ESSAY 2

"Fashion is serious business." Discuss.

When one thinks about high heels today, they are instantly linked to impracticality, with the stereotype of pretty women strutting about the streets, shopping and splurging. They give a general feel of superficiality and the constant need to upkeep desirable appearances associated with frivolity. Yet, many of us are unaware that high heels, a fashion staple today, served as added height for easier horseback riding in earlier years. In today's modern world, especially in affluent cities like London and Paris, there has been an increase in the manifestation of fashion in the form of catwalks. Hence, it can be safe to say that fashion is undeniably associated with hefty price tags and branded models. However, the fact that fashion has been an integral part of society for years goes to show that it is indeed of value to mankind and that beyond the superficial appearance, it has shaped society and hence I believe that fashion is indeed a serious business - one worthy of our attention and praise.

Fashion is an important platform through which one expresses one's individuality. People from all over the world have been using fashion to make a statement. Lady Gaga, famous for how her fashion style has been embedded into her identity, has donned all possible types of outfits including a meat dress and 8-inch platform heels. Through her wide variety of choices of outfits, she makes bold fashion statements that express her unique individuality. The rise of streetwear has also been especially prominent in recent years, capitalising on the unique styles of dressing, stipped down to the ubiquity of the streets, and hence dislodging it from the untouchable perfection of catwalks. Individuals explore different and unique styles best suited to their preferences. Wearing bright prints together conveys a bold statement of the self and is lauded as refreshing and gives the individual a sense of personal touch. On the other hand, individuals who are unable to afford high-end fashion are picking up second-hand items and donated clothings that differentiate themselves from the norm, in exchange for the comfort they obtain through these clothings. In light of the aforementioned, it can be seen that fashion has indeed played a significant role in allowing oneself to express one's individuality in many different ways and hence can be concluded that fashion is serious business.

Another reason why fashion is serious business is because of how it can be used as a political tool and an indirect way for voicing one's opinions and stands on certain societal issues. With effect of the annual Pink Dot event to support the LGBTs in the society, supporters of the campaign would don pink outfits on the day of the event to show their support for an inclusive society - one that promotes all types of love. Through this, individuals show that they are of the view that equal rights should be given to the involved individuals, hence appearing in pink outfits is a means of expressing their views. In the political sphere, white supremacists, who appeared in white polo shirts and khakis at Charlottesville, expressed their belief that the whites are superior to people of other races and therefore should be dominant over them. As such, it can be seen that fashion is used as a political tool for individuals to express their views on certain political issues. Therefore, fashion is serious business as it can be used to create communities that support each other and gives people the ability to state their political stand.

It can be argued, however, that for the layman, fashion is often not a priority, especially in Asia where frugality is valued as seen from the term "Asian values of thrift", or in poorer countries where people

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