

On Custom and Fashion

Adam Smith

In his Theory of Moral Sentiments (1759), Smith has some fascinating observations on the tyranny of fashion.

Dress and furniture are allowed by all the world to be entirely under the dominion of custom and fashion. The influence of those principles, however, is by no means confined to so narrow a sphere, but extends itself to whatever is in any respect the object of taste, to music, to poetry, to architecture. The modes of dress and furniture are continually changing; and that fashion appearing ridiculous today which was admired five years ago, we are experimentally convinced that it owed its vogue chiefly or entirely to custom and fashion. Clothes and furniture are not made of very durable materials. A well-fancied coat is done in a twelve-month, and cannot continue longer to propagate, as the fashion, that form according to which it was made. The modes of furniture change less rapidly than those of dress; because furniture is commonly more durable. In five or six years, however, it generally undergoes an entire revolution, and every man in his own time sees the fashion in this respect change many different ways. The productions of the other arts are much more lasting, and, when happily imagined, may continue to propagate the fashion of their make for a much longer time. A well-contrived building may endure many centuries: a beautiful air may be delivered down, by a sort of tradition, through many successive generations: a well-written poem may last as long as the world: and all of them continue for ages together, to give the vogue to that particular style, to that particular taste or manner, according to which each of them was composed. Few men have an opportunity of seeing in their own times the fashion in any of these arts change very considerably. Few men have so much experience and acquaintance with the different modes which have obtained in remote ages and nations, as to be thoroughly reconciled to them, or to judge with impartiality between them, and what takes place in their own age and country. Few men therefore are willing to allow, that custom or fashion have much influence upon their judgments concerning what is beautiful, or otherwise, in the productions of any of those arts: but imagine, that all the rules, which they think ought to be observed in each of them, are founded upon reason and nature, not upon habit or prejudice. A very little attention, however, may convince them of the contrary, and satisfy them, that the influence of custom and fashion over dress and furniture is not more absolute than over architecture, poetry, and music.

Can any reason, for example, be assigned why the Doric capital should be

appropriated to a pillar, whose height is equal to eight diameters; the Ionic volute to one of nine; and the Corinthian foliage to one of ten? The propriety of each of those appropriations can be founded upon nothing but habit and custom. The eye having been used to see a particular proportion, connected with a particular ornament, would be offended if they were not joined together. Each of the five orders has its peculiar ornament, which cannot be changed for any other, without *giving offense* to all those who know anything of the rules of architecture. According to some architects, indeed, such is the exquisite judgment with which the ancients have assigned to each order its proper ornaments, that no others can be found which are equally suitable. It seems, however, a little difficult to be conceived that these forms, though, no doubt, extremely agreeable, should be the only forms which can suit those proportions, or that there should not be five hundred others, which, antecedent to established custom, would have fitted them equally well. When custom, however, has established particular rules of building, provided they are not absolutely unreasonable, it is absurd to think of altering them for others which are only equally good, or even for others which, in point of elegance and beauty, have naturally some little advantage over them. A man would be ridiculous who should appear in public with a suit of clothes quite different from those which are commonly worn, though the new dress should in itself be ever so graceful or convenient. And there seems to be an absurdity of the same kind in ornamenting a house after a quite different manner from that which custom and fashion have prescribed; though the new ornaments should in themselves be somewhat superior to the common ones.

According to the ancient rhetoricians, a certain measure or verse was by nature appropriated to each particular species of writing, as being naturally expressive of that character, sentiment, or passion which ought to predominate in it. One verse, they said was fit for grave, and another for gay works, which could not, they thought, be interchanged without the greatest impropriety. The experience of modern times, however, seems to contradict this principle, though in itself it would appear to be extremely probable. What is the burlesque verse in English, is the heroic verse in French. The tragedies of Racine and the *Henriad* of Voltaire, are nearly in the same verse with,

Let me have your advice in a weighty affair.

The burlesque verse in French, on the contrary, is pretty much the same with the heroic verse of ten syllables in English. Custom has made the one nation associate the ideas of gravity, sublimity, and seriousness, to that measure which the other has connected with whatever is gay, flippant, and ludicrous. Nothing would appear more absurd in English, than a tragedy written in the alexandrine verses of the French; or in French, than a work of the same kind in verses of ten

syllables.