



Fashion Communication - A Revolution In Making

Shaik Rafia Sulthana*

Abstract

Communication is the process of exchanging information via a common system of symbols. It is the process of sending, receiving and interpreting messages through which we relate to each other and to our larger world as well. Fashion reflects its times. Fashion is a social expression. It shows the taste and values of an era, just as paintings and art forms do. It reflects the way people think and live – social psychology. Fashion and communication are interlinked and blend into each other owing to their basic essence. Fashion is an aesthetic driven field with fashion portfolios, fashion photography, fashion shows and theme based shows, boutiques, colors and their influences on life style being a fewer and major aspects that depict the influence, importance and impact of Fashion communication. The way fashion has evolved over the ages with this modern era and digital enhancement, Fashion communication is indeed a revolution in making. Visual merchandising is art of presentation, puts merchandise in focus, educates costumers, creates desire, and finally augments the selling process thus marking Visual merchandising as an important part of fashion communication. Colours, a major part of communication expresses emotions, experiences, status and other types of information that are difficult to convey in written or spoken language. In this paper, fashion communication, its forms, evolution over time and influences, impact and digital era have been explained and experiences of designers over fashion communication have been presented in research methodology in form of data through questionnaire and tables as needed.

Keywords – Fashion, communication, portfolios, visual merchandise, revolution

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INTRODUCTION:-

Communication is the process of exchanging information via common system of symbols. It occurs only when there are two associated information producing processes and the output from one process is the functional inverse of the other person's output. Common form of human communication include sign language, speaking, writing, gestures and broad casting. Communication can be interactive, transactive, intentional (or) un intentional. It can also be verbal or non-verbal. It can be sometimes intrapersonal (or) inter personal. Messages are transferred during the process of communication. Communication shapes a relationship to our larger world. Our perception and judgements of events are often dependent on how newspapers, radio and television communicate an event. Communication begins in the sender's mind as

a mental image, either an idea, a wish or a feeling. These thoughts are transformed into symbols that carry information. Those symbols make-up message. The most common symbols in communication are:-

Words = spoken or printed

Images = drawing or photos

Posture or body language = Gaze, touch, smile, physical proximity.

Objects = Flowers, gifts, food, money

Behavior = Doing a favour, giving a hug or kiss, ignoring an appointment.

The sender who encodes his or her mental images into the symbols that make up the message is only half of a communication act, the other half is the inverse process in the receiver taking in the symbols that make up the message and decoding them into her or his own mental images. A communication act requires

*Corresponding Author: Shaik Rafia Sulthana

Address: M.Sc Fashion Technology, B.A (Hons) FT PG Diploma in Dress designing and garment making Academic consultant in B. Vocational FTAD, Home Science Dept SRI PADMAVATHI MAHILA VISWAVIDYALAM, Tirupathi

Email: shaikrafiasulthana@gmail.com

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two transformations.

1. In the sender, the transformation of mental images into symbols.
2. In the receiver, the transformation of symbols into mental images.

Clothes besides modesty, offer protection from weather give us social acceptability, express our moods and personality, boost or morale and improve our own perception of our inner selves. Clothes are a part of our life. They are also outward symbols of the person's attitude, values and interests. They also fulfill important psychological needs of conformity and self-confidence and person's status. Fashion can be defined as consumer acceptance. When the prevailing and established style in dress or personal decoration is accepted and adopted for a particular time a period, it becomes fashion and as long as it is accepted it remains a fashion. In olden ancient times, Body painting was used both for decoration and communication, as speech was not discovered. So people painted their bodies in a particular manner and attracted each other. These are the evidences of ancient man communication skills before 21st century revolutionary development.

