Social Psychology Reflected by Different Fashion Items-Fashion and Psychology

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Abstract. Somehow, this society has become more concerned about appearance, clothing, background, etc. Many people try to understand the so-called fashion in order to follow the trend. In fact, fashion has been misunderstood. Fashion should always exist and will not appear. Popularity is defeated. From the fashionable single-product slippers that have exploded in recent years, to the elegant hollowed-out jacket that can interpret the feminine flavor, the versatile but not casual suit jacket is the impact on society that is described in detail in this article The third fashion item. It has to be admitted that the popularity of these items is largely thanks to the rapid spread of information through the Internet. Looking at the history of these items, it is not difficult to see how they began to become fashionable. In order to pursue fashion, people will use various methods and even try things that are not suitable for them. In fact, fashion is not defined, and no one can decide whether fashion is suitable. It can be identified as a trend, or it can be identified as comfortable, convenient, and beautiful.

Keywords: Slippers, cutouts, suit jackets, social psychology.

1. Introduction

In today's rapidly changing society, fashion is also updated. People have more ways to understand and love fashion. Everyone has the right to love beauty. Even though fast fashion has become popular now, as a small category of fashion, Still brings a lot of changes to society. Fashion seems to be a free and big concept, but in fact it always surrounds people. Some fashion items are popular for a while, and countless identities in an industrial chain benefit from it; some fashion items are enduring, emphasizing that fashion is not only about beautiful clothes, but also the embodiment of art that can inspire every desire. Many times, people subconsciously think that fashion trends can bring them better opportunities, so from the psychological point of view of more people, fashion is not just a term that can please them and make them better, it is a "weapon" that can cooperate with them to become stronger more often [1]. No one knows what each fashion will bring, and this is where the charm of fashion lies: it can be casual or formal; it can express its own unique ideas, customers can have infinite pursuit and longing for beauty; they can be bold, and have countless room for reverie. Whether it is the slippers that are suddenly popular on social networks, or the hollows that can be generously displayed in this era of freedom to dress, or the suit jacket that has become popular because of the style. All of these items provide opportunities for people who love and pursue fashion to become more confident. In other words, slippers liberate the tired feet of countless people in the streets and alleys; women who like to be sexy and admire themselves can show their unique curves and smooth skin by hollowing out; suit jackets are for people who are worried about what to wear in autumn More space for collocation and choice. From the perspective of slippers, the various pressures that this society has brought to people need to be vented from daily wear [2]. Slippers are a good tool to relieve fatigue, and at the same time, they will not make the day's wear look uncoordinated, more and more abundant slipper styles give people the opportunity to choose and use. Hollowout is a very wonderful thing. When it is used as pajamas, it can make people sexy and give the wearer a chance

to show their figure generously. When it is embellished on a single product as an element, it can change the meaning and style of the whole single product, making the single product more distinctive and easier to be remembered. Suit jackets have seen tremendous changes in recent years. From the common black that the public thinks to various colors now; from the matching shirt collar defined in people's minds to the various sports suits worn by European and American stars; from the work clothes used by rigid men to the interpretation of suit jackets by women now Variety. What elements do these pieces have that make them so popular? What does this popularity convey to society? Will they have a positive impact?

2. Analysis of three fashion items

2.1 Slippers

One of the iconic fashion items is slippers. Usually, a single item from the unremarkable to the trend because of their own specific connotation, while the popularity of slippers is because the whole society today people pay more and more attention to their own experience, more pursuit of leisure, comfortable and convenient dress. Through the collection and collation of relevant information about slippers, the authors sorted out several reasons why slippers can lead the trend.

Firstly, the biggest selling point of slippers is comfort, more trendy design can better meet the consumer demand of the public. There is a growing tendency to wear comfortable slippers, but the more comfortable they are, the more casual they tend to look and the less appropriate they are for commuting or important occasions. Secondly, ordinary slippers are the same, it is difficult to show a person's fashion taste. Therefore, while ensuring the comfort, slippers integrated with the brand's own style and taste and unique design have become the products that consumers just need at present. So, for example, UGG, a venerable slipper, is constantly introducing new collections with new designs; Sports brand Nike continues the high-tech sports wind, so that sports slippers and the latest technology combined, with stronger functionality, for different scenes for different uses to launch a number of series of slippers.

