

THE ROLE OF WOMEN IN THE SOCIETY WITH REFERENCE TO THE CHANGING FASHION TRENDS OVER THE YEARS

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ABSTRACT

The 1920s, often known as the "Roaring Twenties," were a time of economic prosperity and cultural transformation. This period was defined by the widespread introduction and usage of new technology, such as the automobile, telephone, motion picture theatre, radio, and household appliances. In addition, the 1920s were sometimes referred to as the "Prohibition Era." During this time period, both the economy and society were doing very well. At the beginning of the 1920s, the world was still reeling from the effects of World War One. A little over a year prior to the beginning of the new decade, the war came to an end, which had a significant and long-lasting impact on society, culture, and fashion. The greater autonomy of women was appropriately reflected in the trends that emerged in the fashion industry. These successful women's clothing trends owe a significant amount of their popularity to the resurgence of the minimalist design aesthetic.

Keywords: Women Fashion, Trend

INTRODUCTION

It is more than a passing trend or a temporary fad; modern fashion reflects the zeitgeist and develops via the merging of many different styles. Modern fashion has always had far-reaching consequences. It's not merely a matter of class affiliation at all. The phase of creation known as design is where postmodern industrial culture is exhibited through the medium of fashion to its fullest extent.

The term "fashion" refers to more than just the clothes that people wear. According to a quote attributed to Coco Chanel, "Fashion is everywhere: in the sky, on the street, in our ideas, our lifestyles, and in what is happening right now."

What is Fashion Trend?

A popular style or set of garments, accessories, or accessories, such as shoes, that are established in a unique way is what we refer to as a fashion trend. This is a popular style trend, particularly among the younger demographic of the population. However, due to the vast impact it has on people as well as groups, it may have both beneficial and negative consequences on society. This is because of the widespread impact it has.

Impact of Fashion Trends on Society

Because fashion is so widespread in today's culture, it serves a number of different purposes. As an illustration, if a farmer is spotted wearing trousers that are highly form-fitting, we can deduce that fashion has made its way into rural villages. On the other hand, if the traditional garb of a certain community has an influence on high-end fashion designers such as those working in Haute Couture, then we may argue that society has inspired fashion rather than the other way around. Recent research have indicated that more than half of the younger generation pays close attention to emerging fashion trends and is the primary force behind making a new design popular. This finding supports the hypothesis that the younger generation is the primary force behind making new designs popular. On the other hand, in the same way that each side of a coin has a different meaning, the effects of fashion trends can have both positive and negative repercussions.

Positive Impacts of Fashion Trends on Society

The following are some of the benefits that stand out as particularly important: –

- The fast-paced and cutthroat character of the fashion industry is ideal for stimulating creativity and motivating the next generation of designers to put in long hours and give careful consideration to how their work will be received by the world.
- It creates a lot of opportunities for recent fashion graduates who are looking for jobs.
- Not only does wearing the most recent trends in formal attire make the wearer appear better, but it also provides them the self-assurance they need to succeed in any interview, no matter how relaxed it may be.
- The most recent fashion trends have the power to make an ordinary person the centre of attention.
- Last but not least, it provides the wearer with a unique identity while also providing an opportunity to combine practises from a variety of cultural traditions.

Negative Impacts of Fashion Trends on Society

The following is a list of some of the most major negative aspects:

- People are becoming more and more focused with what's "in" at the time, and as a result, traditional style and the culture that goes along with it are being neglected.
- If younger generations are unable to adapt to these new styles, it is possible that they will suffer from a variety of mental health problems, including eating disorders, depression, and stress.
- The new fashion trends, which are notably influenced by western society and Bollywood movies, create nuisance in young generations' brains, and as a result, many of them engage in antisocial activities.

