

PROJECTING PERSONALITY IN VARIOUS ROLES, OCCASIONS, SITUATIONS THROUGH DRESS SENSE, FASHION , ETC.

SPECIAL PROJECT



BY

JAWWAD I. KHAN

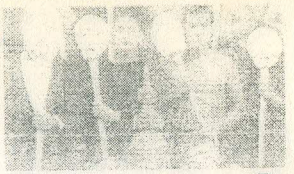
GUIDE

PROF. MOHAN BHANDHARI

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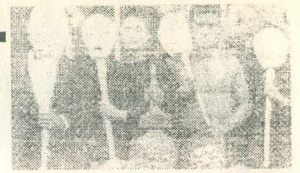


APPROVAL SHEET

The special project entitled " **PROJECTING PERSONALITY IN VARIOUS ROLES, OCCASIONS, SITUATIONS THROUGH DRESS SENSE, FASHION , ETC.**" by Jawwad Khan is approved in partial fulfillment for the Masters Degree in Industrial Design of IIT Bombay.

Examiner

Guide

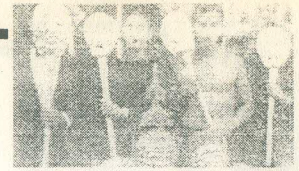


ACKNOWLEDGEMENT

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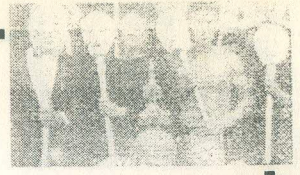
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Project Brief

The aim of the project is to study the various styles of dressing being adopted by people and the socio-psychological factors involved in projecting one's personality.

The project involves observing , interviewing and documenting the various roles adopted by the individuals in their day to day life.

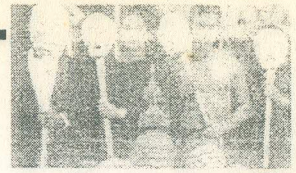
There are basically two ways of projecting one's personality.

- Role playing
- Presentation

Role playing is a formal way of depicting one's personality to suit a particular task or role.

Presentation is a technique of highlighting , imitating or camouflaging one's personality through dressing.

Dressing can therefore be used as a tool for modifying or altering one's personality. It is very much dependent upon the individual, the surroundings and the occasion in which the individual exists.



PERSONALITY PROJECTION

or FORMAL
FORCED

⇓

PROFESSION

⇓

ROLE PLAYING

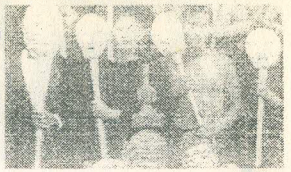
or INFORMAL
UNFORCED

⇓

OCCASION

⇓

PRESENTATION



Introduction

PERSONALITY

Personality of a person is a very complex issue . There are various factors which contribute towards the development or projection of one's personality .



"...Personality may be defined as the sum total of an individuals behaviour in a social situation. Behaviour includes not only overt acts but inward feeling tone produced by the situation as interpreted by the individual through introspection."

- Taxler

Personality depends upon .....

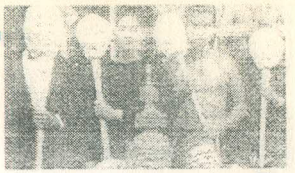


royal look

- Family values and principles :

A persons personality will to a great extent depend upon the

family background , it's values and beliefs . A person may either be a strong follower of these beliefs or may become a rebellion. This type of behaviour is very much influenced by the person's influence in the outside world and his experiences in the past .



- Physical attributes :

The physical attributes of the person creates some sort of halo effect . It may either uplift or lower one's personality . The various factors responsible for one's personality are,

. physique - body dimensions

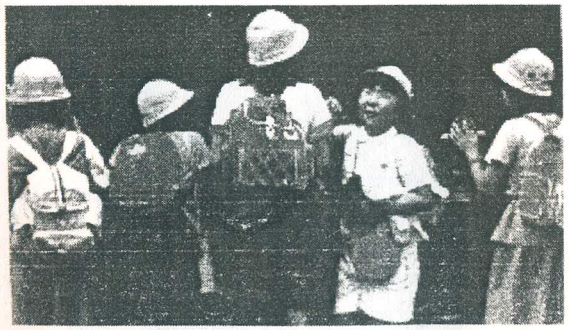
. appearance - skin colour , looks , dressing , hair style , body make-up , etc.

. behaviour pattern - the persons body gestures , behaviour , communication styles while interacting with others.



