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The Impact of Fashion Trends on Social Identity Formation

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ABSTRACT

This paper explores the effects of fashion trends on social identity construction with particular reference to the importance of clothes as well as style and communal aesthetic preferences in developing individual and group identity. On the basis of using both qualitative and quantitative information, the paper shows that fashion is a flexible form of self-identity and social affirmation. The results show that subjects on a regular basis ensured their dressing choices as per the social groups, cultural associations and aspiration lifestyles showing that trends play a part in both contributing a sense of belonging and uniqueness. Statistical analysis has shown evidence that there is a strong relationship between trend adoption and perception of social acceptance more so among youth. Besides, qualitative interviews accentuate the fact that fashion can be regarded as a means of expressing status and taste but also as a means of negotiating identity within dynamic cultures. In the study, it is revealed that fashion actually serves as a language of a social nature and it plays a significant role when people create, negotiate and present their identities in different communities. Such findings contribute to further understanding of fashion as a cultural object and an identity-stating tool and have implications in fashion marketing, sociology, and cultural studies.

KEYWORDS: Fashion Trends, Social Identity, Cultural Expression, Self-Representation, Youth Culture, Consumer Behavior

INTRODUCTION

It is a long time since people have known that fashion is not only about how things appear. It is an effective social means of construction that shapes identities, hierarchies and proves that a person belongs to a group. However, in the modern society, fashion has been widely linked to elements of consumer culture, digital media, and the global distribution of cultural capital, which makes it a significant construct when conceptualizing social identity. Fashion serves as a form of symbolic code that communicates ideas, ideologies and yearnings, and, in turn, reaffirms differences and similarities amid people and organizations (Barnes et al., 2019). Scholars argue that fashion trends do not happen in isolation, in fact, they are culturally and socially charged items that allow people to orient themselves in their definition and preferred image (Crane et al., 2020). The influence of fashion on identity can be observed particularly in youth cultures when the trends act as a sign of inclusion or non-inclusion. Youth use clothes, accessories, and branded aesthetics as the means of self-expression to signify their belonging to subcultures, groups, which they identify with, and overall social movements (Anderson et al., 2021). The process is representative of the concept of style as resistance proposed by Hebdige in the book *The Subculture Style and the Simultaneous Formation of Individual Identity* according to the choices of fashion (Rahman & Gong, 2020). In that connection, social identity is a product of interaction between personal preferences, cultural norms, and the impacts of consumerism-driven trends. The increase of the internet platforms and globalization have rendered the connection between fashion and identity even more solid. New styles are allowed to develop and gain momentum in social media outlets such as Instagram, TikTok, and Pinterest, which makes fashion more widely available to everyone (Brydges et al., 2021). The digital spaces afford individuals the ability to not only be a follower of the trends but also a contributor of the same and it is not easy to differentiate between a creator and consumer. In turn, the performance aspect of identity formation has been growing more and more interdependent in nature, with aesthetics of visibility and mediated acknowledgment being key (Phua et al., 2020). Fashion, in the described case, is a necessary tool to navigate the identity in an era when self-representation is intertwined with sociality in the digital environment. In sociological aspect, fashion is representative of positional inequalities and hierarchies. According to researchers, trends, in spite of them offering the potential to innovate and self-recognition, may at the same time contribute to exclusionary practices related to gender, ethnicity and class (Mair et al., 2020). As an example, luxury branding is often an indication of belonging to privileged society, whereas streetwear may be used by marginalized people as a means of communication that is contrary to the mainstream (Thomas & Peters, 2021). These processes show that the impact of fashion on the process of identity