CHANGING ROLE OF WOMEN

The 1920s are frequently considered as a significant decade in cultural development in the decades after World War I. This was a time when young people desired greater options and adult restraints were removed. It is possible to refer to a woman as a "flapper" in today's society if she partakes in potentially dangerous behaviour such as dancing, drinking, smoking, or voting. This new woman was very socially active, had short hair, and used a lot of makeup every day. She was notorious for her lack of common sense and her propensity to take unnecessary risks. Unmarried women gained increased financial independence as a result of the availability of jobs in offices and institutions that were previously off-limits to them.

In the 1920s, working women saw substantial shifts that had never before taken place. Previously, these transformations had never taken place. Women were granted temporary entry to male-dominated professions that had previously been closed to them, such as the chemical, automotive, and iron and steel industries, during World War I. Black women, who had been previously barred from working in manufacturing jobs, started to find a place in industry during World War I by working for lower salaries. This allowed them to break into the industry.

After they achieved their goal of getting women elected, feminists turned their attention to other issues. Several women shifted their focus from politics to questioning traditional ideas of womanhood; however, organisations such as the National Women's Party kept up the political struggle and presented the Equal Rights Amendment in 1923, which helped get rid of legislation that utilised sex to discriminate against women. This was an important step towards achieving gender equality in the legal system. The fashion revolution of the 1920s had a profound impact on how women viewed their appropriateness for public display. This key decade is where we may find the roots of today's trends and how they evolved.

Prior to the beginning of the Roaring Twenties, women were accorded fewer rights than men and were frequently instructed as to what they could and could not wear. It is necessary for women to challenge the existing quo in order to increase the legal protections afforded to them and to be able to speak their thoughts openly. Women in earlier times experienced a sense of confinement. After being disregarded for such a significant amount of time, they at last spoke out for themselves and started engaging in activities that would bring them joy.

Evolution of Fashion

Since it was first established some 6,000 years ago, the Indian settlement has undergone significant development. Since ancient times, people have recognised and valued the cultural importance as well as the aesthetic value of traditional Indian fabrics and attire. It is pleasant and satisfying to dress one's naked body appropriately, which is likely due to the fact that humans developed wearing clothing. The clothing that a person chooses to wear at any particular period in history has a significant impact on the cultural identity of that person. In addition to serving as a method of covering and beautifying the body, they also play an important role as a kind of nonverbal communication. They help us understand the most significant fashions of the era, which is

quite helpful. It has been noted that fashion has a propensity to undergo a significant shift somewhere between ten and twenty years.

OBJECTIVES

1. To study the role of women in the society with reference to the changing fashion trends over the years
2. To study women in the society and changing fashion trends over the years

INDIAN COSTUMES FROM THE EARLIER TIMES TO THE BEGINNING OF HISTORICAL PERIOD

For as long as anybody can remember, man has been searching for answers to his questions and developing solutions to his problems in order to satisfy his needs. Therefore, his entire body of work is a reflection, albeit indirect, of the profound and unending affection he has for the natural world. All of his necessities, including the social and geographical setting, as well as his economic condition, are portrayed realistically. The extent of his social life, the changing of the seasons, and the demands of his career are all reflected in his choice of clothing. Because fashion has a propensity towards continuity with earlier eras, it is possible to predict the styles that will be popular in the future. The history of Indian dress can be pieced together using historical pictures, relics, and references from published works of literature. Following the Indus Civilization (4000 B.C.), the successive dynasties include the Budha (324-72 B.C.), the Maurya and Sunga (324-72 B.C.), the Satvahan (200 B.C.-AD 250), the Kushan (130 B.C.-AD 185), the Gupta, and the Mughal.

The cotton and indigo fabrics from India were regarded as being of particularly high quality by the British. Before the Raj, the taste of the British was influenced by Indian textiles like these. On the other hand, when the British acquired control of the territory, a wholly new culture and identity evolved. The fashion senses of the British and Indians were very different from one another.

