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Women's fashion and trends have evolved and changed rapidly within the variety of cultures in the world and within the diversity of people's minds. Nowadays sexuality has become more visual and a commonly used idea among fashion designs. Many influences has made young people crazy about fetish fashion even though the older generations could not understand it. However, this is a revolution for the 90s and 20s to state their individuality and rebellious unique point of view to the society. Fetish has become a trend in fashion because of the change of people's open minds and histories of events on gender equalities and women rights; and famous stars' influences in public and social medias...

Fetish, as we all know, originated in the African tribal totem worship and Egyptian witchcraft, literally refers to the fetish worship, specifically the respect and worship of artifacts in religious activities. Time flies, however, in modern times, it is widely used in the category of sexual psychology, that is "fetishism", which emphasizes the beauty and desire, triggered by the using of external objects to realize the body's maximum limit, so as to achieve the sexual satisfaction. Many people think it unacceptable, extremely perverted. But how can you predict that this foible of sexuality, no different from the metamorphosis referred to ordinary people, has integrated with the fashion (as "Fetish fashion")? That is to say, this has escaped from the purely psychological category, as if the characteristics of infinite that human's instincts of desire would extend to all kinds of fields, is going to be revealed, which

fulfilled Freudian's Dark Theory. Then, binding, fishing nets, queen boots, romper, mini skirt...these pornographic style would just become the most arrogant sub-fashion darling, even though criticized severely by the public.

Fashion speaks, and we can read fashion as texts.¹ People use fashion to speak for themselves; fashion on a model is equal to a text that is readable to audience, it seems more visual and easy to understand. The author named Eugenia Paulicelli wrote a journal article about femininity and feminism that women has become more conscious about what they wear and speak for themselves by wearing clothes on their bodies. Politely writes, "Thus, fashion (as mode), with all its enchanting universe of simulations and appearance, e presents a text par excellence, but a text that is very complex."² Although, about the origin of the fashion, opinions vary, no unanimous conclusion can be drawn, but generally believed that Fetish fashion was due to the popularity of the 19th century corset. In that materialistic Victorian era, the ketone body, tightly bound by the bandage below the leather which was seen to prepare to go out at anytime, was much more sexy compared to the bare sexy. This is the evil effect that Fetish can exude, stimulating viewers to produce crazy yearning and endless desire for body.

Talking about desire of the body, S&M (Sadism and Masochism) became popular and raised lots of hot topics in society since it's not only an attitude about sex but even a style of fashion women would wear on streets nowadays. An article "Fetish Fashion", written by Valerie Steele writes, "...Westwood herself wore "total S&M as

¹ Paulicelli, Eugenia. "Fashion as a Text: Talking about Femininity and Feminism." In *Feminine Feminists: Cultural Practices in Italy*, edited by Jeffries Giovanna Miceli, 171-89. University of Minnesota Press, 1994. <http://www.jstor.org/stable/10.5749/j.ctttsff4.13>.

² Ibid

fashion" in the early 1970s, not just in private or at clubs, but on the street, as a way of subverting accepted social values.”³After women fought for rights in America, people tend to advocate being oneself, breaking the old rules, rebels, protest, are considered cool and unique. Of course how to dress has also been changed. Young women break the taboo and have guts wear rebel and sexual clothes on the streets, S&M even became a trend gradually...This article inspired me that to focus on the idea of S&M, and the rebellious sense that brought more confidence and attraction to the looks. Well, many factors of Fetish fashion have the same soul, what they want to express finally are no different after all, that period was the budding stage of the Fetish fashion for its spiritual source.

It can be said that there is no other maverick fashion can be as invincible as Fetish fashion in the mainstream culture. Fetish is like a super-powerful aphrodisiac to expand the global pornography and cultural power in a prairie fire, and completely liberate the public from the impulse which can only be solved by obscenity. About this, We know many historical events. Just as Madonna took a photo album and a series of MTV domineeringly in the name of Sex, dressed in Siamese tight leather with whip in her hand; Kylie Minogue, dressed in improved queen-style uniform, danced openly with the dancers tied to the darling dress in the Beijing concert; And When the personality supermodel Charlotte Brooke swayed through the T station with pedal death ballet boots, we couldn't count his beautiful foot curve made how many foot-loving people feel hearts of small deer rambling around the world; Of course, we can't forget the former Manson Lady, Dita Von Teese's red lips and her hourglass

³ Valerie Steele, "Fetish Fashion" *II. Fashion Revolution.* Paris Fashion (n.d.): n. pag. Web.

body with chest tightened to burst by painted leather; Then Bai Ling, successfully debut at her Hollywood debut, Gothic film “The Crow” by virtue of hot-dark SM tights and high heels... From this events, how could people not chase after the flow that their idols follow? These are both historical events’ influences and social media effects that make the Fetish fashion become more and more popular.

