

**How much does music influence fashion?**

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## **Abstract**

As Patrizia Calefato has argued, ‘Fashion and music are two intimately connected forms of worldliness, two social practices that go hand in hand, sustaining one another in the medium of mass communication and drawing on a common sensibility which translates into taste’. The relationship between music and fashion form specific preferences of brand audiences and consumers. Music and fashion are like siblings, they don’t have to be friends, but they will always be related to one another. Participants of fashion and music are powerhouses that can create cultures and communities within each other. Music influence fashion as much as fashion influences music, this impact can make fundamental, culture and social change. Music and fashion have been used in history to spread awareness of different issues. As we look closely into this paper we will dive into the stereotypes, branding, and consumption between music and fashion.

Everyone has their unique idea of how to express their artistic way, Music and fashion is one of the many ways to decide to go. Let's think about how two distinguished artistic expressions can intertwine and influence each other. There're many ways to think about the similarities of music and fashion, for ages both have evolved and branched out to make a great impact. Can the music you listen to determine how you dress? How can the musician you listen to promote fashion trends? Does the fashion industry insert itself into certain music genres to target customers? Why is this something we should care about? if it isn't obvious but how many of the decisions we are making when it comes to the music we listen to or how we choose to dress. The music and the trends we follow are unique to you or are we victims of influence and marketing? Whether your interest is more into fashion than music we are essentially speaking a similar tongue in the book *Fashion and Music* it debates the concept music and fashion resonate through all forms and a sense of authentic expression becomes natural.

Musicians are useful allies for the fashion industry because they inspire a lifestyle through consumer culture. Music culture is a stereotype of fashion culture. Is it fair to make a prediction of which genre of music an individual listens to based on the aesthetic they follow? For example, someone who is wearing many silver pieces of jewelry, all back torn clothing, and combat boots might be into a lot of rock/alternative music. This can be classified as a stereotype and prejudiced view of someone but can be viewed as a factor in their artistic identity. Music and fashion create ways for people to connect with similar interests; it becomes easier to identify the people that belong to those subcultures. According to the article *Does Music Influenced Fashion* Kumar states "Listeners of a specific genre are naturally drawn to clothing that blends in with other members of the fan base...to support their favorite musicians through attire. Along with other items, band T-shirts have evolved into a fashion statement." Think of music festivals, most of the people attending are most likely styled the same and support similar brands. Many may not realize that they are being targeted by the fashion industry through their favorite artist. Many are directly influenced through the artist they listen to in every aspect like makeup, clothes, technology, and the words they use. If an artist has taken on a certain look, brands who carry similar style will market with that musician to expand their customer base. Another example would be the words that musicians use in their songs can influence fashion. In 1986 the band Run D.M.C released a song called *My Adidas* which became a hit. Adidas took this opportunity to work with Run D.M.C to represent the brand, striking a \$1.5 million deal and going on to produce sneakers with the band logo. Now in the 21<sup>st</sup> century, music videos are a great tool used between both industries to market and influence. In all music video brands pay thousands of dollars to get a quick few seconds of product exposure.

Fashion plays a bigger role in the music industry than one might think. When an artist is being established one of the major keys to their success is their look. The branding of an artist can either make or break their career, according to *Does music influenced fashion* "Musicians can advertise their music by developing a distinctive style with the help of a distinctive stage appearance." Branding is important because it is the process of developing a strong, identifiable

perception of an individual. If a new artist is coming onto the scene with no unique identity, they will either be compared with other artists or not make an impact on their audience and be forgotten. It's important to differentiate yourself from the others in your industry, having a solid branding creates a unique perception to audiences. To execute this, it is imperative to work with brands who are promoting a message that is aligned with yours. Musicians can promote their music by cultivating a unique style complemented by a distinct stage presence, thereby enhancing their promotional efforts.

Fashion Marketing requires a unique experience for brand success. Through music a fashion brand will enforce an emotional engagement by awakening associations which means it will increase brand recall. If the audience is feeling connected to the brand it will start to gear towards it for the next shopping spree. Music allows branding to be more than just about the product, it becomes familiar, and is an experience to the customer. Fashion rightfully inserts themselves in the music industry because it imperative they both work together for maximum impact to thrive.

In conclusion, Music influence Fashion in a massive way, music has so many potentials to expand and interact with fashion. Being a participant of creative culture, it is impossible to not fall into both industries and find your place within them. Visual impact is a great way brands and musicians work together to target new audiences and retain old ones. With all the cultures and subcultures in the realms of music and fashion it is in fact will continue to expand and create new spaces for the upcoming generations.

## Citation

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