After observing the manner in which the British dressed, many Indians developed a disdain for their own culture and made the decision to forgo engaging in their customary practises and donning their traditional garb. Following this, the Indians made an effort to conceal their identities and look for the British; this action marked the beginning of the revolt. Our idea of creativity is built on a foundation of imitation and adaptation. People are the driving force behind the development of new ideas, philosophies, customs, and artefacts that help advance cultures across time. In particular, the many ways in which individuals choose to attire themselves provide a fertile environment for the interchange of ideas. Despite the fact that impulses existed, the British were able to gain control of the region, which led to the formation of a culture that was more "westernised" in India. They had the most influence, without a doubt. However, this only lasted for a short while.

WOMEN'S FASHION

The decade of the 1920s is known for the daring and flashy apparel that was popular among women. Long gem bracelets were a popular accessory throughout the 1920s, as were bobbed hairstyles, cloche hats, and slender knee-high dresses. The fact that 1920s fashion was also erotic, smart, and cutting edge is something that is

frequently forgotten. The majority of people, when they think of 1920s fashion, think of Flapper costumes. However, the fashion of the 1920s encompassed a great deal more than simply those outfits.



Women gradually stopped wearing the constricting clothing that was common in earlier times as their access to opportunities improved. Camisoles, which provided the wearer with greater mobility, were favoured over corsets for this reason.

The new dresses and tops of the 1920s provided designers with more room for creative expression. In order to commemorate the end of the war and their newly acquired independence, the women wore bright and extravagant textiles in their clothing. By the end of the 1920s, women's attire had become less constricting and more comfortable, which contributed to the increasingly trim figure that women sported.

During this time period, manufacturers of women's apparel developed methods of assembling that were more time and labor-efficient. Despite the joyful and carefree style of the 1920s, the apparel of the decade was designed to last and was available at reasonable prices. This meant that even families in the middle class could look put together because to the availability of sturdy clothing. The end effect was that people from all socioeconomic strata, not just the rich ones, adopted the drastic societal changes that were sparked by the fashions of the 1920s.

The 1920s were marked by a flamboyance in women's clothing that was both apparent and even grating. Women who had recently acquired their independence favoured more practical apparel such as short skirts and trousers over the constricting tube dresses that were popular in the 1910s. These gowns were characterised by a long tube shape.

Between the years 1880 and 1910, the shape of the letter "S" was considered to represent the epitome of the perfect feminine form in accordance with Victorian and Edwardian norms. It was normal practise in the past for women to wear corsets that reduced the circumference of their waists to a measurement of less than 20

inches. They will end up with a pigeon chest as a result of this as their ribcage will elevate. To achieve the lower "S" curvature, the sides would need to be pushed back, and the back would need to be raised or padded. Since it was considered inappropriate to reveal any skin below the ankle, skirts reached the floor. During the 1920s, a less curvaceous profile that was attained by removing corsets and flattening women's busts was nicknamed "Garconne" (French for "boyish"). This was a result of the fashion trend known as the "boyish" silhouette.

There was also a comeback of the fashion of wearing colourful silk tights, but only among those who could afford them. Cotton lisle was also used, which helped the overall look become more laid-back and sporty. During the 1920s, stockings were stored alongside garters and folded to a point just above the knee. A chemise that had simple, clean lines and a cloche hat were both standard items in the wardrobes of beautiful ladies during that era. In Europe, everyone wanted their hair to look like the "Bubikopf" style.

The rise of the seams to a point just below the knee coincided with the debut of dances like the Charleston, which encouraged ladies to make the most of their newly acquired freedom. The new woman of the 1920s was distinguished by shorter hair, increasing participation in the labour market, and increased use of makeup. These factors, along with others, helped pave the way for a constrictive but distinctive style throughout the decade. The corsets and bustles of bygone eras have been replaced with more comfortable garments such as camisoles, bloomers, and chemises. Short hairstyles such as the Bob cut, the Marcel Wave, and the Eton Crop were increasingly fashionable as women began to achieve a more "boyish" appearance by flattening their hips and breasts. This led to a more "boyish" appearance.