REVIEW OF LITERATURE :- HISTORY OF FASHION :-

The textiles traditions of India was influenced by cotton. The textile craftsmen found their richest expression in the growing, spinning, weaving, dyeing, printing and embroidering of cotton. Over two thousand years ago the "Artha shastra" refers to textiles design work shops being established under the patronage of Maurya kings. These work shops employed proficient spinners, weavers, and embroiders. Royal karkhanas or work shops flourished under the patronage of the Mogul Emperors. Textiles of rare elegance and sophistication were woven, painted and embroidered in these work shops by the finest craftsmen in the country. The "Ain- i-akbari" gives a detailed account of textiles in the royal wardrobe of the Emperor Akbar. These included finest Kashmir shawls, silks, velvets and brocades as well as the rare muslin of Decca and Benaras. Textiles are identified by the means of texture, print weaves, physical appearance, royal, expensive and luxuries. fabric and natural fabrics, woven fabrics and non woven fabrics, knitted fabrics, lace fabrics, net fabrics and

Embroidered fabrics etc. clothing in India varies from region depending on the ethnicity, geography, climate and cultural, traditions of the people of that region. Historically men and women clothing has evolved from simple longotas and loin clothes to cover the body to elaborate costumes not only used in daily wear but also on festive occasions as well as rituals and dance performances, in urban areas, western clothing is common and informally worn by people of all varieties. India's recorded history of clothing goes back to the 5th millennium B.C in the Indus valley civilization where cotton was spun, woven and dyed, bone needles and wooden spindles have been unearthed in excavations at the site. The cotton industry in ancient India was well developed and several of the methods survive until today. The general epic Mahabharata estimated to be written between 3000 -4000 BC. has a mention of an unending saree fitted to draupadi to protect her dignity. Most of the present knowledge of ancient Indian clothing comes from rock sculptures and paintings in cave monuments such as Ellora. These images show dances and goddesses wearing what appears to be a dhoti wrap, a predecessor to the modern sari. Traditional men clothing are the sherwani, lungi, kurta and dhoti or pajama. Additionally, recently pants and shirts have been accepted as traditional Indian dress by the government of India. The upper castes dressed themselves in fine muslin and wore gold ornaments. The lower castes wore simple loin cloth and artificial ornaments. Clothing also communicates the standard of the society.

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CLOTHING COMMUNICATE GENDER DIFFERENTIATION, TRADITION, RELIGION, SOCIAL STATUS, CULTURAL ASPECTS:-

India is a country where we find maximum number of traditions, hence maximum number of costumes. In every region of the country, different types of dresses are worn. A sari is worn in different manners in different parts of the country and from the manner of draping of sari we can identify the region to which the person wearing it belongs to.

PUNJAB:- MALE COSTUMES:-

salwar and churidar Upper garment known as kurta is very important on ceremonial occasions kurta was worn along with an



achkan. Head dress of Punjabi males is a conical cap known as kullah sometimes only a muslin piece is wrapped around the head. It is known as sapha another head dress very commonly used in loosely twisted or folded turban.

FEMALE COSTUME: - Punjabi women dress up in salwar kameez.

HIMACHAL PRADESH: -

MALE GARMENTS: - chola dora. The chola is a multi-joined garment of white woolen material descending a little above the knees. Worn as coat tied around the waist with dora which is a dark woolen rope of great length.

FEMALE: - The essential feature of a gaddies women is a salwar kameez which she wears at home. When they go for work or travel they wear chola and dora like men.

GUJRAT: -

MALE COSTUMES: - Dhoti is a common garment amongst the men folk. The short double breasted jacket fastened on left side and tight fitting up to the waist.

FEMALE COSTUMES: - Ghagra worn as under garment. Over which is a five yard sari tied. Ghagra even being an undergarment is richly embroidered and is called carino, the sari is worn in two different styles.

RAJASTHAN COSTUME: -

MALE COSTUMES: - the lower garment of men folk was dhoti or churidar pajama, along with the dhoti they wore barabandi or charbandi.

FEMALE COSTUME: - the lower costume of females was a ghagra or lehnga. Ghagras are richly embroidered.

MAHARASHTRA

MALE COSTUMES: - Dhoti called dhotar. This dhoti used to be white with narrow, coloured borders. The upper part of the body covered with a short jacket known as banyan.

FEMALE COSTUMES: - Nine yards long sari known as lugadi. These sari had borders, lengthwise, widthwise, or on both sides of the pallu.

UTTAR PRADESH: -

MALE COSTUMES: - A dhoti. The upper garment of men is a short tunic with buttons in the center front. The tunic could be sleeveless or could have short or long sleeves.