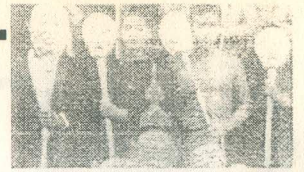
"Personality is the product of the dynamic and unique organization within the individual of psycho-biological structures or systems and their interactions with the environment."

- Freeman



- Education

Personality is definitely moulded in some way or the other through the education or knowledge one attains in life . The person's personality or image is often weighed against his qualification in social circles .



- Culture

The culture factor plays an important role in projecting one's personality or image . A person from a rural area may project a different image from that of a person residing in an urban area . This is actually due to the cultural difference that exist between the two . This difference can be minimized through exposing the person in a culture other than his own and the person's willingness to undergo change .



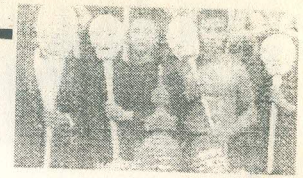
"Personality refers to the complex description of the constitutional make-up including physique, temperament, intelligence and character.

- Symonds

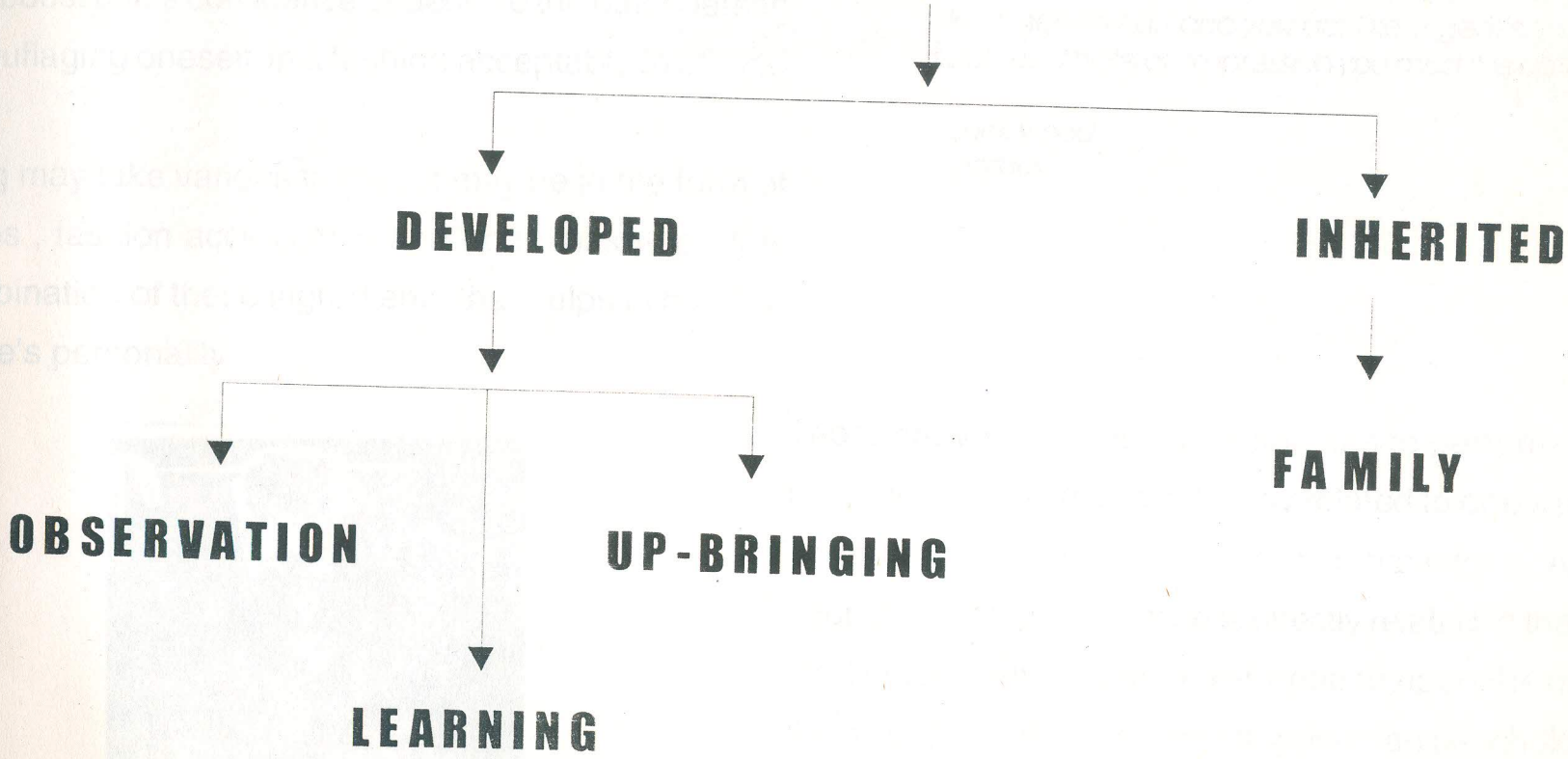


- Psychological state of the individual

Human psychology is a very important factor in projecting a person's actual image . A charming personality may suddenly become arrogant and irritating with the change of the individual's mental state . The temperament and patience of the person plays a very important role in image projection in the changing surroundings and events that take place .



