

UNISEX CLOTHING: A SUSTAINABLE WAY OF SELF EXPRESSION

CHETNA DIKKAR

Assistant Professor, Department of Fashion Design, MGM University, Aurangabad, India

ABSTRACT

In the recent times the fashion industry has moved its focus towards sustainable fashion with an aim to pace down the overall production on a global scale and thereby reducing the demand and consumption of fashion products. The movement of reduction in pace also known as 'Slow fashion' promises to trim down the enormous textile waste, restore environment, bring back ethical working conditions in fashion industry and make the industry sustain in the long run. Along with changing manufacturing and selling practices, there is still a need to change the individual clothing habits to make an outsized difference. The current COVID 19 situation has given us a glimpse of minimalism as way of life. People during lockdown experimented with what they had, swapped and shared clothes and refrained from buying new due to the uncertainty of financial future. With no specific point to prove, consumers chose unisex and gender fluid clothing options for the sole reason of comfort. This pandemic can be seen as an opportunity for reconditioning the mind-set towards traditional clothing and buying habits. Like never before the today's consumer is equipped with digital exposure and knowledge in order make right purchase decisions that would eventually change the course of the current fashion scenario. This change in paradigm is studied and documented based on the information from secondary sources.

KEYWORDS: Sustainable fashion, Minimalism, Consumer habits & Unisex clothing

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