

In many countries in the world people buy clothes and choose hair styles according to the latest fashion. Why is this happening? Is this a positive or a negative development?

Nowadays an overwhelming majority of the populace in different parts of the world insist on purchasing their outfit and cut their hair based on the recent styles. The reasons behind this controversial issue, besides both the merits and demerits of such a widespread approach will be elaborated ~~on~~in the following lines.

Trying to attract others' attention, a great majority of individuals, especially the youths, wear specific clothes, or have their hair cut ~~with~~based on new vogues/a top fashion model. That humans need others' attention is a given. A growing body of research conducted by a team of psychologists and sociologists at Oxford University has revealed that in the majority of cases not only are ~~the~~ fashion followers looking for others' attention, but they are also trying to express their personality by the fashion they choose to follow. To exemplify this finding, the scientists studied the alternative lifestyle hippies were living in 60s. They used their long hair and unconventional appearance to show others what they ~~are~~were looking for.

Many a critic subscribes to the view that selecting a specific type of clothes and hair cut is to the benefit of both society and a large portion of people. Fashion, these days, has become an industry where a large number of members of society from different social strata work and make handsome salaries. Gone are the days when people did not care about their appearance, and maybe that is why hardly a season passes without revealing a new collection by large fashion companies. The cash flow of giant multinational fashion companies could successfully pull many countries out of economic recession.

While a lot of people argue that following ~~the~~ fashion is not to the benefit of the followers, the advocates of the opposite idea claim that those who feed the fashion industry by their purchases are not the money waster. They are in fact, serving their society by creating jobs ~~by~~and spending on their constructive hobby.