PERSONALITY



DRESSING



Dressing plays a very important role in portraying one's personality. It may be used as a way and means of impressing others , creating an image in front of others either to boost one's confidence or deceive the other person by camouflaging oneself in a fashion acceptable to others.

"Dress like a bum and you act like a bum. Dress like a gentleman and you act like a gentleman. Clothes create an impression you must live upto."

- Jack Wood
Forbes

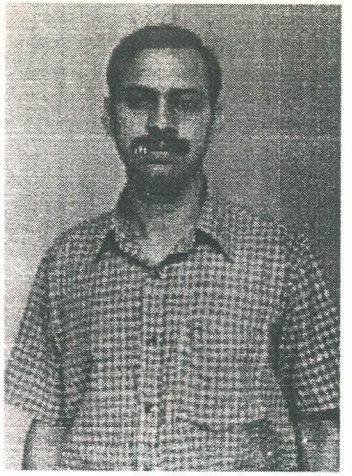
Dressing may take various forms . It may be in the form of costumes , fashion accessories and body make-up . It is the combination of these ingredients that helps in building up of one's personality .



There are various roles a person has to perform in his day to day life . Some may be directly related to one's profession while others are suited to informal occasions. A person's adoption of a particular style is directly related to the occasion . But personality may very well depend upon the quality and the way of adopting the dressing . Human psychology differs from person to person. There is no hard and fast rule for dressing and the sense of dressing may vary from person to person . What is more important is the image which one



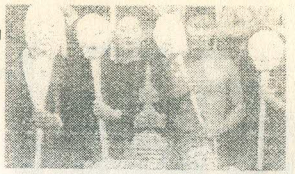






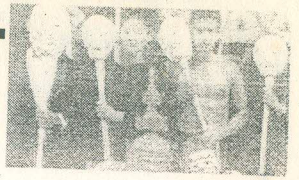
would like to project of oneself by dressing up in a particular style and whether he/she is successful in presenting that image.

A person's personality at office will definitely differ from that he/she projects at social gatherings and outings .



FASHION

- SITUATION / ENVIRONMENT
  - COSTUME
  - FASHION ACCESSORIES
    - JEWELLERY
    - FOOTWEAR
    - OTHER ACCESSORIES
  - BODY MAKE-UP
    - FACIAL
    - HAIR STYLE
    - MEHENDI
    - TATTOOING



COSTUME

SITUATION / ENVIRONMENT

FORMAL / FORCED => PROFESSION

Or INFORMAL / UNFORCED => OCCASION

STYLE / PATTERN

INDIAN / ETHNIC

WESTERN

COSTUME

INDIAN / WESTERN

formal

informal

COLOUR

dull

bright

sober

gaudy

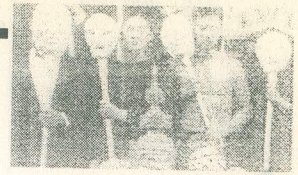
MATERIAL

TEXTURE

PRODUCT

branded

unbranded



PERSONALITY DIFFERS WITH

- AGE
- SEX
- PROFESSION / OCCUPATION
- INHERENT CHARACTERISTICS
- SITUATION / OCCASION

DRESSING

- INDIVIDUAL CHOICE
- CULTURE / SOCIETY
- PROFESSION / OCCUPATION
- FAMILY VALUES & BELIEFS
- SITUATION / ENVIRONMENT

THE ROLE OF CLOTHES



- Improvement of Appearance

Young adults select clothes that enhance their good features and camouflage, their less attractive ones. When telltale signs of ageing begin to appear , they choose clothes that make them look younger than they actually are.

- Indication of Social Status

Young adults, especially those who are socially and vocationally mobile, use clothes as status symbols that will identify them with a particular social group.

- Individuality

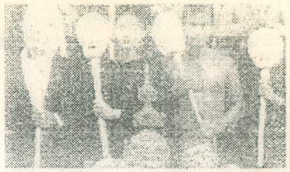
Even the adults today want their clothes to identify them to a particular social group, they also want them to have enough individuality to be noticed and admired by the group members.