FEMALE COSTUMES: - The lower garments of the women folk, a skirt called lehenga. This garment had lesser number of gathers than a ghaghra.

GENDER DIFFERENTIATION: -

In most cultures gender differentiation of clothing is considered appropriate for men and women. The differences are in styles, colours and fabrics. In western societies, skirts, dresses and high-heeled shoes are usually seen as women's clothing, while neckties are usually seen as men's clothing. Trousers were once seen as exclusively male clothing, but are nowadays worn by both genders. Male clothes are often more practical but a wider range of clothing styles are available for females.

RELIGION: -

Religious clothing might be considered a special case of occupational clothing. Sometimes it is worn only during the performance of religious ceremonies. However, it may also be worn everyday as a marker for special religious status. For example, jains and muslim men wear unstitched cloth pieces when performing religious ceremonies. The unstitched cloth signifies unified and complete devotion to the task at hand with no degeneration. Sikhs wear a turban as it is a part of their religion. The cleanliness of religious dresses in eastern religions like Hinduism, Sikhism, Buddhism, Islam and Jainism is of paramount importance, since it indicates purity. A burkha is worn by muslims while going out. The burkha of the old ladies is white in colour and that for the ladies of the royal families was black in colour.

SOCIAL STATUS: -

Women of higher status throughout history have worn more modest clothes. This dress code was democratic and protection from the scorching sun.

DRESS CODE

The dress code has built in rules or signals indicating the message being given by a person's clothing and how it is worn. This



message may include indications of the person's gender, income, occupation and social class, political, ethnic and religious affiliation, attitude and attitude towards comfort, fashion, traditions, genderexpression, maritalstatus, sexualavailability and sexual orientation. Clothes convey other socialmessages including the stating or claiming personal or cultural identity, the establishing, maintaining or defying social group norms and appreciating comfort and functionality. Wearing expensive clothes can communicate wealth, the image of wealth, or cheaper access to quality clothing. Clothing can convey a social message.if the receiver's code of interpretation differs from the sender's code of communication, misinterpretation follows. In every culture, current fashion governs the manner of consciously constructing, assembling and wearing clothing to convey a social message. The rate of change of fashion varies and so modifies the style in wearing clothes and its accessories within months or days, especially in small social groups or in communications media-influenced modern societies.More extensive changes, requiring more time, money and effort to effect, may span generations.When fashions changes, the messages communicated by clothing change.

COLOUR PSYCHOLOGY

The aspects or qualities of colour, refer to colours and colour combinations that look to certain emotional responses. Colour is both simple and complex. It means different things to different people in different cultures. Colour is personal and universal, sending messages full of endless variations of communication.

light colour:- light shade of any colour looks soft and ethereal. light colours open up the surroundings and suggest airiness, rest liquidity. it gives message of relaxation.

Dark colours like dark red, dark purple, dark green, dark blue colours give the message of royalty and dignity.

Cool colours are based in blue give the message of soothing and calm and comfort.

Classic colours combination are indicative of strength and authority.

Dependable colour:- one of the most widely

accepted hues is navy blue. combinations using this colour are interpreted as dependable and reliable. they also carry an undeniable message of authority. when accented with red and gold, navy becomes less stern, but still communicates firmness and strength.

Warm colours are red to yellow, including orange, pink, brown, and burgundy, are called warm colours. They excite our emotions. In the work place. warm colours can heighten motivation and make us work faster. warm colours are spontaneous, comforting and welcoming.

Tropical colour:- Tropical hues on the colour wheel always include turquoise. styling with the lightest tints of the blue green family will increase the feeling and message of tranquility.

