

EMERGENCE OF VINTAGE, SECOND HAND AND RESTORED GENDER FLUID FASHION IN MUMBAI, INDIA: NEW BEHAVIORS AND POTENTIALS

DIANA LINDA¹ & Dr. DEEPIKA PUROHIT²

¹Banasthali Institute of Design, Banasthali Vidyapith, Rajasthan, India

²Assistant Professor, Banasthali Institute of Design, Banasthali Vidyapith, Rajasthan, India

ABSTRACT

This article is exploring the emergent market of vintage and fashionable second-hand clothing in Mumbai, India. Firstly, it is analyzing the context of the slow development of this new trend, the myths and misconceptions of the users, the beliefs attached to used clothes but also the new attitudes towards sustainability and genderless fashion. One of the main arguments of the author is that sustainability is linked with gender empowerment and genderless fashion favors this empowerment.

Through questionnaires, interviews, field visit and immersive experience, the author describes the birth of a new niche culture which valorizes unique clothes, upcycled and customized garments and for which old rhymes with treasure.

Based on the results of these interviews and visits, the criteria for successful second-hand events are highlighted along with the need to raise more awareness among the general public about fashion waste management and sustainable strategies.

KEYWORDS: Sustainability, Up-Cycled Fashion, Restored Fashion, Second Hand Fashion, Consumer Beliefs, Waste Management

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