

Topic 5 Response Paper: It's not all bad! Positive things about fashion

- How many people are employed globally by the fashion industry that may otherwise be without work? How much wealth does the industry generate for the economy? What are some other intangible, psychological benefits of fashion? In what ways does it enrich our lives creatively? Does the industry drive innovation that can benefit us in a multitude of ways?

As we know in the fashion industry we have focus mainly on the negative aspects but it also serves some positive aspects in the world. In this essay I will be mentioning various ways on the positive points in the industry. Starting off with the world economy, it has generated an enormous amount of income. Fashion also serves to many psychological benefits and helps us consumer to become more creative. Fashion gives us a sense of innovation and motivation for a better future. It is a big topic that can be expanded into other industries.

In the fashion industry they have created many opportunities that can generate a high income. The jobs in the industry bring in a good amount of wealth. It carries many jobs that touch on different types of skills such as drawing, writing, psychology, visualizing and retailing. According to this article "*The Economic Impact of the Fashion Industry*" it stated that "Fashion is a \$1.2 trillion global industry, with more than \$250 billion spent annually on fashion in the United States, according to industry analysts." This shows fashion has taken an important role in the world economy.

Another positive aspect of fashion is the psychological benefits. Fashion helps us discover who we are. It takes part in our self esteem and confidence. Our clothing help us

express our emotions in a different way. Waude, A. (2016) stated, “Whether you are male or female, your fashion choices can affect both your self image, the impression that you convey to others and in turn, the way in which people behave towards you.” Each detail in your clothing can speak louder than what it is designed. It changes the beauty standards of the society. This plays largely in many people's lives. It can create labels and distinguish your speciality from each other.

Fashion has also maintain to enrich our lives creatively. It has used many types of elements of art to boost its innovation. “Creativity in fashion and design is triggered by the need to increase quality, the need to increase value for money, achievement of brand identity and individuality” (*How Creativity is Quickly Shaping Modern Fashion. (n.d.)*). Creativity in the fashion world is influenced by the art industry which help to develop changes to their craft. It helps to contrast colors and play with patterns. The use of art helps to create value to the garment. It creates different structure that can either relate to others or be expressed by others.

Another good point to make in the industry it has conquered technology in their world. They have used it in their clothing and their business. Technology in their clothing help to make the fashion world much easier. For example, according to this article by “Ideanote” (2018) has used technology to advance it clothing. “A fashion alchemist created the unseen London-based start up that succeeded with a concept of colors that are changing based on the user interaction or the environment they are placed in. These items respond to air pressure, touch and body temperature – even the sunlight and wind. For instance, an alligator-skin bag saw environmentally responsive ink switching from black in the winter, to red in the spring, blue in

the summer and green fading to red in the autumn”(Ideanote.2018). Technology in the fashion industry help to interact with everything around us.

As you can see, fashion is very beneficial in the world. It creates millions of jobs, attraction, creativity and technology. It has expanded into other industries and created impact on their work. This industry continuously change the standard of society. Fashion is not all bad because it has a lot of opportunities that overshadow their weaknesses. They can offer so much to their market. Their innovation still continues.

References

How Creativity is Quickly Shaping Modern Fashion. (n.d.). Retrieved from
<http://www.delphineballey.com>

Ideanote. (2018, August 16). *3 Examples of Inspiring Innovation in Fashion Tech* (Updated).
Retrieved from <https://blog.ideanote.io/innovation-fashion-fashion-tech/>.

United States Joint Economic Committee. (2019, February 22). *The Economic Impact of the Fashion Industry*. Retrieved from <https://www.jec.senate.gov>

Waude, A. (2016, February 19). *Fashion Psychology: How The Clothes You Wear Affect How People Perceive You*. Retrieved from <https://www.psychologistworld.com>