

# EMBRACE

JUNE 2022

! **NEW**  
FASHION  
● **TRENDS**

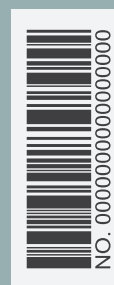
**READY FOR SUMMER?**  
*Must-have pieces*

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**AND STICK TO IT**

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CONFIDENCE  
**COME THROUGH!**

**5** THINGS YOU NEED TO REALIZE  
**TO LOVE YOURSELF**



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# Fashion is for **EVERY BODY**

Fashion is a non-verbal way of communication that conveys a lot about the person's personality, background and style. Earlier it was exclusively the world of the affluent, celebrities and royalty. However, fashion is now within the reach of the common man, especially the youth.

Besides, dress fashion is an evolution of ideas, which begins as a fad, but in course of time gets accepted in society as a style, which could be in attire, behaviour or lifestyle. Fashion is mostly associated with glamour. It makes people feel confident and bold. People can express themselves openly. Today fashion is not limited to western countries; now, every country has come out with their fashion sense, not only the clothing but the accent of that country, the living style.

Embrace's experts have crafted an essay on fashion that covers its significance and how it reflects in your personality. This essay has promoted the thought perfectly that fashion is also about carrying yourself in society without having an attractive or trendy attire. It is about being comfortable with yourself and not being a doppelganger of another person.

## **Why is Fashion Important?**

Fashion is important because it reflects the culture of a country. It makes our life colourful and changes our life with time. In a way it also adds variety to life, providing an opportunity in trying out something new. Fashion is not only limited to clothing or makeup but in a much broader sense includes accessories like shoes, perfume, hairstyle, mannerism, etiquette and attitude towards life. Fashion is not restricted to self-expression only but also a means of self-empowerment and confidence. It encompasses the total spectrum of human activity, which relates to a specific period. It is an outlook of life.

Fashion is how you carry yourself in society without wearing anything trendy. It is how you attempt to make yourself look flawless even without any make-up. It helps you in revealing your true identity.

## **Evolution of Fashion**

The world of fashion is always evolving. It is amazing to see how the different events in history have influ-

enced and changed the way people dressed and looked throughout time. Thus long dresses, veiled headgear that was trends of the Victorian era, have been replaced with micro and mini dresses and the jeans culture associated with the modern era.

From the 1920s to the 1990s fashion just not changed in clothing but also in accessories, footwear and hairstyles.

The trends of wearing hats, carrying purses, shoes and men wearing long ties and bows have been continuously changing with periods, occasions and culture.

Hairstyles also have been changing throughout time.

Short boyish haircuts were popular during the 1920s to 1940s. Wigs were more popular in the 1960s and thereafter hairstyles kept changing from short to bob cut then to mid-back cut and now maintaining long hair.

## **Fashion Industry**

As fashion evolved, the industry was formulated to manage the process for the consumers. The fashion world has given shape to a new industry, the 'Fashion Industry'.

The fashion industry was created to design, manufacture and market clothes, footwear and accessories. Before creating the apparel industry, people made clothes for themselves. The mass production of clothing began in the mid-nineties when some creators began to make garments that did not require any fitting session with the tailors. The fashion industry in its true sense was established in the twentieth century when the neighbourhood tailors decided to become the manufacturing business.

## **Fashion impacting the Youth**

The positive side of fashion is it enhances your life.

It not only allows you to dress fashionably but also allows being independent in thinking and maintaining self-esteem. Fashion helps you express who you are.

At the same time, fashion is negatively impacting the youth. It has taken up the life of the youth so much that the youngsters are highly obsessed with creating style statements at an age where they need to focus on their studies and other important aspects of life. The fashion trend has become a cult with today's generation. They blindly try to imitate the models and celebrities.



# 2022 CURRENT **FASHION** TRENDS

Fashion encompasses so many different aspects of people's lives. It could be clothes, automobiles, home furnishing or electronic devices among others. The people who follow current fashion trends do so as a way of expressing themselves, personal preferences and sense of style. Sometimes, other people may not understand the need to follow fashion trends so closely. In simple terms, it is mostly a matter of personal preferences. Just like someone follows a certain sport match by match, another one feels that he or she has to be up to date with the latest fashion trend. Following are some of the specific reasons for people who follow fashion trends.

## Fashion Trends and Personal Image

Fashion is perceived as a way of identifying oneself. People with this belief include celebrities and young individuals. By following fashion trends, an individual is able to show his identity to his peers and also express oneself.

For instance, a person who considers himself as a German automobile enthusiast could buy every new model of his favourite Mercedes Benz vehicle. This way, everyone would appreciate him as a passionate trend setter when it comes to the automobile industry. That is exactly what such a person wants. In addition to proving one's identity, a person is also able to derive confidence by keeping up with the latest fashion trend. Confidence is usually determined by how a person perceives himself or herself

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*Fashion is perceived as a way of identifying oneself.*

more than what other people perceive such a person. Therefore, for instance, when a person wears the most stylish clothes since they are part of the latest collection, such a person is able to be more confident. He or she is able to speak with some air of authority when holding conversations with friends or during public speaking such as hosting an event.

## Fashion Trends and Relationships

By following fashion trends, people are able to impress others. This impression could be on a personal relationship level or a business level. This is because most people appreciate individuals who have a unique lifestyle.

A business client could also award such an individual a contract simply because he likes the way he dresses.

On a personal level, a person could impress someone else for purposes of starting a relationship by simply following fashion trends. On the same note of impressing others, a person can advance his career by being up to date with fashion trends. At an interview stage, this could sway the interviewers your way by simply impressing them with the way you dress.

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It is clear enough that most people follow fashion trends in order to gain success in one way or the other while others use trends to get inspiration and evolve their personal style.



Francesca Perks is an influencer from Manchester, UK. The 23-year-old has amassed a following of 50,000 on Instagram where she states in her bio that fat and trendy aren't mutually exclusive, proving that style has no size.



Francesca Perks in one of our favorite trends - Patterns clashing.



## 7 OF OUR FAVORITE TRENDS

- Matching sets
- Bright and pastel colors
- Patterns clashing
- Chunky loafers
- Flared pants
- Statement sunglasses
- Graphic Tote bags