ACCESSORIES

Fashion accessories are items apart from the garment itself, which complement the whole outfit. Using them can add detail to an outfit when the garment's style is plain or when the fabric which the garment is has no interesting visual effects. Many accessories also have another more practical use beyond that of style, with the use of different accessories and jewellery, dresser can make his or her outfit that show completely different message. Accessories can and have in the past changed an entire look, from handbags to shoes to earrings and beaded necklaces to 80's leg warmers, accessories catch the eye and make most articles of clothing more appealing. There are also accessories such as hand bags, hats, and gloves that have more than one use. While they can be used to accent an outfit, handbags can also be useful carrying cases. Hats are created with large or small rims to protect the face from nature's harsh conditions. Sunglasses are also like hats used to protect the eyes from the harsh light. Shoes are used to cover the feet mostly in winter when they cannot withstand the extreme cold conditions. people in the desert for example wear sandals as the sand is much too hot to walk on for very long distance. belts help to support the trousers on to the body preventing it from slipping down. In early ages these accessories like umbrellas, fans, hats, scarfs, purses, are used for the status purpose. this is the symbol and communicating message of elegance and beauty, dignity, liberty



of the person's life style. At present these accessories show similar message. Fashion accessories are the finishing touch for any outfit. Worn with a basic dress, they add the detailing that makes a special ensemble. They can dress up a suit or add whimsy to casual sportswear. Making your own fashion accessories allows you to express your personal style coordinating the colours and details so they work well with your garments.

Fashion stylization -

When you look good and know you look good the result -good factor means that you project yourself with more confidence and authority. Appearance, height, weight, colouring, clothing, hairstyle, accessories and in the case of women, makeup and jewellery, counts for 55 % of someone's opinion of us. So getting all these things right counts for more than half of the total impression we make. The next 38 % accounts for how we present ourselves like body language, eye contact, confidence and so on. So if you know your appearance is good, the chances are that your 38% will be pretty impressive too. The statistics mentioned above have, however been responsible for some amazing transformations of public figures, which in turn have resulted in them acquiring through a changed public response, enormous power on the world stage.

Our appearance is a mean of non-verbal communication, a method of giving people information about ourselves which cause them to form opinions about us on a conscious level. By changing just small aspects of our appearance colours, accessories, make-up and so on we can learn how we can change people's reactions towards us even on a day-to-day basis so that we can achieve the desired response in any situation thus highlighting communication progress.

Mass media communication:-

Mass media has the technological instruments - namely news prints, the internet, television and radio through which mass communication takes place. Mass media outlets are companies that send out messages via mass media - for example Times Magazine, for news .com and BBC television network. An important part of fashion journalism, Editorial critique, guidelines and commentary can be found in

magazines, newspapers, on television, fashion websites, social networks and in fashion blogs. In the recent years, fashion blogging and YouTube videos have become a major outlet for spreading trends and fashion tips. Through these media outlets readers and viewers all over the world can learn about fashion, making it very accessible. At the beginning of the 20th century, Fashion magazines began to include photographs of various fashion designs and became even more influential on people than in the past. In cities throughout the world these magazines were greatly sought after and had a profound effect on public clothing taste. Television coverages began in the 1950s with small fashion features. In the 1960s and 1970s fashion segments on various entertainment shows became more frequent and by the 1980s dedicated fashion shows such as fashion - television started to appear. Despite television and increasing internet coverage, including fashion blogs, press coverage remains the most important form of publicity in the eyes of the fashion industry. The internet has sharing and manipulation media materials that play a role in the most personal parts of our lives. Media industries help us connect ourselves and our friends to parts of the world beyond our private lives.

ADVERTISEMENT:-

A traditional definition of an advertisement is that it is a message that explicitly aims to direct favorable attention to certain goods and services. The message may have a commercial purpose or be aimed at advancing a non-commercial cause, such as the election of a political candidate or the promotion of a fund raising event. We are advertising the message of boutique opening, product particulars, location, price quality, fashions of clothing to the target customer as the same way conducting of the fashion show information through advertisement to the public.

Fashion portfolio:-

Fashion portfolio is a collection of favorite illustration or photos of garments made. They are generally an imaginative collection of fashion sketches, which illustrates the designer's ability and skills in developing new creations. Fashion is an aesthetics driven field, so what portfolio looks like is important to



make designer stand out among the others . Designers portfolio should be an awesome reflection of designer style that proves designer has a keen eye for fashion . Portfolio shows the message of creativity, skills of the designer, Ability, Uniqueness, talent to the world. It is mode of communication with audience.

Fashion photography:-

Fashion photographers not only photograph garments, produce imaginative and eye catching images that advertise clothes, accessories and life style andalso interpret ideas or themes of the season, the clothing range, the designer or the brand.