CLOTHING PRODUCTION

Even in the 1920s, the majority of clothing was still made by hand or by a professional seamstress or tailor. This is an interesting fact that's worth mentioning. Before the 1930s, there was no such thing as ready-to-wear clothing that had been manufactured in a factory. Two collections would be produced by the fashion houses of Paris on an annual basis; one would be presented in the autumn, and the other would be shown in the spring. The completed works of each designer would be displayed in their various salons, with the garments being worn by models. The consumer would purchase the patterns, have them copied, and then tweak them to their specific preferences. This would require the expertise of seamstresses, tailors, and their apprentices, in addition to many fits being performed on the garment. In the 1920s, designs had to be straightforward enough to be easily reproduced and modified without incurring an excessive amount of additional expense. The 1920s were the first decade of the modern period to witness the broad availability of mass-produced commodities, which had a significant impact on the day-to-day lives of everyone. This had a direct correlation to the rise of consumerism. There was an increase in the number of women in the middle class who could afford to buy mass-produced apparel. Since it was simpler for women to create dresses at home, sweatshops were able to mass produce simple apparel because of this. The clothes were simple in their construction, and the development of mass production made them available to women of many social standings. The newly represented movie stars had a tremendous impact on styles that were worn by people from all different social backgrounds.

Today's Trend:

The textile and clothing industry in India is experiencing a period of unprecedented expansion at the moment. The numerous forms of clothing worn in India are a reflection of the country's diverse population. The fashion business is going through some significant upheavals in this age of modernization and globalisation. The clothes we wear are a reflection of our society. Despite the fact that notable historical people have had an effect on fashion, the fashion industry as a whole is bound to the unquantifiable ebb and flow of what is known as the "Fashion Cycle." This is true regardless of how innovative or competitive the sector may be. There are certain styles that remain popular for many years. Some fashions are only popular for a brief period of time, while others can make a reappearance years after falling out of favour. As a result, we are able to draw the conclusion that styles of clothes have always been shifting in order to accommodate new social mores and technical breakthroughs. There are constantly new styles to explore and experiment with. In today's world, everybody has their own one-of-a-kind sense of fashion, with some people having a look that is more peppy and fashionable, others favouring an aesthetic that is more laid-back, yet others going for a skater or shaggy look, and still more opting for gothic and baggy apparel. There are still people living in this day and age who have a deep respect for traditional Indian garb. My primary focus is on the younger generation of today. Changes in the choices of consumers drive the fashion trends seen in such articles of apparel.

Indian fashion designers have made considerable strides towards becoming more prominent in the international fashion market. The extraordinary works that the designers have produced have played a significant role in raising the profile of Indian fashion all over the world. Because of these patterns, the demand for Indian clothing in the international textile market has increased in recent years. In cities all around the world, there is a strong desire for clothing that has the aesthetic of a contemporary indo-western fusion. The development of modern fashion in India is an ongoing discussion that shows no sign of abating any time soon.

Smart materials are inevitably brought up during conversations about the most cutting-edge fashions and the future of the apparel industry. The phrase "smart textiles" refers to textiles that have been upgraded with technology characteristics that are beneficial to the user of the product. Dresses with anti-aging and fracture-protecting properties, as well as those that can fly, self-illuminating textiles, and other innovations are now in development.

Ripped jeans, off-the-shoulder one pieces, bra tops, neon funky T-shirts, colourful coats for women, formal skirts, trousers, floral pants, jumpsuits, kaftans/poncho shirts, tunics, little black dresses, shrugs, harem pants, palazzos and a whole lot more are just some of the current clothing trends that are popular.



Figure 1 Diversity in Fashion

No one can deny the lightning-fast ascent to fame and power of the modern apparel industry, despite the fact that it is arguable whether or not the industry is, on balance, useful or detrimental for society as a whole. Within the population there are infants, preschoolers, preteens, teenagers, adults, adults in working age, and senior citizens. The influence or impact of trends will vary based on the subset, the subgroup, and the person due to the broad range of demographic subsets and the wide variety of worldviews that exist inside those groups. There is a method to the madness that is the never-ending progression of fashion.

