

You don't buy clothes to buy an identity.

Students Name

Institution

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This particular submission endeavors to achieve its objective by providing an in-depth analysis of the importance of putting on the proper clothes. Nowadays, fashion designers from different parts of the world produce well put and decent clothes in the store. Therefore, depending on your mood, type of job, or even the type of event you are attending, it is always to ensure that you got the right outfit for any of the occasions listed in the latter. Furthermore, this submission focuses on the famous book entitled "You don't buy clothes buy an identity." This book is so detailed on how it entirely relates clothes, identity, and fashion.

It is correct to submit that most fashion houses worldwide identify themselves with the type of designs they produce in the market. Individuals not only dress up to look good but also to communicate indirectly to the people around them. Additionally, other potential customers prefer putting on specific designs because of the brand. The fashion industry is full of huge brands across the globe; however, the brands with the best plans at times enjoy monopoly powers. As a result of this, they price their products much higher than other brands. For instance, an individual might prefer buying two jackets from different designers. Let's take, for example Zara and the other from Martin Margiela. The Martin Margiela jackets are more expensive than Zara jacket designs. However, potential customers never mind spending more on quality brands. This is probably because certain brands speak for themselves.

The fashion houses invest a lot when it comes to marketing. This is very necessary because they operate, knowing that there exist potential customers across the globe. Therefore, the only possible way of reaching its targeted market is by ensuring that the product is well marketed. As a result of this, the fashion houses are always ready to spend on fashion shows, or perhaps organize events to showcase their line of products. All and sundry usually attend fashion shows, but most potential clients/ customers have fashion.

Virginia Woofs was also of the view that clothes are more than fabric ("More than just fabric," 2011). "Vain trifles as they seem, clothes have, they say, more important offices than merely to keep us warm. They change our view of the world and the world's view of us... There is much to support the view that it is clothes that wear us and not we them; we may make them take the mould of arm or breast, but they mould our hearts, our brains, our tongues to their liking". Furthermore, clothes can depict a lot of meanings depending on the size, shape, or even color. For instance, white is colorful, and yellow is bright and lively.

It is; therefore, correct to submit that identity and clothing all go hand in hand. If one chooses to rock the best brands, they will identify differently from someone else who wants a different brand. At times an individual's sense of fashion portrays a lot about him or her.

References

More than just fabric. (2011). *Chemistry & Industry*, 75(20), 16–18.

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