Coda assessment

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What is Fashion?

Fashion is form of expression from which we represent ourselves.

Example:

- Speaking, Drassing, Product brands and etc.

Brands :
           Nike, Gucci, Tommy hilfiger, Zara, US polo, Louis, Vuitton and Hermes, etc.

Factors that affects Fashion

- Social factors - factors affect society,example:family
- Cultural factors -factors affects culture, example-customs, ideas, beliefs.
- Political factors -factors politically,example - wars, government,politically.
- Environmental factors - factors affect environment,example -pollution, recycle, shortage of material.
- Psychological factor- factors affect psychology, example - looks,judging.

Examples of factors that affect fashion

·Social factor- in 19th century women were wearing cloths which their family want, but after that a law was passed for women to wear their choices of clothes. Cultural factor- every country designed there clothes,like nehru's jacket with mandarin collar. Political factor-in world war 1 womens were forced to work in factories so they need to wear short skirts. Environmental factor-in winter we do not wear shorts because it's very cold so we wear full clothes.

Elite fashion and everyday fashion

Elite fashion- elite fashion is cloths you do not wear every day, we wear on events,occacions,function. Everyday fashion- cloths we wear everyday example- school we everyday wear school clothes.

NEGATIVE IMPACT OF THE FASHION INDUSTRY

RESOURCES DEPLITION

HUMAN RIGHTS ABUSE

CLIMATE CHANGE

AIR POLLUTION

WATER POLLUTION

FOOD INSECURITY

Impact of brands on fashion industry

Zara :

- Zara is apparel brand which started in 1985. Founder of zara amancio ortega started company by copying product of other brands.
- They don't copy product as it is they make changes in designs,material,etc.
- They sell their products 5-10 times cheap compared to several brands.
- Every week zara launch new products so there customers increase

THANK YOU