Secondly, more and more brands are looking to mass-market products like slippers to boost their brand presence. If you look in the mall, you will find that many fashionable slippers on the market are "co-branded", that is, different designers or different brands jointly created new products. For example, Crocs is partnering with Balenciaga to create "HardCrocs™" for Spring/Summer 2022. If slipper brands want to gain the favor of high consumption groups, big brands want to reform the image, to gain traffic, "co-branding" is undoubtedly the fastest and most effective way. It can not only inject the "soul" of different designers into the similar slippers, but also allow the more expensive brands to find another way to benefit the public and broaden the market scope, thus narrowing the gap between high-end design and mass fashion design. For example, Crocs mentioned above is a typical professional slipper from the beginning of the brand, in 2003 had set off a global wave of popularity. In recent years, through the strong joint cooperation with many brands, as well as its development of peripheral products (can be combined with the brand slippers accessories), strong into everyone's eyes. At the same time, make full use of the star effect and get enough exposure. All of this helped the company generate $361.7 million in revenue in the third quarter of 2020, up 15% from the same period last year, as its brand image and performance soared [3].

Thirdly, due to the impact of the epidemic environment, comfort wind has become people's first choice. The repeated epidemic in recent years has made people accustomed to the home environment, and they often choose clothes based on comfort. Early data from countries where quarantines have been lifted suggest that consumers are still prioritising comfortable, easy-to-wear clothing, a habit that is unlikely to change even when restrictions are relaxed. Therefore, Loungewear, which is comfortable, timeless and highly textured, is set against the backdrop of the home. This trend affects the footwear industry, and slippers as the representative, highlighting the wearing of comfortable footwear category. Retail data platform StyleSage, which tracks global inventory levels at fashion stores, found that slippers were the most likely to run out of stock in countries that loosened

segregation restrictions, a sign that people haven't given up on comfort in their homes. At the same time, slippers also give fashion lovers a chance to show off their aesthetic with ease at a time when travel is restricted, which also gives a new value to the popularity of slippers.

It can be seen that the relaxed, concise and practical wear of slippers are very precisely in line with the main theme of the current fashion trend, which is why there are more and more fashion items derived from the basic style. It can be predicted that in the future, the style and style of slippers will be more changeable, and there will be more and more choices for different levels of consumption. At the same time, because of its basic functional characteristics, the demand for slippers will also exist in the long term. It can be said that slippers are one of the most popular and contemporary fashion items [4].

2.1 Hollow-carved design

In recent years, the status of clothing with hollow elements in the fashion industry is gradually higher, its connotation is also gradually rich. From to enrich the layers of wear to the slight exposure of skin to bring out the beauty of the body, and then to the light skin to show the most primitive beauty of the human body. Hollow out fashion is becoming more and more far-reaching.

In the past two years, RUI ZHOU, the work that most impresses people and inspires people to think about the meaning of fashion items, is the first Chinese female designer to enter the final and win the award in the history of LVMH Awards. Her designs provide visual stimulation in the form of sharp and exaggerated, and help more people find their own beauty by breaking and softness against the stereotype and gender boundary of thin beauty, becoming an unstoppable new fire in the fashion industry. There are more profound meanings and female power behind its aesthetic [5].

Inspired by Rei Kawakubo's poverty and ragged style, Chinese designer Zhou Rui uses pearls and fabrics to create a strong sense of torn beauty. Zhou Rui's answer in the interview can make the public have a preliminary understanding of her brand concept featuring hollow out. At a time when brands are trying to stir up women's body anxiety, with ever thicker shoulder-padded puffy sleeves and ever higher waists, in an attempt to hide their supposed "body flaws," she spoke gently but forcefully: Although our clothes look very avant-garde and over-the-top, when you wear them, you feel that they are gentle, that they express your skin, your body, yourself, and that you should love yourself and the people around you. To put it simply, RUI addresses your anxiety and internal tension about beauty.

Zhou Rui designed the hollowed-out clothing to show a harmonious and highly recognizable skin. It is the constant testing between skin and fabric, body and clothing, entity and boundary, seemingly soft and thin, but actually full of tension [6]. The tearing knit fabric runs through every season, and the trend of breaking with conventional tailoring is for ultra-tight garments that cling to the skin. Clothing can become the "second skin" of people. It wants to accommodate people with different skin colors, body types and genders, regardless of trends and aesthetics, and return to the body itself to express the beauty of nature.

Hollow out represents the gentle firm and full of infinite possibilities of female power, it uses a simple but profound design to bring a unique and direct visual impact, the popularity of hollow element is indicating the rise of women's power in today's society. Like miniskirts in the 1960s, hollowedness is a totem of the awakening of female self-consciousness. It speaks to the idea that women don't have to be judged by others and gives every girl the confidence to show her beauty.

2.3 Suit jacket

Fashion is not just a change in appearance, it somehow reflects the aesthetics and thinking of society. The fashion change of women wearing blazers precisely reflects women's pursuit of their own value and the awakening of self-awareness. The birth of the women's blazer is undoubtedly a colorful stroke in the history of women's fashion, which tells people that in addition to the sweet and lovely side, women can also be as tough and fashionable as men.

