



Says

What have we heard them say?
What can we imagine them saying?

The term 'fashion' originates from the Latin word 'Facere,' which means 'to make,' and describes the manufacturing, mixing, and wearing of outfits adorned with specific cultural aesthetics, patterns, motifs, shapes, and cuts, allowing people to showcase their group belonging, values, meanings, beliefs, and ways of life.

Fashion is defined in a number of different ways, and its application can be sometimes unclear. Though the term *fashion* connotes difference, as in "the new fashions of the season", it can also connote sameness, for example in reference to "the fashions of the 1960s", implying a general uniformity.

Although tailors and dressmakers were no doubt responsible for many innovations, and the textile industry indeed led many trends, the history of fashion design is generally understood to date from 1858 when the English-born Charles Frederick Worth opened the first authentic haute couture house in Paris.

The four major current fashion capitals are acknowledged to be New York City (Manhattan), Paris, Milan, and London, which are all headquarters to the most significant fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held



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Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Even though the terms *fashion*, *clothing* and *costume* are often used together, fashion differs from both. *Clothing* describes the material and the technical garment, devoid of any social meaning or connections; *costume* has come to mean fancy dress or masquerade wear.

Fashion is also a source of art, allowing people to display their unique tastes and styling.[9] Different fashion designers are influenced by outside stimuli and reflect this inspiration in their work. For example, Gucci's 'stained green' jeans[10] may look like a grass stain, but to others, they display purity, freshness, and summer.

In its most common use, the term fashion refers to the current expressions on sale through the fashion industry. The global fashion industry is a product of the modern age.

The levels of focus in the fashion industry consist of many separate but interdependent sectors. These sectors include textile design and production, fashion design and manufacturing, fashion retailing, marketing and merchandising, fashion shows, and media and marketing



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?