- Socioeconomic Success

Few things are able to proclaim economic success more quickly and in a more subtle way than clothes. Expensive clothes, clothes from famous designers and manufacturers all tell about the owner's status.

- Sex-Appropriateness

Men and women whose bodies are not as sex-appropriate in appearance as they would like them to be select clothes that enhance their sex-appropriateness.



Coordinating an outfit is an essential aspect of dress sense. Each outfit has five main components that need consideration. These are the suit jacket, the shirt, the tie, the handkerchief and the socks. These items should either work in tonal harmony or tonal contrasts. Tonal harmony is achieved through a combination of different shades of a single colour. A good example is a steel grey suit with a pale grey shirt and dark grey tie and socks. On the whole , tonal harmony is simpler and safer to pull off. Tonal contrasts, on the other hand, require more care and thought.

Everyone's appearance is complemented by specific colours. The wrong colour can make your complexion seem sallow and grey.

But the accessories are limitless and the contrasts can be further enhanced through the accessories worn with the suit.

Dress sense can be defined as the combination of the right clothes in the right colour for the right occasion. The colours you wear can change the way you look. Colour tones can hinder or help your appearance by draining or accentuating your natural colour.



Make-up

Make-up, like dressing is a very important aspect of projecting one's personality . For a desired image, make-up should go in line with the costume adopted by the individual . Make-up till recent past, was only a feminine , today we have male beauty parlours flourishing all over the major cities of India . Men have realised the importance of beauty trying to highlight or enhance their facial and body features .

"Right make-up is Right image"



Make-up completes the total image and makes a statement about the way a person feels about oneself . Make-up helps enhance a person's looks, personality and confidence thereby makes the individual feel good about oneself .

In most of the cases where the women's make-ups are concerned 80% of the women wear make-up for themselves and not for their partner. It is done to build up their confidence , giving the much desired psychological lift. There is also a view that women apply make-up to attract the opposite sex

by making their presence felt , while some use make-up with their own sex in view , that is, to be competitive .

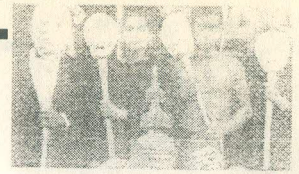
Make-up has a long history of being practised by women all over the world . This has been in the form of tribal markings on their face and body in the primitive societies , or accentuating the eyes as the most prominent facial feature . Today , it is the minimalist look that is favoured . Make-up has become more an individual's personal style and a look that an individual feels happy with or a style that suits.





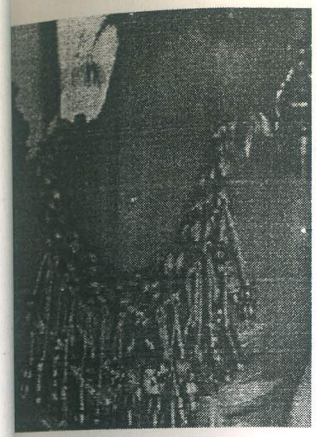
The concept of a positive image is becoming more and more important to the career minded woman . This positive image is becoming synonymous with 'positive' or right make-up . The make-up here is minimal but at the same time effective so as to go with one's surrounding working atmosphere .

Make-up today is at it's level best . The colours are lilac , purple, metallic blue , green , bronze , etc. on the eyes .

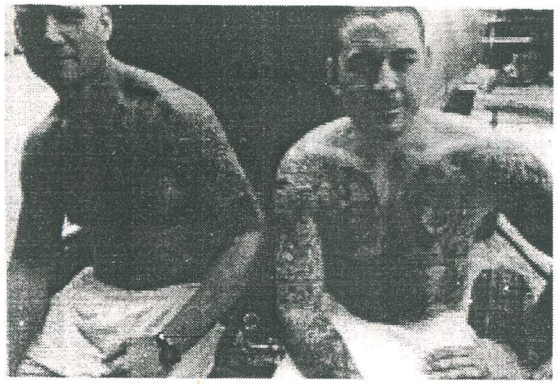


BODY MAKE-UP

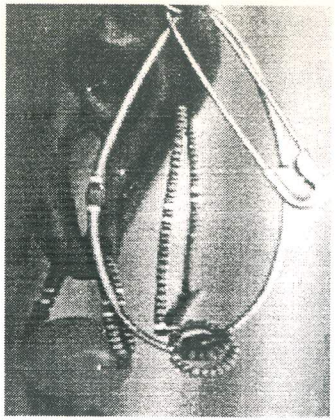
- FACIAL
  - •BLEACHING
  - •POWDERING
  - •EYEBROW- SHAPING
  - •LIPSTICK
  - •SHAVING
  - •PLASTIC SURGERY
  - •JEWELLERY
  - •EYE LINING
  - •ROUGE
  - •BINDI
  - •KAJAL
  - •MOUSTACHE/BEARD TRIMMING
  - •TEETH WHITENING
- HAIR STYLE
- BODY PIERCINGS
- TATTOOING (permanent)
- MEHENDI (temporary)
- NAIL POLISH



