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Intro to Fashion Studies

Assignment 1

12 September 2017

Assignment #1: Christopher Breward's Aphorims to *Fashion Studies*

In Christopher Breward's foreword to *Fashion Studies,* Breward expresses different aphorisms in relation to Fashion. Breward argues that fashion is a tool that evokes confirmation of self-identity, anxiety, worry and ambiguity to further understand psychological complexities. Fashion allows people to depict their ideas and identity through attire and design. For example, subcultures, like gothic subcultures, tend to portray their identities through punk-inspired fashion, corsets, fishnet, chains, dark makeup, etc. to further express their feeling of rejection from "normal" society.[1] I agree with Breward's aphorism because fashion is used positively as an outlet to creatively expression, while also acting an opening for discrimination from others. This juxtaposition raises questions about psychological thinking and its complexities—how and why the brain experiences such emotions.

Another aphorism that Breward expresses is that "fashion is intensely personal," defining fashion as medium to share personal stories, relive memories, and foretell future memories (Breward 19). I agree that fashion is personal because it is a platform for a person to share a story through choices. The choice: the color, style, fit allows one to define their character each day. The perspective from someone wearing a costume will differ from that of someone wearing a black hoodie and blue jeans. A costume can define someone's career, while something simple may define someone's value of comfort. Also, fashion shares stories through the moments its undergone. An item may be an inherited heirloom from a previous family member, which reminds a person of the item from history.

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[1] Kristina Paytasheva, "GOTH SUBCULTURE - MUSIC, ART OR RELIGION," Fashion Lifestyle Magazine, October 2007, accessed September 11, 2017, http://fashion-lifestyle.net/subculture_en_broi3.