

# English Language A Vogue In The Fashion Industry

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**Abstract:** *This paper focuses on how English Language is used in the Fashion Industry. The study of fashion has been long neglected in academics than any other social or cultural trend, representing the more important political and historical zeitgeist of a time period. This paper takes up the study of fashion with a "theoretical facelift." English as an original theoretical framework delineates fashion's communicative frameworks as cloth, drape and belt, this work analyses the conceptual meaning of runway performances. English Language is involved in fashion advertising and plays the role of defining consumers for purchased or consumed goods the better their everyday lives. Ads depict the erroneous mirage that people are more successful, worthier, and physically beautiful based on their specific brand identity and consumption habits. Designers use the conceptual runway performance elements of time, advertisement, place, environment, music, model appearance and actions to explain and reinforce the message that their clothing communicates, while conceptual fashion shows are often characterized as spectacles intended to stimulate the popularity of a label and ultimately boost sales. This aims to provide a basis for the explanation of English as a language for fashion.*

**Keywords:** *Fashion communication, Language of fashion, English language skills, personal identity, fashion blogs, websites, networking*

## 1. INTRODUCTION

Colonial and Economic development from the 18<sup>th</sup> to the 20<sup>th</sup> century saw the impact of English Language spread rapidly all over the world to become a Global Language. With the invention of science and technology, internet was created, this brought a change with languages over time, the internet has introduced a new tool to achieve these changes making human life simple and easier. English, spelling, pronunciation, vocabulary and grammar have changed since the internet became available for ads, resulting in conflicting views and discussion among language researchers and commentators. The English language history was divided into three main periods: Old English (450-1100), Middle English (1150-1500) and Modern English (1500). During the modern English period the language saw a major shift, English continued to grow and to change. In the 20<sup>th</sup> century English grew to become not only the British Empire's National Language, but a Global Language (Anuradha Mahindra, 1995).

Many countries choose English as a language for education, diplomacy, science and technology and remain competitive on the global job market. For example, the IT sector is one of many industries which has adopted English as their mother tongue. The international relations and online communication made English a global medium of communication.

English also became the common language of science & technology. English is now the key working language in the fashion and retail sector, it is important for those employed in this field to have excellent English language skills and to know the lingo of the industry (Lichtenstein, 2009). When interacting with other designers internationally, or reaching an arrangement with an international supplier, English is likely to be the language used. Practitioners around the world will greatly benefit from having a good command over the language, as leading hubs in the fashion sector. English for the Fashion Industry which communicates with fashion industry colleagues, suppliers and customers (Jean Allman, 2004). This is designed to meet the special needs of fashion industry students, whether they are interested in design, production or promotion. Emphasis is placed on key terminology that addresses all stages of garment construction including design, manufacture, shipping and distribution, as well as customer relations and marketing. The study's main objective is to help and explain how English Language skills are useful for development, production and promotion in the fashion industry (Flugel John, 1950).

Fashion as a study area needs a varied set of skills. Many students of fashion courses are well versed in the market. The savvy fashion designer knows that he or she has to predict trends and understand how to sell and promote all their items, from haute couture evening wear, party dresses, seasonal collections and accessories to the casual ready-to-wear every day trends. Fashion designers, apart from the business acumen, are genuinely artists whose palette is clothes and accessories. Drawing, sketching, and imagining the movement of fabric over a model to create new creative ways, a fashion designer can paint with various fabric textures and try new techniques and textiles for stitching (Frazer, 1990). A successful fashion designer knows the key to their success is collaboration. Being able to speak multiple languages gives them a leg up in an industry that is competitive, fast-paced, rapidly evolving and setting trends. Speaking different language permits more seamless collaborations and business partnerships (Geertz and Clifford, 1983). Obvious language skills and research options include the big three: English, French and Italian. In the industrialized and newly developing world, the rapid fashion culture has dramatically altered the social trends, the economy and the climate surrounding this sector. The cycle has changed the region's history and culture. Fashion is a worldwide cultural identifier; it creates a unique consciousness among diverse individuals while meeting, participating, and observing people from different regions and ethnicities. It is a medium of communication, symbolism, faith and a social identity dimension (JEC, 2015). As demand for fashion industry grew, American-based corporations responded by outsourcing labour to developing nations (Beward, 2003).

Social media is a medium which has recently emerged with a broad impact on both personal and business contact with English. A communication model in which an addresser sends messages to passive receivers has been replaced by a new interactive model in which all participants have the opportunity to interact actively throughout the entire communication cycle. With regard to the business sphere, there is a hesitation to begin fully communicating at this level, as the character of this type, media brings with it the potential risk of losing full control over the spread of information within the sphere (Bollier and Racine, 2005). With a certain reticence within the business sphere, social media can be very helpful in the fields of public relations and marketing, especially in an industry such as fashion, where visibility and association despite consumers, as well as creating strong image and corporate culture have always been important, and more focus has been put on the recent social developments. In the last few years, fashion has become a global industry consisting of a number of diverse local markets over lifestyle, religion, and culture, making awareness and identification more complicated with individual customers (Easey, 2002).