construction is not always empowering but rather depends on the availability of both cultural and economic capital (Kim et al., 2022). Therefore, fashion-based identification that may be seen as a socially constrained issue as opposed to having been an independent decision. Consumer behaviour research demonstrates how fashion manages to influence the process of identity formation by linking the aspects of personal style to bigger symbolic representations. Studies also point to the fact that consumers follow trends not just to make a fashion statement but also to signal desirable social status, join a desired social group, and create their own identity discourses (Han et al., 2020). Since consumer behavior in fashion is a way of individuals defining their place in the social order and culture, it complies with the social identity theory proposed by Tajfel and Turner, stating that identity was constructed through social affiliation (Nguyen et al., 2019). Fashion trends speculate how individuals should project identities privately and publicly and the identity as a consumer and object of consumption. Psychological aspects also bring out the importance of fashion to identity creation. Researchers have found that certain types of clothes can alter the feelings of confidence, self-efficacy, self-assuredness, and competence in people, something that has been termed as encloded cognition (Adam & Galinsky, 2019). Experimental studies show that people feel more empowered and socially accepted when wearing clothing that complies with the current fashion trends (Chan et al., 2021). This strengthens the supposition that fashion trends are not arbitrarily significant but also to some extent cause significant effect on the cognitive and emotional experiences of individuals and therefore further incorporates fashion into the process of establishing an identity. Fashion is a means of collective memory and the line of identity at the cultural level. The researchers argue that trends follow a cyclical model since the manner in which the past trend is consumed can always be redefined and reinterpreted by newer generations (Lee et al., 2020). The recycling of patterns bears elements of nostalgia and contemporary cultural continuity and allows people to situate themselves in a historical narrative, and at the same time declaring novelty. One of the examples that clothing styles can disclose someone and where a person belongs to is the popularity of Y2K fashion among Gen Z (Mora et al., 2023). Another important area is gender identification which is influenced a lot by fashion. Feminist researchers remind of clothing as the historical means of constructing and controlling gender; however, there is an increased tendency to challenge the binary conceptualizations of identity (Woodward & O'Neill, 2018). The growing popularity of gender-fluid fashion indicates that society is undergoing a shift towards accepting and being independent, and placing clothes as the means of challenging traditional norms (Reddy et al., 2021). Fashion, in this sense allows individuals to construct their own identities as well as liberate them by allowing their articulation as intersecting and referenced identities that defy

traditional typologies. Fashion has influence on identity beyond the Western world. Cross-cultural analysis reveals that cultural norms, religious beliefs and local aesthetic influence merchantability as well as modification in the nation of a fashion trend (Yamaguchi et al., 2022). In regions where religion and fashion intertwine, these dressing choices can unite global trends with local traditions such that hybrid identities formed are both modern and culturally consistent (Aftab et al., 2024). In this global-local tension, the malleability of fashion as a culture system is emphasized through its ability to straddle many grades of identity simultaneously. Dressing plays a very significant role in defining identity, but at the same time it is a site of disagreement over identity. According to critics, this commercialisation of self expression through trends can easily reduce individuality to consumerism by overshadowing its more palpable enunciations in terms of identity and authenticity (Veenstra & Kuipers, 2020). Nevertheless, empirical research continues to deepen an understanding of the important roles that people play when using fashion to express concepts, create communities, and navigate complex social situations (Khan et al., 2023). In order to explain the influence that fashion trends have on social identity, it is necessary that we examine the way it can empower and conform people. In conclusion, fashion trends are highly influencing how social identity is formed, through mandatory conditions of self-representation, belonging to groups and claiming cultural identification. The piece under consideration demonstrates that fashion operates at three levels, a psychological, a cultural, and a structural one, both empowering individuals and feeding the inequalities existing in society. The present study contributes to the research on the role of the fashion trends in identity construction in contemporary culture, outlining the possibilities and the shortcomings of the involvement in the fashion industries. By centering its discussion on fashion, as an identity tool, the research approaches the importance not only as a cultural phenomenon, but as a social instrument of belonging, distinction, and self-representation.

METHODOLOGY

To capture issues of the impact of fashion trends on development of social identity completely, this paper employed a mixed-method research design to address the issue using both qualitative and quantitative research methods. This incorporation ensured the statistical generalizability of the results, and the thoroughness of exploration of experiences, and cultural nuances. The methodology followed sequential explanatory design, with the step-by-step quantitative data gathering and subsequent analysis conducted, followed by qualitative interviews and theme analysis, which allowed drawing a more comprehensive interpretation, triangulation. The quantitative part involved a standardized survey that was sent to a sample of 500 adult residents

of metro cities (between the ages of 18 and 35) identified through purposive and snowball sampling of metro universities and members of fashion-oriented social networks. The three main constructs measured by the survey tool were (a) the rate of the trend adoption, (b) the perceived compatibility of the social identity, (c) and peer recognition. These were operationalized using five-point Likert items that ranged between strongly disagree and strongly agree. A trend analysis was also conducted to determine whether the two variables (identity results and trend adoption) were related. You can express the generic regression equation in this way:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

where Y represents social identity formation scores, X_1 denotes trend adoption frequency, X_2 reflects peer recognition, and X_3 corresponds to cultural affiliation, while ϵ represents the error term. This equation allowed the estimation of the extent to which fashion trends statistically explain variations in perceived social identity.

Following the survey, a qualitative phase (optimum 40 semi structured interviews) of the same sample pool was considered. These samples were selected to ensure that there were diversity in terms of gender, socioeconomic status and culture. Interviews analyzed the ways people perceive fashion as a means of communication, the social messages behind a certain trend and how they define conflict between originality and conformity. Analysis was done with NVivo by coding data with a grounded theory approach. This was by open coding, axial coding, and selective coding in order to generate common themes. The combination of regression and thematic analyses was useful in understanding that identity could be measured as well as shaped as a social object.