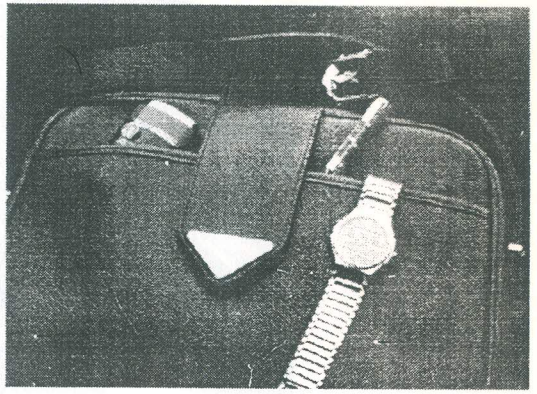
ethnic jewellery



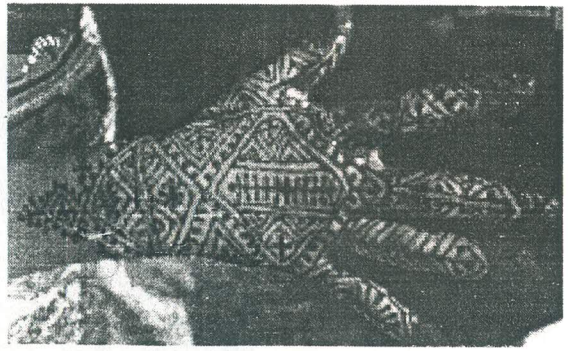
tattoo



body piercing



fashion accessories

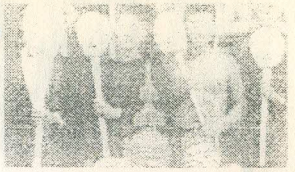


mehendi

Liners are not a must , but thick mascara is definitely in . Lip columns are pale, in brown and pink tones and that goes for the blushers as well .

People have their own choice , the look which they desire or are more comfortable in - classic , exotic or cool and bracing.

HAIR STYLE THAT MATTERS



Make-up and hair trends are totally linked with society , culture and most important the fashion scenario .

The '70s was the era where the hair styles underwent a change with the women adopting permed , straight hair and long layered cuts with heavy curls . The younger generation was a confused lot which was hanging between the hippy and the punk age . By the end of the decade it was the punk style which found it's hold onto the younger lot who went totally nutty .



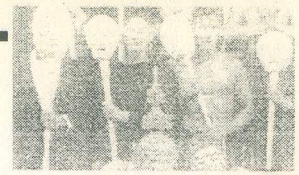
tapori image



studiuos/serious look

The '80s had no specific look to identify with . Infact this was the only decade without a particular look . Make-up was subtle and all columns were used . The cosmetic world was thriving and make-up was advanced and easily accessible .

After all that has happened in this century with so many variations of the look, we still today refer to the '50s and '60s for the hair inspiration. Where the hair cuts go , people



all over the world are going in for the cute flip-cuts and flip-ins . In case of girls straight hair is worn upto the shoulders or even shorter , the untidy look hairdo is also becoming quite famous amongst the new generation to project their carefree image . Imitating the looks of great many Hollywood stars . Women with long hair - straight hair and curly hair go in for long layered cuts . For women with short hair , fringes are pushed to the side and the crown is pushed back with the hair slicked down the neck to give a chic look .

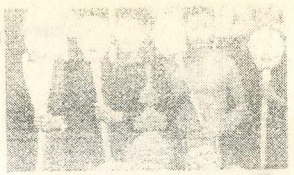


punk image



traditional style

The boys are very much influenced by western fashion and cinema scene , the step-cuts , slope cuts , crew cut , long side buds are back again . The youngsters no longer adopt to one style. They prefer to go for a change either by adopting different styles or by giving some sort of temporary treatment to the hair with oil or gel treatment . There is no one definite look which one would like to adopt . The image which one likes to adopt will differ from time to time ,place to place , occasion to occasion . The youngster of today has become smart enough in his approach towards hair styles



Nothing completes your outfit more than the right kinds of accessories like shoes, jewellery, handbags, belts, ties and scarves. There are some other accessories which may be very functional at times that effect the image, like pens , spectacles, watches, etc.