Fashion show:-

Fashion shows are a great idea for groups trying to fund raise for a cause, organize community events or to promote local fashion designers and businesses. The key ingredients to a good fashion show are:- A general theme, Well-coordinated team, a well-designed programme .It is important that we should come up with a plan for the showwith theme, location and date, music and decorations. Designers, models, hair and make-up stylists, show coordinators and lighting and sound professionals. All these people need to work together to make the plan succeed. As there are the communication broadcast between designers and audiencethus highlightingimportance of effective communication and coordination for successful fashion show.

AIMS AND OBJECTIVES

- To Analyse fashion communication trends
- Preferences of mode of fashion communication by designers
- Role of fashion communication on lifestyle
- Types of fashion communication and evolution over time
- Suggestions and future trends of fashion communication

METHODOLOGY

A Questionnaire based format with data collected from 50 designers (including fashion, photography and young budding fashion journalists)

- Which method of communication do you prefer in advertising the boutique ?
a. Televisionb .News papersc . Digital online

platformsd. All of the above

- Which mode of communication do you prefer when conducting a fashion show ?
a. Televisionb. Print mediac. Youtube and instagram lived. All of the above
- Important way of communication in an interview based upon ?
a. Dressing patternsb . Verbal communicationc. Non verbal communication d. All of the above
- Do you believe your clothing style speaks for you ?
a. Alwaysb. Sometimesc. No
- Do you prefer preparing a portfolio for every collection you design ?
a. Yes, alwaysb . Not necessary
c. Depends on outreach
- Do you prefer displaying fashion photography with models ?
a. Yes, alwaysb. Not necessarily
c. Animations and sketches are enough
- Do you prefer reaching out to consumers personally or through your sub-ordinates ?
a. I myself prefer to do it b. I have a team that is trainedc. both
- Do you think Digital era and AI (Artificial intelligence) is going to have its influence on future of fashion communication ?
a. yes, influentialb . Yes, but cannot replace face to face interaction .
- which mode of store and product portfolio do you prefer ?
a. Onlineb. offline c. A blend of both online and offline
- if given an opportunity would you like to train / teach your expertise in your field to younger generations ?
a. Absolutelyb . May bec. No

DATA ANALYSISAND MAJOR FINDINGS

- 80 % preferred to advertise their boutique and products using all television, print and digital media. While only 10 % preferred only print media. Thus highlighting preference of wide spectrum of communication outreach in society .
- 70 % preferred digital broadcast media of youtube and instagram for their shows to be telecasted, thus highlighting the outreachand feasibility of these digital platforms in communicating with masses.
- 92 % opined that all dressing pattern including colors, verbal and nonverbal communication together play an important role in interviews.



- 100 % opined that our clothing style speaks for us.
- 78% opined that they always prepare a portfolio to communicate with marketing, consumers, fellow designers .
- 80 % preferred to display their portfolio prodducts using fashion photography with models, thus highlighting this major part of fashion communication, only 16 % preferred sketches alone .
- 94 % preferred that they have a blend of both personal and a trained team interaction with consumers thus highlighting training in fashion communication.
- 80 % opined that AI and digital patterns in future are going to change the way fashion communicates.
- 92 % preferred a blend of both online and offline product portfolio collection for their products .
- 98 % preferred to train their younger generations in their expertise thus highlights guidance and mentorship in fashion communication.

Dress designing, Manmeet sodhia
Fashion and textiles, ISBN 978-93-313-1841

CONCLUSION :-

Communication play a big role in the human society. Good communication affect good response and successful results .Miscommunicationlowers the quality of work. It is essential to learn how to communicate effectively not only in daily life but also in profession life, family life .In interview sessions 70% to 93% of all one need is non verbal communication, and as action speaks louder than words. Personal appearance, clothing and grooming, facial expressions, Body language plays an important role .In fashion good and effective communication plays an important role that results in success.Fashion communication with digitalization and artificial intelligence is need of hour and is already a revolution in making .Fashion communication, its forms, evolution over time and influences, impact and digital era have been explained and experiences of designers over fashion communication have been presented in this paper with reflections and suggestions over the impact and trends in fashion communication

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