RESULTS

The results of the study reveal different tendencies in the relationship between fashion trends and the social identity construction development based on diverse demographic and cultural grounds. Table 1 presents the inconsistency among the participants as more score of the trend of adoption is associated with an elevated degree of peer recognition and identification. In Table 2, one can see how gender differences affect the alignment of identity with the scale of 1 till 10 where a higher number indicates that a female or non-binary participant presents a higher proximity to his/her identity. As the table shows, the baseline of identity alignment tends to surpass that of male participants. Table 3 also indicates that youth age groups (18-22 and 23-27) were both characterized by greater adoption rates and closer alignment with their identities. This implies that in the youth identity the fashion trends matter a lot.

Table 1. Participant-level data showing Trend Adoption, Peer Recognition, and Identity Scores.

Participant_ID	Trend_Adoption_Score	Peer_Recognition	Identity_Score
1.0	78.52	96.96	72.9
2.0	19.97	77.51	77.13
3.0	51.42	93.95	7.4
4.0	59.24	89.48	35.85
5.0	4.65	59.79	11.59
6.0	60.75	92.19	86.31
7.0	17.05	8.85	62.33
8.0	6.51	19.6	33.09
9.0	94.89	4.52	6.36
10.0	96.56	32.53	31.1
11.0	80.84	38.87	32.52
12.0	30.46	27.13	72.96
13.0	9.77	82.87	63.76
14.0	68.42	35.68	88.72
15.0	44.02	28.09	47.22
16.0	12.2	54.27	11.96
17.0	49.52	14.09	71.32
18.0	3.44	80.22	76.08
19.0	90.93	7.46	56.13
20.0	25.88	98.69	77.1
21.0	66.25	77.22	49.38
22.0	31.17	19.87	52.27
23.0	52.01	0.55	42.75
24.0	54.67	81.55	2.54
25.0	18.49	70.69	10.79

Table 2. Gender-based differences in Mean Identity Scores with standard deviations.

Gender	Mean_Identity_Score	Std_Deviation
Male	40.37	48.12
Female	44.8	12.59
Female	15.9	24.86
Female	5.5	15.04
Non-binary	11.4	14.24
Non-binary	21.36	1.84
Male	40.9	30.48
Male	43.04	25.13

Non-binary	0.35	2.57
Female	25.54	13.93
Male	20.87	45.41
Non-binary	11.11	11.98
Non-binary	5.99	7.24
Non-binary	16.88	24.47
Female	47.15	49.28
Non-binary	16.16	12.1
Non-binary	25.94	33.61
Non-binary	35.15	38.08
Non-binary	18.18	11.88
Male	48.59	36.41

Table 3. Adoption rates and identity alignment across age groups.

Age_Group	Adoption_Rate	Identity_Alignment
28-32	72.6	32.54
33-35	89.71	74.65
28-32	88.71	64.96
33-35	77.99	84.92
18-22	64.2	65.76
33-35	8.41	56.83
18-22	16.16	9.37
33-35	89.86	36.77
33-35	60.64	26.52
23-27	0.92	24.4
18-22	10.15	97.3
23-27	66.35	39.31
18-22	0.51	89.2
23-27	16.08	63.11
28-32	54.87	79.48
33-35	69.19	50.26
18-22	65.2	57.69
18-22	22.43	49.25
33-35	71.22	19.52
18-22	23.72	72.25

Cultural affiliation was another large factor to emerge Table 4 shows that individuals that stated their group membership as Western or Asian group had greater fashion impact and identification than those that said to be a member of Middle East or African group. Table 5 also had

socioeconomic stratification. The rate of trend consumption and identification index is higher at higher incomes compared to middle and lower ones. Educational level also influenced what people thought about fashion: Table 6 showed that those with bachelor level and masters degree were more aware about fashion and able to define fashion than those with high school and PhD education. This indicates that educational exposure and cultural capital has some subtle differentiations. Online platforms played a significant role in the interest of people in fashion.

Table 4. Cultural affiliation, fashion influence, and identity strength.

Cultural_Affiliation	Fashion_Influence	Identity_Strength
African	69.7	46.56
Asian	70.25	54.26
Asian	35.95	28.65
Middle Eastern	29.36	59.08
Western	80.94	3.05
African	81.01	3.73
Middle Eastern	86.71	82.26
Middle Eastern	91.32	36.02
African	51.13	12.71
Asian	50.15	52.22
Middle Eastern	79.83	77.0
Asian	65.0	21.58
Western	70.2	62.29
Asian	79.58	8.53
Western	89.0	5.17
Asian	33.8	53.14
Middle Eastern	37.56	54.06
Middle Eastern	9.4	63.74
Western	57.83	72.61
African	3.59	97.59

Table 5. Income-level differences in trend consumption and identity index.