Before 1885, women used to use very anti-human corsets and wear inconvenient skirts for support, and it was very difficult to be "elegant". With the rise of the feminist movement, women's consciousness rose and demanded that society give women rights and equal social status with men.

The demand for simple, functional women's clothing grew, in response to the overly elaborate and decorative nature of women's clothing. Only when the Princess of Wales wanted to move freely on a yacht, English tailor John Redfern created a slim-fitting women's yacht jacket inspired by the men's suits of high society, and it became popular in aristocratic circles thereafter. This became a pioneer of women's clothing.

Until 1910, there was no real feeling for women's sports jackets. But some bold designs became the cornerstone of the later transformation of the suit［7］. It wasn't until 1914 that Coco Chanel, an advocate of feminism, abandoned the old idea that women should wear skirts and took inspiration from men's clothing to create the first prototype of women's clothing with a tweed suit design that loosened the waist and added a hard line feel. This was a huge change in the history of dress code.

During the Great Depression, more and more women began to get out of the house to earn money. They began to have a voice in the economy and politics, including suit suits, including those that appeared in many women's closets. Coco Chanel designed two-piece suits that were representative of feminist fashion during this period and were directly inspired by her lover's suits.

After World War II, with rapid economic development, the concept of gender equality became a dominant value in society, but society had long been dominated by male power, even if women were not likely to be discontented. This inequality led to the awakening of women who realized that to escape the male-dominated society, they had to rebel.

After the 1960s, the long-standing discrimination against women was eliminated and fashion styles took on an open and liberal trend. Women's clothing became the most beautiful trend of this movement. Suits were no longer sought after only by independent women. An increasing number of styles appeared on the market. In addition to showing an elegant and sweet side, more women try to wear suits to be more intellectual and have more of their own attitude. At the same time as the mainstream fashion world, Chanel suits began to have shoulder pads, placing more emphasis on female strength.

In the 1970s, suits began to take a wilder route. Every suit had two huge shoulders, and the bigger the better, making the wearer of it look imposing.

In the 1980s, a time of gender confusion, Giorgio Armani boldly subverted women's styles by incorporating traditional menswear features into women's designs. At this time, the suit, with its straight fabrics, neutral tones, clean, sharp cuts and wide padded shoulders, represented the struggle of professional women for equal status and power with men in the workplace, outlining a spontaneous style. A classic symbol of international economic prosperity.

Throughout history it is easy to see that the history of women wearing blazers has been one of constant "revolution" and "innovation", much more complex than that of men. Women's demand for suits and blazers has not only changed in terms of fashion trends, but more importantly, it has demanded a deeper culture [8]. In an era of rising female consciousness, the suit has become a powerful tool for women to express their posture, a process for women to seek liberation, and a sign and symbol for seeking professional equality between men and women.

With the progress of the times and breakthroughs in thinking, gender issues will no longer bother women, blazers can be free of any thoughts and feelings, independent spirit, female empowerment, simply as a fashion item out on the street appear [9]. Discussion on female consciousness in clothing. In contemporary society, the women's blazer has become not only an independent personality, but also a powerful tool to create a fashionable look. Today, many blazers have moved away from the stereotypical serious look of the past and are more focused on highlighting the unique gentle sweetness of women.

With the awakening of women's consciousness and a rebellion against social stereotypes, dressing has long since transcended its most basic social attributes to become a public expression of emotion and speech - and the blazer is a good example of this. The real reason behind this phenomenon is not the clothing itself, but the desire for a thoughtful, independent female figure.

Each era has its own different historical background, which makes people think about the same thing in different ways, thus leading to the ideological revolution [10].

3. Summary

Therefore, it can be found that, just as the three fashion items cited by the author, the important reasons for the popularity of the work are the change of social thought and the current background of The Times. As an expression of mass culture and the most intuitive social and cultural symbol, clothing plays a very big role and influence in expressing people's thoughts. Accordingly, clothing that conforms to social ideological and cultural changes can often become a fashion item. The popularity of such fashion items allows more people to contact, understand and understand the reasons for change. Slippers are popular because more and more people agree that their own experience is the most important, and comfort can be more than beautiful. The popularity of hollowed-out clothing is due to the continuous improvement of female consciousness. Women are more confident to show their beauty, believing that aesthetics should not be decided by others or should not be the product of male gaze. The long history of the suit jacket is more convincing, reflecting the continuous development of female consciousness. Women in today's society oppose the suppression of women by the society of culture and power, and also recognize the gender difference between men and women, that is, the coexistence of relative equality and absolute difference. This will do more to strengthen and develop women's awareness than the mere pursuit of equality. This is why the author chooses fashion clothing as the carrier to understand and show social psychology. It can be said that the development of fashion clothing is the external expression of social psychological changes.

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