But we know, back in the days, especially in a religious aspect, sexuality was a “taboo”, no one could mention it with no fear. Here is a journal article written in a religiously aspect about sexuality by Zeb Tortorici. Jesus christ’s stories are introduced with further explanations with the clearer understanding to readers. I learn much from this. Back then in the holy bible sexuality is a serious topic and people were not as open-minded as they are now. For example, masturbation are considered sin, people would think that as pollution.⁴ To forgive the sins of the desire of sex, people would rather punish themselves or pray and ask forgiveness from god. .So what makes Fetish fashion so hot is gradually accumulated, not for a moment. Well, when did it started and how did it started?

As early as the economic climate of the Great Depression, the revolution of American women fashion has begun. Women started to break the inequality and design feminism clothes. And that was an important movement women gain claim rights for themselves. An article written by Annemarie Strassel talks about the history of women’s fashion in America. An analysis of the goals, methods, and aesthetics of this generation of women in American fashion suggest alternative spaces for rethinking the possibilities of feminist expression in the decades following women

⁴ Tortorici, "Masturbation, Salvation, and Desire: Connecting Sexuality and Religiosity in Colonial Mexico."

suffrage.⁵ During the wartime, women were treated differently, the social expectation to them were reproduction and house chores, the jobs that are abandoned by man. Women then started to use fashion to express their disagreements of inequalities. The movement of American design changed rapidly and people started to be aware of women's rights. Later on, with the more open minds, women started wearing what they want without harsh judgements.

From a certain point of view, the sexual meaning of leather wakes up more extreme clothing changes, creating a modern iconic Fetish fashion, which is the application of special clothing materials. However this was just the beginning, 100 years later, the prevalence of Gay Leather (homosexual culture) made the initial "temptation" upgrade to naked sexual expression and sexual needs. Judas Priest band headed by the motorcycle party stylist was the leader of this movement. At the same time, the most lethal Fetish fashion revolution quietly spread with the trend of this wave. There has been raised a debate on gender equality in pornography. Many people think that the imagery in the culture of pornography plays too harsh on women, that women seems less respected than man. And so as lesbian pornography, it is also an hot topic and debate among the social groups, Jill Dolan writes, "Lesbians have a lot at stake in the anti-pornography debate, because despite feminist efforts to reduce it to female friendship, or to diffuse it across a lesbian continuum, lesbianism is still defined by a choice of sexuality. The antes morality of the anti-proton movement threatens to refer lesbians not only marginal to feminism, but totally invisible."⁶ Thinking of pornography, the first image appears is the sexual activities of

⁵ Strassel, "Designing Women," 43.

⁶ Dolan, "The Dynamics of Desire," 67.

a male and a female. The reason lesbian are more controversial in pornography is because man were the majorities who needed it for their desire of sex, and most of the images and videos are women based or with man.

Hip-Hop Culture has also made a lot of impact through social media to fashion design. Hip-Hop as a popular music trend gets lots of young people's attention, and its style of fashion raises a lot of hot topics as well. In this article, two African American female hip-hop artists Elliott and Nicki Minaj are introduced. The argument is if the style of them is girl power or it is too much. Theresa Renee White believed that the black culture of Hip-hop like Elliott and Minaj's fashion are too sexual. This source helps me to think critically about the connection and influences of hip-hop culture and fashion.

There has been debates about women in magazines ,which are critical that the content of fashion magazines are not interpreted correctly like before. Inaction those images of women in nature are too feminine especially they are more exposed and aim to male readers. The writer Diana Crane believes that the body shows too much and not just advertising the fashion. I think the critical way of thinking also tells fashion designers and magazine editors to adjust their perspectives and way of advertising that the women's fashion should be more focused instead of female bodies.

A recent research shows that when women are in ovulation period their desire of intimate acts increases, they tend to act differently such as choosing sexier products, especially clothes in order to attract men. It seems that it is an hormonal factor for women because in this condition they are more conscious about themselves being more feminine and desirable. "We argue that ovulation should lead women to choose

sexier clothing because ovulation amplifies the desire to outdo other attractive women. Thus, we wanted to examine whether the act of shopping for clothing might naturally lead women to compare themselves to other attractive or other average-looking women.”⁴⁷ The scientific results shows the fact that choosing clothes can cause by women’s hormonal factors. That’s why so many people choose the Fetish fashion. We can call it by nature.

All above prove that Fetish fashion becomes a trend nowadays is inevitable. Its historical events’ influence, social media effects and scientific results, all these have nothing to do but urge the public to follow suit step by step.

⁷ Durante et al., "Ovulation, Female Competition," 6.

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