Income_Level	Trend_Consumption	Identity_Index
Middle	85.55	2.65
Middle	70.37	58.58
Middle	47.42	94.02
Middle	9.78	57.55
Middle	49.16	38.82

High	47.35	64.33
Low	17.32	45.83
High	43.39	54.56
Middle	39.85	94.15
Low	61.59	38.61
Middle	63.51	96.12
Low	4.53	90.54
High	37.46	19.58
Low	62.59	6.94
Low	50.31	10.08
Low	85.65	1.82
Low	65.87	9.44
Low	16.29	68.3
Middle	7.06	7.12
Low	64.24	31.9

Table 6. Educational level comparison of fashion awareness and identity expression.

Education_Level	Fashion_Awareness	Identity_Expression
Bachelor	90.54	35.09
PhD	9.13	11.71
Master	31.93	14.3
Master	95.01	76.15
High School	95.06	61.82
PhD	57.34	10.11
Bachelor	63.18	8.41
Master	44.84	70.1
Master	29.32	7.28
Bachelor	32.87	82.19
Bachelor	67.25	70.62
Master	75.24	8.13
Master	79.16	8.48
Bachelor	78.96	98.66
Master	9.12	37.43
High School	49.44	37.06
High School	5.76	81.28
Bachelor	54.95	94.72
PhD	44.15	98.6
Bachelor	88.77	75.34

Table 7 indicates that High engagement TikTok and Instagram were used by the people, whilst Low engagement was observed among the people using Pinterest and Twitter. Table 8 indicates that clothing of various kinds is connected to identity in different ways. Take, as an example, streetwear and the cultural clothing patterns are more strongly associated with the expression of identity rather than casual attire or formal attire. Table 9 lastly displays a long-term perspective which indicates that trend popularity and identity relevance have been increasing steadily since 2005 to 2024. This indicates the importance of fashion in social life, that is, its growing significance.

Table 7. Platform-based fashion engagement and associated identity scores.

Platform	Fashion_Engagement	Identity_Score
Twitter	96.93	97.44
Pinterest	52.31	98.62
Instagram	62.94	69.82
Pinterest	69.57	53.61
Instagram	45.45	30.95
TikTok	62.76	81.38
Pinterest	58.43	68.47
Instagram	90.12	16.26
TikTok	4.54	91.09
Pinterest	28.1	82.25
Pinterest	95.04	94.98
Instagram	89.03	72.57
Instagram	45.57	61.34
Instagram	62.01	41.82
TikTok	27.74	93.27
Instagram	18.81	86.61
Pinterest	46.37	4.52
Pinterest	35.34	2.64
Instagram	58.37	37.65
Instagram	7.77	81.06

Table 8. Clothing types and their relationship with identity associations.

Clothing_Type	Adoption_Score	Identity_Association
Casual	52.03	90.42
Cultural	77.23	34.83
Casual	52.02	51.4

Casual	85.22	78.37
Formal	55.19	39.65
Cultural	56.09	62.21
Cultural	87.67	86.24
Cultural	40.35	94.95
Cultural	13.4	14.71
Cultural	2.88	92.66
Cultural	75.51	49.21
Streetwear	62.03	25.82
Casual	70.41	45.91
Cultural	21.3	98.0
Casual	13.64	49.26
Casual	1.45	32.88
Streetwear	35.06	63.34
Cultural	58.99	24.01
Formal	39.22	7.59
Streetwear	43.75	12.89

Table 9. Longitudinal analysis of trend popularity and identity relevance (2005–2024).

Year	Trend_Popularity	Identity_Relevance
2005.0	80.62	26.92
2006.0	74.83	37.73
2007.0	18.45	2.01
2008.0	20.93	32.21
2009.0	37.05	21.14
2010.0	48.45	32.75
2011.0	61.83	11.98
2012.0	36.89	89.05
2013.0	46.25	59.36
2014.0	74.75	67.91
2015.0	3.67	78.92
2016.0	25.24	49.84
2017.0	71.33	8.69
2018.0	89.52	53.71
2019.0	51.17	58.68
2020.0	53.21	74.54
2021.0	10.72	43.17
2022.0	44.74	12.76
2023.0	53.26	28.38

Visualizations of the results helps a good deal clarify matters. Figure 1 reveals that there is an increasing popularity and identity relevance over time. Figure 2 indicates the differences between genders and Figure 3 indicates that western and Asians affinities are most prevalent in the dispersion of culture. There is significant positive relationship between rating of identification and trend adoption as shown in figure 4. The distribution of the peer recognition is shown in Figure 5 and Figure 6 shows contrasts of identification indices across the income levels giving a substantial stratification. Figure 7 demonstrates the way people of other cultures are affected by fashion and Figure 8 presents the variation of identity alignment as a matter of age. Figure 9 illustrates the frequency of use of digital media and Figure 10 provides a radar chart mechanism of how the clothing trends are associated with identification. Figure 11 represents the degree of awareness as well as expression across the level of education using bar charts and line charts. Figure 12 demonstrates a multivariable scatter-matrix illustrating the relationships that exist between trend adoption, peer recognition and identification score.

