



Says

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

If you're a fashion lover like myself, you've no doubt had at least one AM away message, Instagram like, or gallery wall piece referencing a quote by Coco Chanel, Karl Lagerfeld or some other fashion great. Great fashion quotes are almost as iconic as the designers themselves and the clothes they make, but if you're getting sick of reciting the same tried and worn, we've taken the liberty of rounding up the 10 most legendary lines ever. I'd be willing to bet that even the most experienced fashionistas haven't heard every single one!

What did we buy and wear in 2021, and what does it say about where fashion is going next? Twelve months ago, our breakdown of 2020's most-wanted items centered on themes of comfort and community, from sweats by Entlewerd (RP) to Telfar's tote. We were still pre-vaccine, still #WFH, still uncertain when this pandemic would "end" (actually, that last part is still true). We could justify a cozy hoodie or some YOTIE merch before the election, but really, we had little reason to buy anything new at all.

2020 has undarguably been one of the most challenging years in living memory, with countless experts and commentators dedicating themselves to analyzing our current upheaval. And yet, there are still few better places to examine cultural change than fashion. "Fashion is a potent visual marker of our times," says Caroline Stevenson, head of cultural and historical studies at London College of Fashion. "Trend analysis of any given era will reveal society's values and aspirations."



Persona's name  
Short summary of the persona

Fashion psychology, as a branch of applied psychology, applies psychological theories and principles to understand and explain the relationship between fashion and human behavior, including how fashion affects our emotions, self-esteem, and identity. It also examines how fashion choices are influenced by factors such as culture, social norms, personal values, and individual differences. Fashion psychologists may use their knowledge and skills to advise individuals, organizations, or the fashion industry on a variety of issues, including consumer behavior, marketing strategies, design, and sustainability.

Fashion is a fascinating field that deals with every day of our life. In general, fashion is a term for popular and "in" activity, especially in clothing, behavior, technology, culture, body language, or language. Fashion is a complex field that involves many different factors, such as culture, social norms, personal values, and individual differences. Fashion psychologists may use their knowledge and skills to advise individuals, organizations, or the fashion industry on a variety of issues, including consumer behavior, marketing strategies, design, and sustainability.

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Thinks

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



To some, the last two months have been about getting back to basics and what really matters; to others, it has been a period of reflection. But if there is a common theme in the responses we received, it is this: that hope isn't something we just manifest on our own, it's something we inspire in each other, and that the spirit of imagination and invention that's inherent in fashion is more important now than ever.

It's been a tough year for fashion, both globally and for Indian brands. With most of us stuck at home for the majority of 2020, the usual shopping plans kinda went kaput. For a lot of us, the pandemic brought a shift away from put-together outfits, to a closet full of comfy pajamas. 2021 promises to be a better year, but there's a lot to wish from the fashion industry in 2021.

The clothes we put on everyday tell a story about who we are to the world and can have a major impact on our emotions and mood. Cognitive psychologist Carolyn Mair, PhD, who created the psychology of fashion department at the London College of Fashion at the University of the Arts London, explains the psychology behind our fashion choices and why psychologists are needed to help solve some of the biggest challenges facing the fashion industry now and in the future.

It is much on the study of individuals and their relationship to their clothing becomes subsumed within the study of fashion. There is a temptation to associate the commercial success of a fashion brand with the success of the individual. However, it is important to note that the success of a fashion brand is not necessarily a reflection of the success of the individual. The success of a fashion brand is a reflection of the success of the industry as a whole.

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It probably goes without saying, but the clothes we wear can be an expression (either consciously or subconsciously) of how we're feeling. I don't know about you, but I tend to make my outfit choices based on the kind of mood I'm in. Ready to take on the world? Hair back, activewear on. Excited for a date night? Something cute, obviously. In need of comfort? Yep, sweats it is.



Does

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

Feels

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

