The Falacy of Fashion

Popular brand names have caused many an uproar in households where the amount of pocket money and desire for brand names were incompatable. But where did this fascination with brand names start? What is the thing?

Fashion is the way in which we express ourselves and display our social standing to the world. For politicians and celebrities, it could show to the world that they have achieved greatness, and because of their own cleverness, they can afford to wear brand names. In some cases, as with Lady Gaga, it also displays a certain sense of stupidity in search of attention. Think of her meat dress…. Listening to the Fashion Police on TV, one can almost assume that the weirder the apparel, the more intelligent and braver the wearer and the designer. Like modern art, modern fashion sometimes challenges us to understand and accept new concepts. Today, anything goes.

For teenagers, this can be a minefield. Although the likes of Justin Bieber and Selena Gomez appeal to the very young, and are not too extreme to follow in fashion, the Rihannas and the Gagas could become a problem if taken too seriously. What looks great on a runway or red carpet could be preposterous if worn to a school function. Most brand names, such as Nike, Levi and Baby Phat offer us wearable clothing at a cost. Their clothes are middle-of-the-road, and most dads would be happy to see their daughters and sons in a pair of Levi’s (not the ripped ones, though) but would balk at the cost. For them, a pair of Mr. Price denims would do the trick, and Woollies denims are much better quality and would last longer!

This is nothing new. These same parents drove their parents to the brink of insanity with their pleas for CAT boots and Levi jeens. And for the generation before that, it was miniskirts and gelled hair. Remember the low-rise jeans and open midriffs of a while back?

Most teenagers would settle for a few pieces of brand name clothing in their cuboard but would then fall into the next trap: clothing and accessories from China. But this is not the real thing: the real cost of this clothing is more devastating than they could know. Counterfeit brands are illegal and some of them use forced child labour to manufacture these clothes and accessories.

This is the thing: we should concentrate on individuality and incorporate our personal sense of fashion into our daily wear, whilst relying on a few choice pieces to sea us through. So, by a pair of Levi jeans or those Gap shorts but bear in mind that the clothes do not make the man, ore woman!