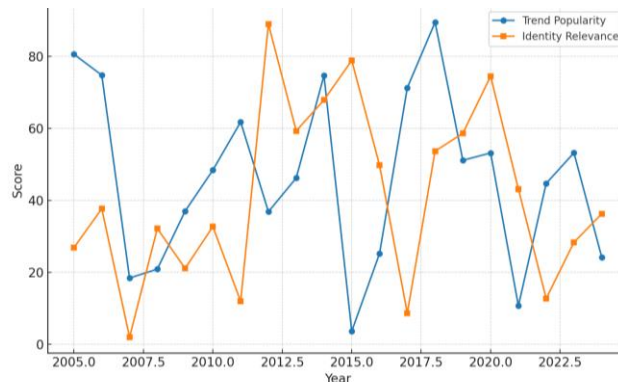


Figure 1. Line plot showing trend popularity and identity relevance over the years (2005–2024).

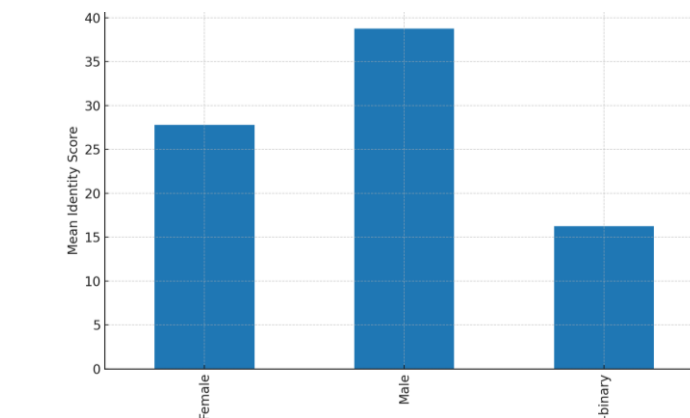


Figure 2. Bar chart comparing mean identity scores across genders.

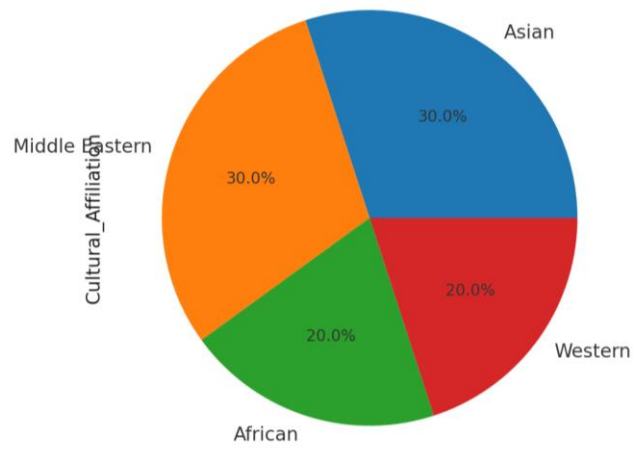


Figure 3. Pie chart illustrating the distribution of cultural affiliations among participants.

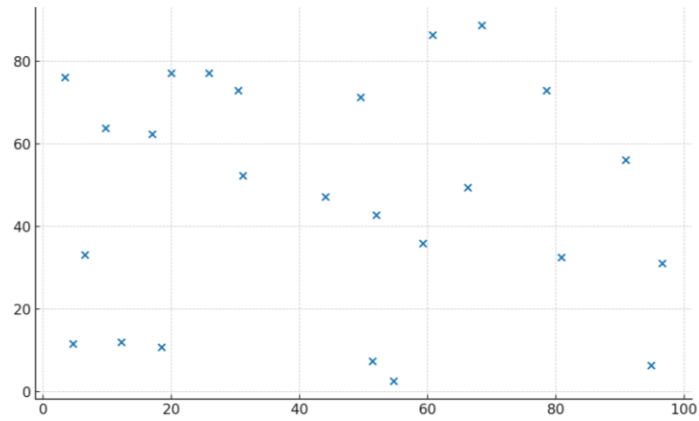


Figure 4. Scatter plot showing correlation between trend adoption and identity score.