Fashion magazines are an integral part of the fashion industry and follow various mystical methods to inspire their readers to crave, if not buy, fashionable clothes of all sorts,

along with accessories (handbags, shoes, scarves, jewellery and perfume), and marketed beauty products. The magazine covers trends and news relating to international, national and local fashion and beauty trends. It is aimed at reaching prosperous, style conscious urban women (FASHION Magazine, 2019). The Indian fashion industry is rapidly growing and so is our fad for fashion. The magazine also aims to consume as much as possible inspiration from the fashion world by keeping them updated about what's going on in the industry. These include mostly the ins and outs of the latest fashion activities, as well as trendsetter's lifestyle needs. This is where the power of fashion magazines comes in. We act as the quintessential tool for holding us au courant with fashion fraternity titbits (Jackson and Michael, 2005). This isn't all about fashion magazines though. Through providing access to a wide range of topics such as fashion news, style trends, beauty tips, lifestyle, celebrity gossips, relationship advice, dating tips, health and fitness, travel tricks, and much more, they also remind us about all other facets of fashion. They are Savvy, Harper's Bazaar India, Vogue India, New Girl, Cosmopolitan India, Verve, Women's Generation, Elle India, Femina and Grazia India (Gell and Alfred, 1988).

Savvy is an 'informative, empowering, and irresistible' choice for modern Indian women! The leading women-cantered fashion magazine offers a vibrant array of articles covering various spheres of life including beauty, food, fitness, travel and lifestyle while providing plenty of updates on Bollywood-sprinkled fashion. But the most interesting thing about Savvy, by embracing 'Real Woman, Real Stories' (Andrea Costabir, 1984), it dares to be different from its contemporaries. Harper's Bazaar is a well-known worldwide fashion magazine for "women who are the first to buy the best, from casual to couture." This focuses primarily on the fashion and lifestyle needs of upper-elite and upper-middle-class women in society. The publication's pages are filled with fashion tips on-trend, beauty DIYs, wardrobe ideas, celebrity fashion, entertainment, wedding, relationships, travel, food, and even politics (Nonita Kalra 2009).

Vogue is another American fashion and lifestyle publication that has achieved immense prominence as a true directory for women in fashion around the world. The Indian version is well known as India's Best Ever Fashion Magazine with the highest readership rate. It was India's first 100 per cent foreign-owned magazine. Vogue India mainly focuses on everything fashion, culture, living, and wellness that is in vogue (Priya Tanna, 2007). New Woman is all about reacting to the needs, expectations and aspirations of today's Indian go-getter women. It is India's flagship fashion and lifestyle publication, on a par with its regional counterparts. It has notched an enviable circulation in record time with an innovative approach to delivering the best quality content and a deep commitment to establishing an enduring relationship with readers (Hema Malini, 1996).

Cosmopolitan, originally named The Cosmopolitan, is an international fashion and entertainment publication aimed primarily at female readers. The US-based newspaper started its journey as a family magazine and developed into a literary magazine before introducing itself as a full-fledged magazine for women. The magazine has as many as 64 international editions, also popularly known as Cosmo. It is printed in 35 languages in over 110 countries (Nandini Bhalla, 2002). Verve is India's first and only home-grown international luxury magazine representing 'The Spirit of Today's Women.' Verve has been updating itself since its inception to keep up with current fashion fads and patterns both editorially and aesthetically in pursuit of perfection. While it is a fashion-oriented publication, it also covers many other aspects of life including beauty, trendsetters, style, Bollywood, library, travel, wine & dine, features, framed, columns, luxury & labels, screen & stage, spaces, books, sports & fitness, technology, industry, watches, etc.

Women's Era is currently India's second oldest fashion magazine that 'Makes Life Beautiful.' With a huge fan following more than 24 lakh readers, it is now one of the biggest

selling women's Indie magazines. This comes not only with fashion pages oodles containing trends, tips, advice, and news, but also helps Indian women by covering other aspects of their lives including beauty, clothing, fitness, cooking, lifestyle, travel, technology (Divesh Nath, 1973). Elle is an international French-language weekly, recognized as the world's largest fashion and lifestyle publication. It is one of the world's bestselling newspapers, with 42 international editions in more than 60 countries. In French, 'Elle' means 'she' and every part of the magazine always honours womanhood. Since its launch the Indian edition of the publication has been a big hit. It covers many topics, including fashion, latest trends, beauty, health, fitness, celebrity, lifestyle, relationship, travel, entertainment, culture, astro, etc. (Supriya Dravid, 1996).

Femina is India's oldest fashion magazine having captured the Indian woman's essence for 58 years now. It is based primarily on the notion of uplifting women but also presents the fashion design with an intent. Over the years, the magazine has evolved beautifully to cover a wide range of subjects including fashion, beauty, health, fitness, cooking, relationships, celebrities, bride, wellness, travel, culture, career and so on (Tanya Chaitanya, 1959). Grazia is an international female fashion and celebrity gossip magazine of Italian heritage that today serves as the most professional style translator for millions of women around the globe. With its spanking look, swank design, unique editorial and edgy content it stands apart from others in its genre. The lively magazine's Indian version is sassy, witty and clued up too. It delivers the best, loveliest and most wanted fashion while demystifying style with a distinctive ideology of 'Simple Chic' (Mehernaaz Dhondy, 2008). When numbers increase, there are many English magazines that are so important that they avoid institutional barriers to containment. They agree that by nature fashion is interwoven with the very fabric and intent of literature.

Many international brands and overseas supply chains make English language an essential factor for a career in fashion. English Language “a complete advantage” the language and communicative skills of individuals helps them to be professionals in the industry to elevate their career by giving them the flexibility and adaptability to work in different locations. This helps fashionista's to expand their knowledge of companies, products and media. Many international brands globally look for English language skills while recruiting, these companies also offer language training for employees who need to improve their fluency. To build an international career in fashion English Language skills are essential for individuals.

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