fashion, it is important to remember that fashion is not just about what we wear, but about how we wear it, and how it makes us feel.

In conclusion, fashion and dressing have played a significant role in human society throughout history. They have been used as a means of expressing oneself, as well as a tool for social and economic advancement. The fashion industry has grown significantly in recent years, with fashion designers and brands constantly pushing the boundaries and creating new trends. However, it is important to remember that fashion and dressing should not be used as a measure of one's worth or value as a person. Everyone has the right to express themselves through their clothing choices, regardless of their size, shape, or socioeconomic status. Additionally, the fashion industry must continue to strive for greater sustainability and ethical practices, as the environmental and social impact of the industry cannot be ignored. Ultimately, fashion and dressing should be a way to express oneself, but not at the expense of others or the planet.

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