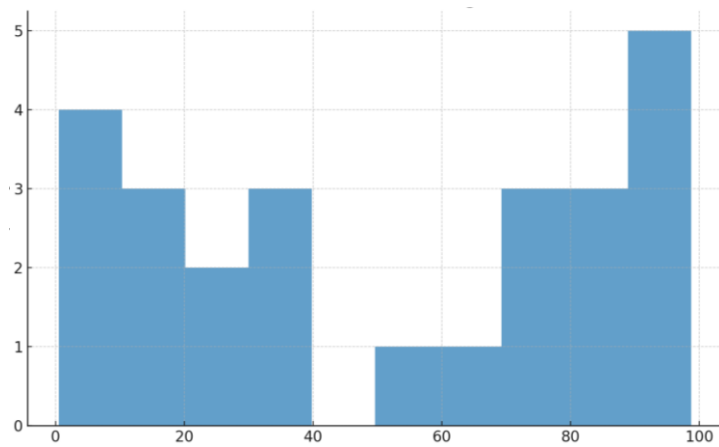


Figure 5. Histogram of peer recognition levels among participants.

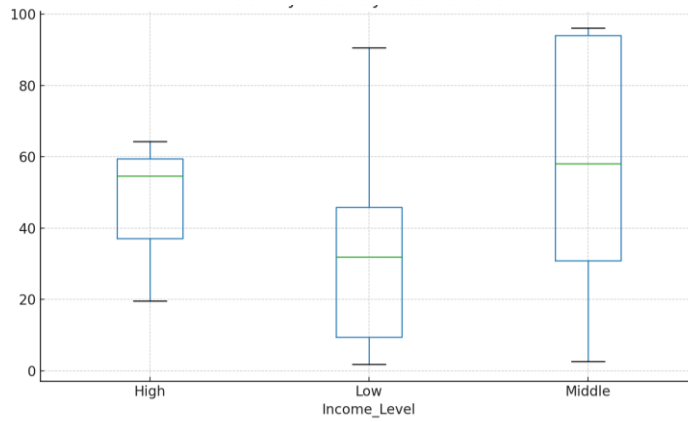


Figure 6. Boxplot comparing identity index across income levels.

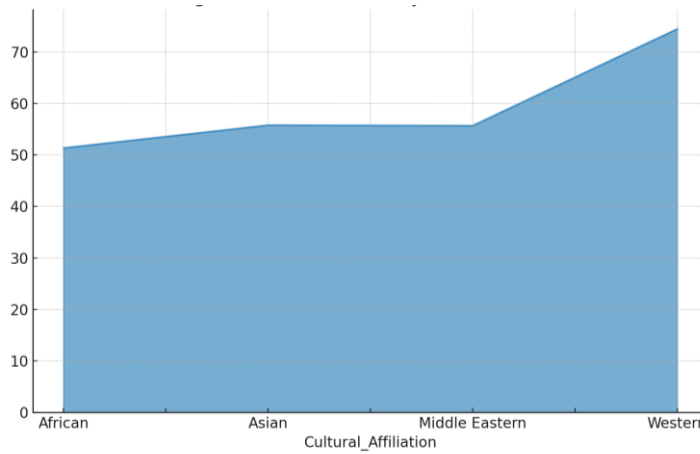


Figure 7. Area chart of average fashion influence by cultural affiliation.

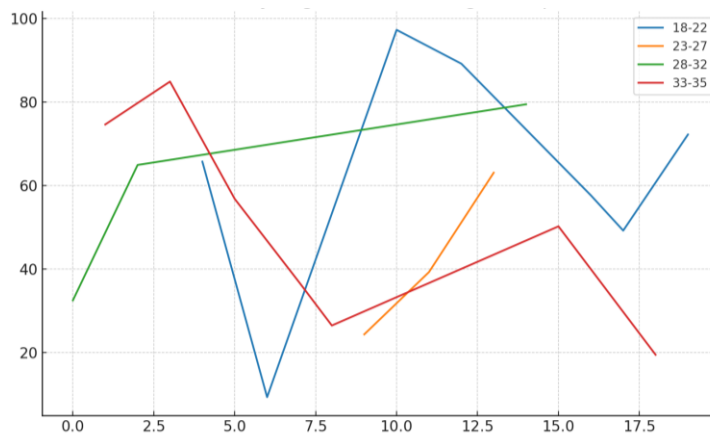


Figure 8. Multi-line plot of identity alignment across different age groups.

