

IS IT TRENDY OR IT IS YOUR MINDSET?

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Abstract. In *“Is it trendy or it is your mindset?”* is raised the question of how garments reflect humans' personality and convey their moods, tastes and attitudes. The author supports this view by pointing out that colors and styles of clothing that people choose are closely related to their worldview or thinking, because choosing something specific, consciously or unconsciously, people find themselves in it. The article is based on psychological and scientific facts or studies that demonstrate the importance of making the right wardrobe, because in fact it is 70% of the success of any project, event or meeting, and this point will be highlighted in the article.

Keywords: self-expression, coloristic, unconscious choice, psychology influence, mindset, human behavior.

Introduction

Every day billions of people get up early in the morning and face one of the most challenging questions in the world: "What should I wear today?" Society is used to treat clothes superficially. Simply put, people are used to utilize and treat garments only as an attribute of protection from climatic conditions and "irritants" of the external environment. Of course, some use clothes as a way of self-expression, showing the status or position in society, and sometimes dress code.

What if I told you that the clothes can reflect or hide all your thoughts and secret desires? What if I said that clothes can tell a lot more about you than you do? If you always choose your clothes treating them as something meaningless and superficial, then it is time to get worried and I will explain why.

The main part of our everyday life is choosing what to wear. If you work in an office with a strict dress code or uniform, (such as law enforcement, police force), then the decision will be made for you, and the way you are dressed will most likely affect how others will perceive and treat you, for example, a lawyer dressed in a strict blue suit, a white smooth shirt and a sky blue tie will boost defendant's confidence. However, for professions where there is more freedom in choices of uniform and in free time where people are not limited in choice of their own fashion, the clothes they wear often speak to their emotions. Society may not realize how much what they choose to wear is dictated by their mood and, indeed, how much their choices have a subsequent impact on their behavior and attitude towards both themselves and others.

Experiment with a lab coat

Every person on the planet has a favorite outfit — one that makes them feel confident and independent, beautiful or sexy. Many people in society also have some outfits that don't suit them more than others, but they don't get rid of it because of emotional attachment, for example, wedding dresses or prom suits. The connection between human emotions and how people dress is an integral part of their behavior and identity.

Human emotions play such a vital role in choosing clothes, because in most cases, people are determined not by the clothes themselves, but by the feelings and associations that they put into them [1]. This was proved by a study conducted by Professor Adam Galinsky of Northwestern University's Kellogg School of Management and his colleague Haj Adam. What was this study

about: two groups of people who took part in the study were each given a white lab coat. The first group was told that it was a doctor's robe, and the second—that it was an artist's. The first group performed their tasks more clearly and with a higher level of attention, because they unconsciously reflected the qualities that a doctor should have, such as focus and accuracy. This process is known as «closed cognition», and Galinsky describes it as "the systematic influence that clothing has on the psychological processes of the wearer" [1].

Realizing this process helps to explain why people choose specific types and styles of clothing in different situations. Because of clothing, people can portray certain emotions or hide flaws. As an example, it may be a job interview, meeting with parents or a corporate event. Or, conversely, clothing can help people stay unnoticed in the «gray mass». For example, modest and shy people, introverts, people with psychological deviation.

Clothing VS Human's moods and thoughts

Clothing also influences how others treat each other and determines the image they want to «broadcast» in society. Robert Ridge, a professor of psychology at Brigham Young University, explains the concept this way: “There can definitely be a connection between how people dress and how they feel. The more you like your appearance, the more confident you can be”.

This highlights the importance of the short and long-term consequences of human's clothing choices - if a person wakes up in the morning and chooses clothes that don't fit well and don't give them confidence, they will be shy for the rest of the day. This is most likely to manifest itself in their behavior — they may behave awkwardly, avoid any unnecessary social interaction, and become extremely detached from the outside world. This will also affect the attitude of others towards them. In society, questions will arise such as: "what is wrong with them? “are they that weird?”, "maybe something is bothering them?" [2].

Well-known Professor Karen Pine from the University of Hertfordshire is an expert in the field of fashion psychology and she has conducted many studies on this topic, culminating in her book "Think what you Wear". Professor Pine has discovered a powerful chain between the human emotional state and clothing choices. In an interview with MailOnline, she said: "We know that our clothes affect other people's impressions of us. Now research shows that what we wear affects us, too. Putting on different clothes creates different thoughts and mental processes ... Clothing can change our moods and thoughts" [1].

Karen Pine tells us about a study in which one hundred women were asked what they prefer to wear when they feel depressed. More than half chose jeans and a furry top, and 90% admitted to neglecting any clothing that makes them feel confident when they are under stress. This proves that people choose simple clothes when they are in a bad mood and stressed, because they want to remain unnoticed, anonymous. Only 2% of the women said surveyed they would wear baggy clothes if they felt happy. This may be due to the general recommended treatment for depression, which focuses on complacency and self-care. While much of this is focused on keeping people healthy and looking clean, choosing clothes that they are confident in and accentuate their appearance also has a big impact on human moods. The relationship between mood, which people are communicating through their behavior and their appearance is obvious. It is quite understandable how much appearance says about the human state of mind.

Many studies have shown that” happy clothes” tend to be well-fitted and well-cut with bright, strong colors. Professor Pine strongly believes that people can change their mood by making an effort to choose clothes that they associate with happiness and that will give them confidence. “This discovery shows that clothing doesn't just affect others, it reflects and influences the wearer's mood”, she says. “This demonstrates the psychological power of clothing and how making the right choice can affect a person's happiness. In other words, she explains that” we are not only what we wear, but also what we become what we wear” [1].

Conclusions

So, what can we say about The Psychology of Fashion? That's exactly that factor which expresses not only society's views, but also their mindset. The world of fashion is closely connected with human psychology and behavior. For supporting my view, i would like to show you some interesting psychological facts, which were noticed thorough society's everyday life and situations. Some of these facts you could find exciting and maybe you will observe them in your life too.

- Men are more likely to approach a woman for a date if she is wearing red.
- Nine out of ten women own at least one item of clothing they have never worn.
- Runners are more likely to greet other runners who are wearing similar kit [3].
- Wearing all clothes of the same colour blurs the dividing lines and makes the body look slimmer.
- People stand further away from others who wear dated or unfashionable dress.
- Women are twice as likely to wear jeans when depressed than when happy [3].
- Provocatively dressed women are judged as being less competent than those who cover up.
- Patients put more trust in a doctor who wears a white coat [3].
- People think they are physically stronger while wearing a Superman t-shirt.
- Women perform worse on a math test wearing a suit than a sweater.
- Clothing articles with diagonal pattern make your body appear slimmer.
- Women are twice as likely as men to own more than ten pairs of shoes.
- Dress sense is what men notice first in a woman (before face and body).
- Offenders receive a harsher sentence in court if they are wearing black [3].
- Dressing in a uniform associated with brutality unleashes aggressive behaviors [3].
- People are more willing to give money to someone whose dress style resembles their own.
- Vertical lines on clothing create a longer illusion, but curves or bumps interrupting the lines create the opposite effect.
- Men check themselves in a mirror twice as often as women.
- People walk faster when approaching someone wearing red than wearing blue.
- A wide shoulder line creates a visual illusion that offsets wide hips.
- After trying on clothing men are more than twice as likely women to buy them.
- Choosing the right clothes can make a person less anxious and nervous.

Verdict

Summing up the information above, you can see that all attempts to deny the importance of clothing are futile. People depend on their style and clothing, that's a fact. However, by learning how to choose the right wardrobe and combine the chosen colors with their motifs, you can achieve considerable results in different life situations.

So, let's wear what makes us better!

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