

Gender Identity in the Fashion Industry in 21st Century in India

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Abstract : As one think of fashion, the only things that come to mind are feminine activities such as acquiring high-end bags, clothing, and shoes. A person's personal style is defined by their clothing. Fashion been more feminine over the centuries, but the masculine identity has also dwindled. Fashion has an impact on social status, trends, and the socio-economic and political environment. The major focus of this study is on how the most prominent fast fashion businesses establish their gender identities in order to achieve industry legitimacy. A questionnaire survey was conducted to understand the people prospection. It also helps in understanding the different driving factors which contribute collectively from the Doman from social and economic norms across the different reign in India. A conceptual module was made which help to understand the future scope of fashion with respect to gender identity in India. The ways there feel to create their own personal style and their feelings and how fashion can make more confident and authentic in their minds.

Keywords : fashion, gender, identity, feminism, environment

Conference Title : ICFMFM 2021 : International Conference on Fashion Marketing and Fashion Merchandising

Conference Location : Bali, Indonesia

Conference Dates : January 14-15, 2022