# The Norm of Society in Relation to Dress Codes and Connection with Self-Expression

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**Abstract :** This paper investigates the intricate relationship between societal norms and self-expression, focusing particularly on the dress codes enforced upon women in restrictive cultures, with a special emphasis on Iran. This study explores how such mandates foster a societal duality, where women must constantly negotiate between public compliance and private authenticity. This dual existence not only influences women's choice of clothing but also deeply impacts their self-presentation and interaction within society, perpetuating a cycle of vigilance and self-expression. To enhance the discussion, this paper introduces a short video project titled "Be in my Chador," which visually represents these themes and aims to provoke critical reflection on the pervasive impact of societal expectations on individual behavior.