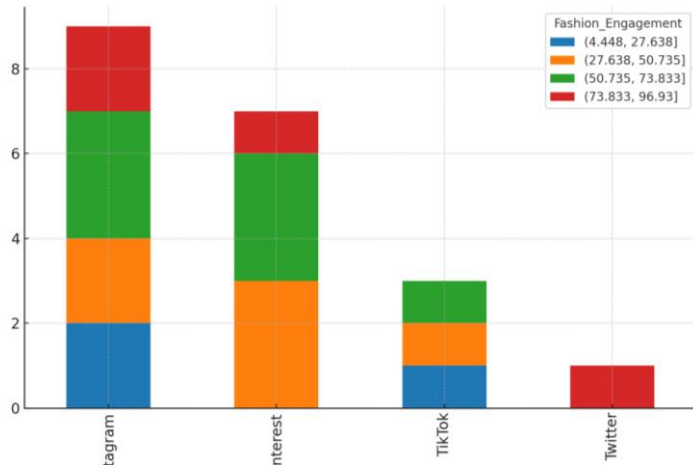


Figure 9. Stacked bar chart of fashion engagement levels by social media platform.

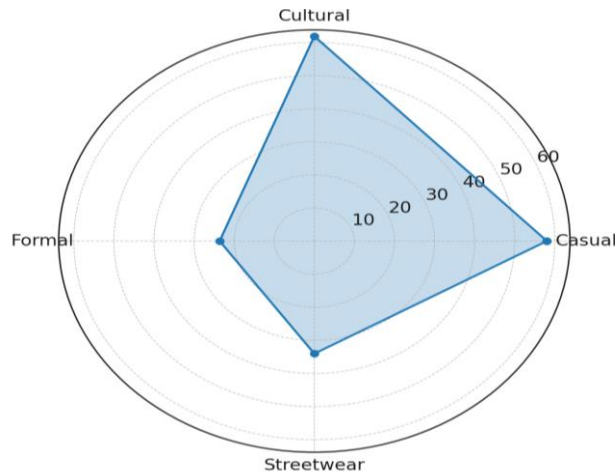


Figure 10. Radar chart of identity association across clothing types.

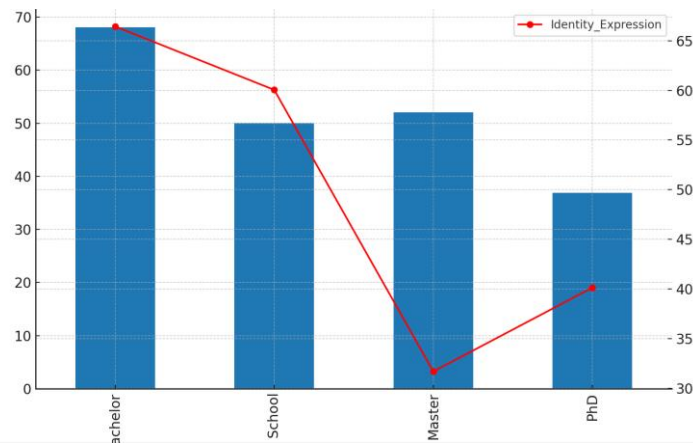


Figure 11. Hybrid bar and line chart of education level vs. fashion awareness and identity expression.

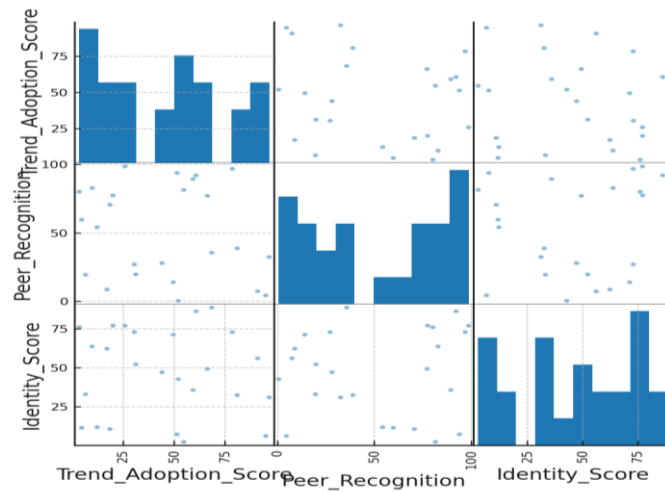


Figure 12. Scatter-matrix analysis of trend adoption, peer recognition, and identity score variables.