FOOTWEAR

Footwear cannot be neglected from the dressing as it too plays a significant role projecting an individual's personality. Nowdays especially amongst the young college crowd the brand creates a tremendous impact . A person wearing a Nike or a Reebok is valued high in social circles while a person wearing a local brand often goes unseen. The footwear worn should match with the overall dressing including the accessory worn to give the individual a complete look. In the senior adult group neatness and quality are given more importance than the brand image.

FASHION ACCESSORIES

JEWELLERY

- MATERIAL
  - ETHNIC
  - WESTERN

FOOTWARE

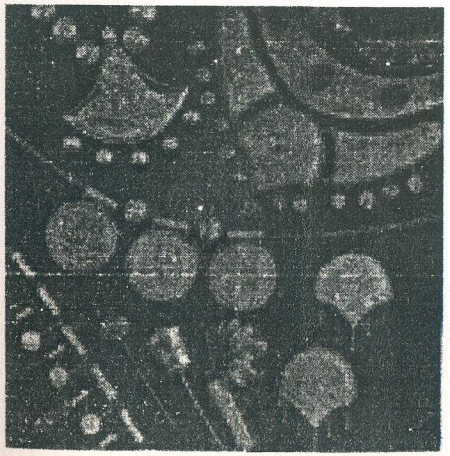
- BRANDED
- UNBRANDED
- TRADITIONAL

OTHER ACCESSORIES

- PENS
- WATCHES
- PERFUMES
- CUFFLINGS
- HANDKERCHIEFS
- BELTS
- TIES
- SPECTACLES
- HAIR CLIPS

India has a long tradition of using jewellery as a means of body adornment. The presence of jewellery by itself creates an impact on the overall appearance of the individual. Till recently it was used mainly on special occasions like weddings, festivals, and social gatherings. Today it is worn as part of image enhancement in everyday use. Jewellery in the form of earrings is being adopted by the young westernized male crowd to project their new carefree image.

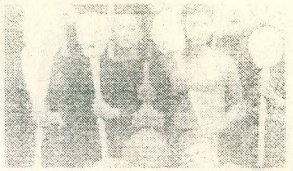




Although very little of jewellery is being used for daily use it creates significant impact on the user's personality. Rings, earrings, bracelets, chains and cufflings find wide use in the present . The jazzy , bold and ornamental type of jewellery are no longer in fashion , they find their use only on special occasions. In addition to the real jewellery we also have their imitations made in cheaper materials like metal and plastics which may be cleverly coated in the colour desired to give the real image. The jewellery may further be



divided into ethnic and western so as to suit not only the dressing but also the occasion being attended. Ethnic jewellery which is in high fashionmakes use of the colourful beads which may be from wood, plastic or animal parts like bones, tusks, teeth, etc. This jewellery is quite bold and is worn on casuals and traditional wears for festivals, parties and social gatherings. nowadays



FASHION REFLECTIONS

**"The young are slaves to novelty ,
the old to custom."**

Women of today like to be independent leading comparatively freer lives . Comfort and ease of dressing are one of the main factors which the women of today pay more attention to . Young working women of today are adopting to two piece dresses like shirts and trousers , punjabi suits , T-shirts and jeans in place of sarees. These costumes give them a much desired dynamic look and facilitates their easy movement through the crowded streets and railway stations . The other reason for their acceptance is that they are less fabric than sari, choli and the petticoat and it is easier to wash and iron . The traditional dhoti type pyjamas have also become famous amongst youngsters .

"Fashion follows no man ; it follows no fad . It is fanfare of our daily lives ."

- Diane Vreeland , 1977





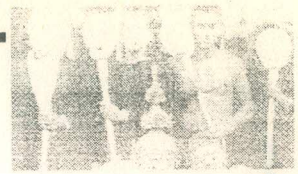
The young crowd is very much influenced by the the fashion scenario , the festivals and ethnic India .They are projecting a very casual and informal look , freaking out in their lives . There is no binding of any sort to a particular style or fashion . Their image is that of a free bird just wandering around freely without any worldly responsibilities . Their dressing is very much occasion oriented and would try to show off every bit of it at the fall of an opportunity .





Bright , jazzy colours , ethnic jewellery , light make-up, fashionable hair styles , jeans , casuals , minis , slacks , sporty outfits are the in-thing .

The white collared professionals, have become more image conscious and therefore would like to project themselves in styles which will uplift their personality. Their dressing.



therefore, incorporates a particular type of dress code which helps them maintain their image. The executives would like to project themselves with a neat , clean and well defined look.



