

# Fashion and function

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Fashion and Clothing are defined as a form of communication and a sign of that specific individual's cultural background.



# Material Functions - Protection

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Clothing is generally used to make life a lot easier, to proclaim or disguise our own personal identity and to attract sexual attention. It is also used as a way of protection, modesty and attraction; however, its major function is communication. Clothing - not fashion - can be a physical need for protection and shelter. It protects the body from the cold, the heat, sports, accidents, psychological or physical dangers... These comical "human needs" with regards to clothing change from culture to culture, from different counties even in the same culture depending on the needs of each individual person e.g. a man in african heat wouldn't wear a huge winter jacket

# Immodesty / Attraction

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Fashion can also be used for the complete opposite, and wearing clothes can be a motivation to immodesty and exhibitionism. Some people think that clothes should be designed and worn to attract attention to the body. The way women dress is thought to be for the seduction principal ad to look nice, while men dress is thought for the hierarchical principle... and to be warm. Women's clothes are used to make the person wearing them more attractive, while men's clothes are intended to display and enhance social status like is has been seen in history.. dating back to cavemen - where the more dominant male would wear a more fancy animal skin. Fashion also changes the way we differentiate the different parts of the female body. These perceptions change at the same time as fashion does. A lot of fashion and clothing is used to display the sexual or social attractiveness of both men and women, but again, these also vary from culture to culture.



# Modesty / Concealment

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Modesty means that people wear clothes because they find certain parts of the body are indecent and shameful and should be covered, but once again this can change from culture to culture since the connection between clothing and modesty changes in every society, as each society and culture has its own perception of modest dress, behavior, modesty or shame and between religions and other forms of separation in society. The functions of clothing could also be thought of for distinguishing masculine from feminine. Some clothing have the function of camouflage, not only in military dress or uniforms. Some clothing changes parts of the body to camouflage them and others just not to get attention on themselves. In some cases fashion is even used to fit in with the people around one.

# Communication

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The unifying function of fashion and clothing is used to communicate the membership of a cultural group. Fashion, dress and clothing have communicative functions. Clothing or dress can be used to reinforce someone's mood. people buy new clothes to feel better, since they make them feel unique or just by wearing something new. They can also feel pleasure fore displaying themselves or seeing that from others. Clothes can show someone's uniqueness by them being old, new or a mixture of both.



# Other Factors

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## Other Factors

- Clothing and fashion is often used to indicate social worth or status within a society. These perceptions can come from occupation, family, sex, gender age or race. Clothing is used to differentiate male from female, the difference between religious classes and the memberships of different families.
- The different types of status define how people in those positions have to behave. Also the way someone dresses can make the interaction between people easier. And represent their social role.
- Economic status is the positioning of someone in an economy. Clothing may indicate the position of people in a job e.g a suit foran office job and a high visibikity jacket for a more manual job.
- Fashion and clothing are connected to the workings of power. People use clothes to show their social role in different social status.
- Macro-religious: Clothes in this case represent belief and strength of belief. Worn sometimes or always certain clothes represent the membership of certain religions and indicate the strength of the belief.
- Social Rituals : Clothing is used to indicate the beginning and the end of rituals. Like for example a weeding or a funeral. People in there cases wear certain clothes. These clothes vary from each ritual, culture or religion.
- Recreation : Fashion is also used in recreation to show the different trends in different activities or sports.