Between the ages of 10 and 24, when our capacity to apply our reasoning and differentiate between what is good and what is evil is still developing, we are most susceptible to the effects of anything we are exposed to. It is estimated that more than fifty-five percent of India's urban young are up-to-date on the latest fashion and lifestyle trends. There are always two sides to every coin, and the same is true for fashion trends: they can have both positive and negative influences on culture. The following is a list of some of the effects:

POSITIVE IMPACT:

- Invented things include unique ideas, designs, and current fashion trends.
- Aspiring fashion designers have the opportunity to exhibit their creativity through the fashion industry.
- The apparel sector presents opportunities that are virtually limitless. The range of feasible outcomes is virtually unbounded.
- Even the most unimpressive man may be made to look suave and current by following the most recent trends in menswear.
- In order to attract the attention of a person of the opposite sex, people make sure to maintain a particular level of style. If you put some effort into your appearance, people will take notice of you, and it will help you thrive in life.

- The world is a huge place with a diverse range of cultures. Everyone is able to understand and interact with one another regarding fashion and attire. A conversation is generated all across the world when urban fashion trends travel from one major city to the next.
- The best way to convey who you are to others is through the clothes that you wear. The way you present yourself visually is one of the first things other people notice about you.
- Clothing, as well as the most up-to-date styles and trends in the field of fashion, is a perennially popular topic of discussion in the media. Because of their vast appeal, they have the potential to have an impact on a large number of individuals.

NEGATIVE IMPACT:

- A movement in Western ideals as experienced by successive generations.
- unable to recognise the significance of Indian history and tradition.
- Placing more importance on the most recent Hollywood trends than those that are prevalent in one's own country.
- In today's society, young people are more likely to dress in a western way than in a more conventional style.
- A sizeable section of the general populace adheres to the unrealistically thin ideals that are encouraged by the fashion industry and believes that these values should be followed.
- Young women do to achieve such idealised body types, which can cause significant psychological difficulties, eating disorders, including anorexia, self-mutilation, and even death.
- Doing so to achieve such idealised body types can create severe psychological problems. advertising of apparel and new trends that disclose what is and is not popular are extremely persuasive to adolescents, and they are easily persuaded by these advertising.
- The fashion show featured models who were dangerously underweight for the purpose of the show.
- The generation of my parents, those born in the 1960s, is being resurrected by the young of today in a form that is more scandalous and transparent.
- The global economic climate is yet another component that has contributed to the modification of Indian fashion.

2015 will be the year that apparels account for the full one hundred percent of consumer spending, which will equal \$40 billion. This without a doubt illustrates the relevance, requirement, and use of clothes, and as a result, we need to carry out such substantial and regular acts in order to ensure the future. The fashion industry may

be hard at work developing a plethora of novel inventions for traditional wear, but the general population would prefer have a sleek and western appearance.

CONCLUSION

In the 1920s, there was a great deal of experimenting taking place in women's fashion. Some of the exploration was motivated by the beginnings of the women's emancipation movement, which turned political in future years. The changing position of women in society throughout the 1920s was mirrored in the fashion of the time, which in turn was a reflection of the economic, political, and social milieu of the age. It's possible that people on the street have taken cues from the costumes of their favourite actors and tweaked them into something that's genuinely one of a kind. The incredible influence that art had on fashion in the 1920s had a significant and substantial impact. Bright textures were quite popular during the entirety of the 1920s, in stark contrast to the prior trend for darker colours like as black, grey, and neutrals. Designers working in the fashion and textile industries began experimenting with a wide variety of geometric patterns and forms. The fashion industry underwent a transition throughout the 1920s towards garments that were lighter, brighter, and shorter at this time. In addition, designers started including a more diverse selection of materials, colours, textures, and patterns into their designs. All of the elements, including hats, shoes, stockings, handbags, and jewellery, collaborated flawlessly to provide a one-of-a-kind and elegant appearance. As women obtained more rights and World War I forced them to become more autonomous, flappers arose, mass-produced garments became available, and creative groups gained popularity, one can see how the fashions of the Roaring Twenties marked the era and redefined womanhood.

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