The executives of today have become brand conscious. They have become very particular about the things they wear , their dress , footwear , hair style , facials , jewellery and other things like perfumes , pens , etc. Their dressing



incorporates the use of these brand image products which they also feel proud to exhibit in front of others. It psychologically lifts their confidence in addition to giving them the required identity. Dressing speaks out for them creating a well groomed and defined image. The dressing by itself does not in any way improve one's performance or business , it is there to create the much required halo effect, to make things easier and better for the actual part of the business.





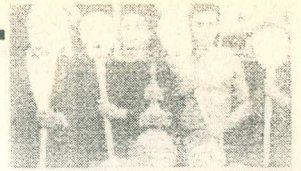
The companies nowadays are also creating their own dress codes which they feel is required to increase their business and clientele. The image is, therefore, given top priority in today's competitive professional world. Dressing therefore has become one of the important ways of projecting personality which acts as an important tool for marketing oneself.



ICONS OF FASHION

Fashion in India has been influenced by celebrities , magazines and foreign fads . Films and fashion are linked almost all over the world right from the day cinema was born . Unlike today, where films have entered people's homes , people till the recent past flocked to the cinema halls to see their favourite matinee idols . It was very difficult to establish contact with their favourite stars . The audience fell in love with film stars , was inspired by them and wanted to look like them . Men and women round the globe imitated the look of their stars .

In cosmopolitan cities like Mumbai , whatever the film stars wore in their films was being closely followed by a few bold , young crowd . Like in the past where people imitated styles of their favourite movie stars - Amitabh Bachchan , Rajesh Khanna ,..., the young crowd is imitating the styles of Bobby Deol , Amir Khan, Salman Khan , Shah Rukh Khan , ... amongst the males and Rekha , Madhuri Dixit , Raveena , Karishma ,.... amongst the females . But nowdays there is

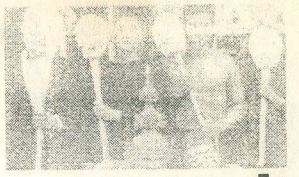


very little amount of emotional attachment that one gets into with these personalities , they are adopting their styles for the looks and not to create any sort of affiliation , identity or oneness with the cinema personalities image.

The existing trends are very much influenced by the western culture and the shoe influx of the western wear in the market . The young crowd is also influenced by the various fashion magazines which talk about the changing fashion scenario

. The trends were further highlighted with ex-models gracing the film scene . Dressing today has acquired a sense of style and a great care of being taken in each and every aspect of dressing nowadays.

Influencing the daily speech , fashion and even behaviour , cinema has struck deep in our minds and will continue to do so.



THE POWER OF DRESS

Wear clothes that suit you and your life-styles.



The trend tables have turned , the power dressing is in like never before. The change that crept in silently has today become all pervasive. The saree and shalwar kameez which was considered to remain the dress clothes of working women are now losing their popularity amongst the top level executives. The western wear as power of dressing is a major fashion statement . The progressive, modern and bold women of the Nineties in the Hindi films have made sheer and sensual clothes an acceptable norm. Saree has become a costume to be worn more on occasion; the working woman in the Indian metropolis has realised the functionality of a western code.



The young working woman of today is making a statement of her attitude, her ambition and her aspiration through her dress style. The dressing is formal but relaxed and lived in which not only makes the woman feel comfortable but also



wedding party



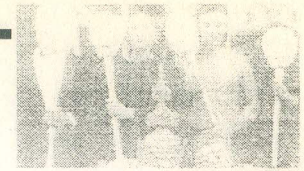
religious ceremony



funeral ceremony

builds up her confidence in the competitive professional business environment.

Although the western type of dressing has been popular amongst the top brass women executives, the middle rung still prefer to wear the saree or the shalwar, the cultural influence which is difficult for her to forget.



THE STYLE IS THE MAN

People of today have become image conscious , giving utmost importance to their physique and their dressing . An attractive appearance is a tremendous asset in social relationships while unattractiveness is a liability . They have discovered that self -esteem , self assertiveness , liking by others , happiness , and physical attractiveness are all closely interrelated , with the last being responsible for other qualities .

"In a social exchange , physical attractiveness is a positive input and can be used to obtain a variety of good outcomes for it's possessor. One of the most frequently obtained outcomes is liking. Attractive people are liked more as friends ... and receive more positive evaluations from others .... and empathy .... than unattractive people... As a result of many good outcomes obtained by attractive people, it seems likely that they are happier and better adjusted than unattractive people. It is also probable that the liking received from others is reflected in a high esteem ."

