

Brenda Mendez

Prof. Appelstein

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Benefits of Fashion

Some of us may agree that the fashion industry has a great impact on the lives of people across the world whether. This large industry has thankfully employed a large number of employees and as a result, it reduces the rate of unemployment by employing millions of workers across the world. Also, it generates a lot of money into the economy because it is one of the industries that generate a huge amount of income because let's face it, who does not need clothing in their everyday lives? Apart from its contribution to the creation of jobs and wealth, it also has a psychological impact on the people and it enhances creativity and innovation because it is an ever-changing industry.

The fashion industry is one of the largest employers globally as it employs millions of workers who work in various areas within the fashion industry. The fashion industry is diverse and it creates many opportunities for the people who have different careers. In 2014, the garment industry had employed about 75 million workers who worked in clothing, textiles, as well as footwear (Stotz & Gillian, 1-2). The fashion industry for the majority, employs women because women comprise three-quarters of the total employees. Women employed in the fashion industry reduces the unemployment rate of women because they have been neglected by other industries for a very long time. In the U.S alone the fashion industry employs over 1.8 million and it

continues to increase the number of employment. It has started to involve high-value design as well as other technical jobs that require major creativity (Maloney, 2-3). Apparel, as well as fashion-related industry, employs many workers because it has many areas that require people with different technical skills. For example, this industry employs people who generate computer-aided designs and this means that people employed in this area should have a high level of computer technical skills. The fashion industry is also one of the well-paid industries across the world as it values the contribution of the workers in producing quality products for their customers. For example, the creative force and fashion designers are well paid as they receive an average of around 78,870 per year. Fashion designers are highly valued in the fashion industry as they are involved in various areas like wholesale merchandising, manufacturing among other important sectors like motion picture as well as video. The apparel industry in the manufacturing sector employs around 123,000 employees in the US. These workers are involved in tailoring and operating the textile and sewing machines (Maloney, 1-3). Besides, these workers work as pattern makers in the manufacturing department in the apparel industry. On the other hand, the fashion industry in the U.S. employs around 147,000 in the whole merchandising of apparel. The operations specialists receive an average earning of \$66, 770. The retail sector of the apparel industry contributes a lot when it comes to employment. For example, the retail sector contributes about 1.4 million jobs in the US. Retail jobs involve executives, managers, and clerks (Maloney, 2-4). In this regard, the fashion industry employs a large number of people who would have been left unemployed if the fashion industry was not present.

In Addition, the fashion industry also generates a lot of wealth in the economy because it is one of the highly profitable industries globally. For example, the net worth of the fashion

industry is estimated to be \$2.5 trillion and this means that it injects a large amount of money into the economy (Maloney, pg. 1). According to Statista, the revenue generated by the fashion industry in 2019 amounted to \$597, 321 million and these revenues are expected to increase at a rate of 11.5%. If the revenues in the fashion industry continue to increase at this rate it means that the revenues generated by the fashion will amount to \$922,005 million by 2030. The apparel industry takes a large part of the fashion industry as it occupies \$ 386, 394 of the market segment. When the market segments of the fashion industry are compared it is evident that China takes the largest share of \$281,979 million ("Fashion Ecommerce Report 2019", 1-2). The fashion industry is distributed in almost every country across the world and the wealth generated by the fashion industry contributes a lot when it comes to the growth of these economies. For example, the fashion industry injects a lot of money into the economy and this contributes to the growth of the economy.

Moving forward, the fashion industry plays a great role in society and has various benefits for people. One of the hidden benefits of the fashion industry is that it helps to identify the culture and personality of a person. For example, people can now be identified with the way of their dressing. People have developed various fashions over the years such as printed silk which was used to identify the Chinese culture of the 18th century. Also, fashion is important because it makes the society to celebrate their uniqueness and their individuality that makes them different from other societies. Besides, fashion is when important because it helps define the character of a person. For example, the appearance of a person can determine his personality and this increases his chances of being accepted within the society. Also, fashion does not have an element of discrimination because clothes made for the Europeans can be worn by the

Americans. People who maintain the latest fashion in South Korea have a hidden advantage as they have high chances of getting employment (Patel, 2-3). On the other hand, fashion is considered to have a great impact on psychological well being. For example, according to the researchers what a person wears determines his or her psychology as well as performance at work. According to these researchers what a person wears has a symbolic meaning because the type of dressing can be associated with certain fashion items and this may affect the state of the mind because the person understands the perception of the people about his way of dressing. People have the freedom to choose the fashion of their choice just the way people have the freedom of expression and this means fashion brings freedom for the people to choose the type of dressing they want. Also, clothes have a cognitive impact as they affect the attention of a person because they determine how he feels about himself as well as his competencies. The type of fashion that matches our personal beliefs reduces what is referred to as the cognitive dissonance that results from things that do not match our beliefs, hence causing the discomfort of the mind (Dittrich, 1-3). In this regard, fashion creates the comfort of the mind and also increases self-esteem and confidence of a person because he believes his or her fashion is acceptable.

The fashion industry is an area that requires people who are highly creative, innovative and motivated because these characteristics make the designer competitive in the market. One of the traits of a fashion industry professional is creativity because he or she is required to produce uniqueness as well as quality products with what whatever he or she designs for its potential consumers. According to a study, creativity is inborn but it can be learned through practice and consistency. In the fashion industry, people are exposed to rigorous training and practice and this enhances their level of creativity. As one takes part in designing new products

his or her level of creativity is enhanced. Also, the fashion industry develops some of the aspects required in creativity. These aspects include critical thinking, creation of a conducive and challenging environment needed for creativity, formal training as well as exposure to different things in the industry. Also, creativity in the fashion industry is driven by the need to balance the price as well as the quality of your product because you cannot sell a low-quality product at a high price because the fashion industry is usually driven by the quality of the products. The fashion designers are very people do a lot of research because they always want to meet the demand of the consumers. For example, they research the market so that they can come up with products that are different from those of their competitors (Karpova, 159-167).

Fashion is very important within society because it impacts people in a way in which can be applied in other areas. The fashion industry has introduced diverse fashions as well as shopping experiences. For example, the new technologies invented in the fashion industry have changed the functioning of the fashion industry and the customers interact with the products. The technological inventions in the fashion industry have streamlined the operations of the fashion industry from the manufacturers to the retailers. Some of the technologies that made the operations of the fashion industry more effective include Artificial intelligence, Blockchain, augmented reality, Contactless payment, Facial recognition, and visceral experience. In this regard, the fashion industry is becoming more tech-based and this technology can be copied by other industries to enhance their operations (DHL, 2-4). As such, the inventions in fashion in the fashion will not only benefit the fashion industry alone but other key sectors and the society as a whole.

We can conclude that the fashion industry provides various benefits to society as it creates wealth and it employs a large number of people who would have otherwise been unemployed. Also, the transformations and innovations experienced in the fashion industry show that this industry will continue to grow and to employ more people in different areas. In this regard, governments of various countries should continue to support the fashion industry because it is a key driver of the world economy.

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