

How fashion trends emerge and vanish

The fashion world is constantly evolving. Trends are actively changing together with the society, its values, and demands. With the creation of fashion houses and the development of the internet, trends emerge and vanish faster than they ever did before.

According to Ugnė Mingėlaitė in her article *Why Are Fashion Trends Returning?*, emergence of big fashion houses prompted designers to fundamentally change fashion standards and rules. Fashion brands started to monitor customers' preferences and shopping behavior to create products that responded to the demand. The tendency to satisfy the customers has also changed people's perception of fashion and how trends work. Fashion trends are now seen as a way "to express the consumer's identity in terms of lifestyle choices and their attitude." (Venkatasamy 6)

As years went by, more designs and ideas emerged and filled the market. People started to search for outfits that could speak for them and reflect their personality. As a result, more designers began looking for inspiration in earlier trends. This is how many older fashion trends were revived and gained popularity once again. It is fair to say that fashion in itself is different from other industries and art forms, as "fashion trends appear cyclically; old designs can also be a great source of inspiration for designers." (Vagasi-Kovacs 4)

It comes as no surprise that fashion trends fade away and return faster than ever before. Today, trends are influenced by both the fast-changing world and the fashion industry. Celebrities, bloggers, and Instagram influencers all contribute to the popularity of particular fashion items or certain clothing styles. One post from a social influencer can revive an old look or give popularity to a new brand.

As the world is moving at a faster pace and people's demands are changing, the fashion industry changes as well. Trends constantly fade away and emerge, trying to satisfy their

customers. With the development of social media and the internet, the change in fashion trends is happening faster than ever before.

Works Cited

Mingélaitė, Ugnė. “Why Are Fashion Trends Returning?”, L'OFFICIEL Baltic. SIA Premium Media, 7 December 2019. <https://lofficielbaltics.com/en/fashion/why-are-fashion-trends-returning>. Accessed 16 February 2021.

Venkatasamy, Nithyaprakash. “Fashion trends and their impact on the society.” Bannariamman Institute of Technology, 2015.

Vagasi-Kovacs, Anna. “Fashion Trend Revival – Fashionable cultural heritage.” Erasmus University Rotterdam, 2013.