- Mathes, E.W. , & A. Kahn.
Physical attractiveness, happiness, neuroticism, & self-esteem.Journal of Psychology , 1975,90,27-29.



Women have discovered that physical attractiveness aids their status in life , both in business and through marriage. In our present-day culture , physical attractiveness in women is as important as intelligence and education to make a successful career.

People have discovered through experience that a deviant physical appearance is a social liability. People no longer easily give away to aging. They are making use of all the

cosmetic technology in the world to make the look young and attractive . They have recognized the important role appearance plays in business, social, professional, and even family life and they try to correct the problems which may arise by camouflaging themselves by using right type of clothes and beauty aids for the situation.

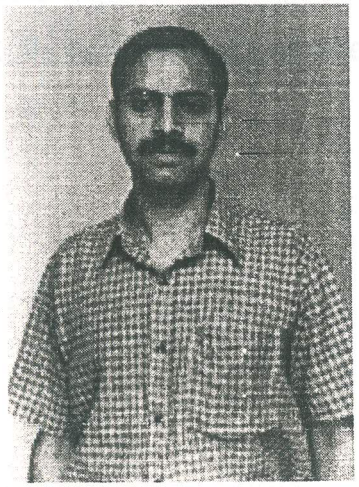


Clothes and personal adornment thus play a vital role in projecting the image of the person. Appearance as one knows is important to success in all areas of their lives. It psychologically lifts the image of the person building one's confidence to face the future.

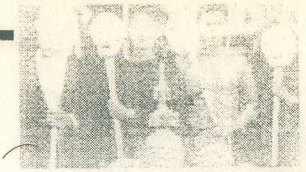


It has also been seen that the young adults are more fashion conscious and spend more time and money on clothing and grooming than they can afford. They, as of now, have become logo or brand conscious and will try their best to possess these products as long as their money can afford or else go for their imitations which are often very cheap and easy to buy. In such cases the quality of the product hardly matters.





Today, interest in clothes and personal adornment does not lag as adulthood progresses. Instead , it remains strong and often increases in intensity as both men and women discover that attractive, expensive clothes help them to succeed in any area that is important to them, whether in business, social, or family life. As Bickman has explained , clothes " may seem to be superficial qualities but they are important determinants of one's reaction to another."



INTERVIEWS

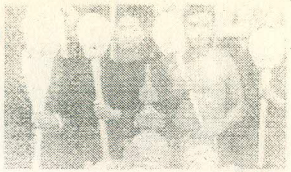
"A SMART COAT IS A GOOD LETTER OF INTRODUCTION."

In today's competitive working environment where the supply of qualified personnel is more than the actual demand the selection has become very difficult. When the qualifications match it is the appearance or the image which is projected that matters. 'First impressions are the most lasting', and believe me it works. Nobody will hire you if you don't possess the appropriate skills but mind you there



Most of the people have to forcefully camouflage themselves at their workplace.

are some employers who won't even give you a second look if you are not groomed and well dressed. It is the image that you project in the first meeting that matters a lot. The well groomed and well dressed image portrays an image of a person who is mannered, disciplined and responsible , a person who is of a serious kind and who really cares for the job.

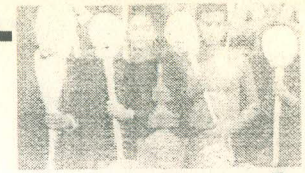


If you are a male .....

For managerial top brass posts the attire will be suits & or ties.For other down the ladder positions - long sleeved shirts, tie and trousers should suffice to lend an air of formality.



Sober coloured outfits suit the occasion. Trousers preferred are dark tones of grey , browns , blues or blacks. Shirts of pastel colour, self coloured or pin-striped fit the occasion. If you choose a tie then it must be one that blends with your profession. Shoes should be well polished and loose socks should be avoided. The face should be well kept with minimum of body adornment.



For women only

Women have more variety to select from. If one is unsure of the work culture then a well draped saree will be the best bet for an interview , or else a shalwar kameez or even a skirt suit should suffice. This selection should be done as per one's comfortability and confidence level. Irrespective of what one selects inorder to create an impact the dress should be clean, well-pressed and without any stains or tears. Sober colours and small prints are probably the safest.





A few simple pieces of jewellery should be worn to enhance one's image. The make up should be subtle but effective. Hair should be well kept , neat and well set to suit the image. The footwear selected should be comfortable and not create any distraction or annoyance.

Projecting a sound professional image is what it is all about. Create that confident look and make the other person feel your importance. Give an extra buff to your clothes and see an easy way through.



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