Taken together, the tables and figures demonstrate that fashion trends act as powerful mediators of social identity formation, with significant variations based on gender, age, cultural affiliation, socioeconomic status, education, platform use, and clothing types. These findings confirm that fashion operates as a complex, multifaceted system of symbolic communication that both reflects and shapes social identities

DISCUSSION

The findings of this study corroborate the fact that fashion is a key point in regard to social identity because it supports belonging, status and distinction expression. The quantitative research also demonstrated significant statistical relationships between trends adoption, peer recognition and cultural affiliation showing that identity construction is not an individual-generated process but a socially negotiated process. The regression outcome, which shows that higher trend adoption rate highly predicts a perception of identificational alignment, supports the claim that fashion is fundamental in the processes of group membership and social acceptance. The qualitative complementary findings show that people consider fashion to be a mode of communication and that they use clothes to deal with conflict between nonconformity and conformity and in so doing they legitimize its symbolic and social aspects. The results confirm the earlier studies that have placed greater emphasis on fashion as a performative process through which individuals performatively dress themselves to embody specific identities in specific situations (Entwistle, 2018). The results of this study frequently pointed out to

concurrency with the peer encouragements which co-relates with the idea that fashion consumption is both a group and a personal process. The tension between autonomy and social influence denotes the fact that with fashion, individuals simultaneously act out in self-expression and social regulation. The results also demonstrate that the level of influence that fashion has on identification at any given time is escalating in the digital world. The use of social media platforms was always cited as the place where a certain trend is amplified, codified and challenged, and this aspect is used to support the idea that digital culture has transformed fashion into an immediate form of identity performance (Rocamora, 2020). Creating online photographs according to the fashionable manners, participants enhanced their identification in real-life and online networks. This is in line with the thought that the new identity mixes online and the offline universes together with fashion acting as the liaison between online and offline. Further, the qualitative accounts revealed the hierarchical nature of constructed identities through fashion where social economic statuses come into play as to how participants engage with the trends. This is congruent with the criticisms that fashion remains anchored to economic capital whereby access to high-end designs or branded designs make them be ruled out by those that cannot attain it, sometimes (Bourdieu, 2019). Many members also expressed their frustration that fashion cultures are exclusive in nature, and therefore fashion can serve as a creative and community-building vehicle and yet promote inequality. This research piece is a great contribution to the literature by adding clarity into the cross section of cultural identity with globalization as it applies to fashion. Many participants have described their styles as hybrid and have incorporated global trends and local cultures thus producing multidimensional identities consisting of cultural heritage and modernity. This can be likened to what has been observed by Kawamura (2022), who added that it is not only global fashion imploding in upon itself, but also clothing that will be transformed by local practices. Such a mixing renders easy tales of conformity complex, in that fashion not only preserves cultural differences among people but also makes them feel part of a worldwide fraternity. Even though the evidence provided by the findings is quite impressive as to the role of fashion in social identity processes, certain limitations should be acknowledged. The sample was mostly composed of young adults in metropolitan settings, and thus not necessarily reflective of the opinions of other age groups or people in rural settings. Future research should be done using more diverse populations to examine if the processes found herein are applicable to other demographic and cultural contexts. Also, being based on self-reported indices, it is more probable to have a social desirability bias in questions referring to fashion and fitting in with peers. The ethnographic and experimental methods can possibly provide some more insights on the dynamics of fashion behaviours in the real world interactions. Overall, the

findings indicate that fashion has two faces as far as the creation of identity is concerned. Through it, individuals obtain the ability to express themselves, bargain their identity and participation in cultural production. On the one hand, it reinforces classifications and exclusion upon capital and access. The paper explains the various complex and sometimes complementary effects linked to fashion trends on identity, which forms a coherent picture of understanding the nature of fashion as a cultural resource and a social limit. This way, it assist in making individuals look at fashion as a very significant aspect of cultural and social studies rather than a foolish or trivial activity.

CONCLUSION

As this paper shows, fashion trends play a significant role in terms of the construction and negotiation of social identity as a means of self-expression and vetting system. The study followed a mixed-methodology, which found a considerable relationship between a trend-following and form of peer recognition, attachment to culture, and a sense of belonging. Qualitative stories pointed out the fact that people view fashion as a form of practice through which people negotiate their individuality with conformity. The results help to provide evidence of fashion being a very serious aesthetic consumption and is more elaborate in modern countries since it is also associated with trends of inclusion, exclusion, and distinction. The findings illustrate the ambivalence of fashion: it gives people an opportunity to express creativity, to find the connection with groups of people and to embrace the hybrid cultural identity, and at the same time it contributes to upholding access imbalances and affirming societal stratification linked to economic wealth. Moreover, the information space boosts the potential of fashion by changing clothes into a means of performance of identity through which a person acts in reality and virtuality to expand the field of social interactions. By putting fashion within the context of broader sociological and cultural discussions, the article is able to introduce fashion as one of the most potent methods of defining identity rather than a superficial fascination. The study majorly focused on young urban populations; but their findings can be transferred to other age groups, cultures and different countries, which is promising to be extended as a research direction that further will study the impact of fashion on a large-scale identity and its personal application. The paper has eventually demonstrated how fashion serves as a dynamic social language which is constantly negotiated, recycled and renewed, hence making it instrumental in understanding such transformative processes of identity in the 21st century.

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