

Nowadays in many countries, people are following the latest fashion, why are they influenced by fashion? Is it a positive or negative development?

Today, ~~it's~~ most of the people around the world are following fashion's trends and have become slaves ~~of fashion~~ to them since ~~it~~ this helps them be fashionable and stand out of the crowd.

We live in a world of fashion of dos and don'ts ~~which~~ where fashion industries by advertising through television and social media make ~~aware~~ people aware of what's in fashion. For example, Instagram is the best platform for fashion brands that present their new collection to their audience and people can see them without going to stores or buying magazines. The media work/ works their hardest to pursue ~~pursuade~~ people ~~on~~ into buying novel fashion clothes and they elaborate not only on what to wear and when to wear but also on what others are wearing such as movie stars, music artists and models to pursue people so that ~~they become~~ being fashionable like them.

As for the consequences, fashion has some negative aspects such as urge people toward consumerism and impact on the environment by polluting water, air and soil. However, I believe the positive sides of this industry ~~is~~ are eclipsed by its negative aspects. First of all, fashion is the second biggest worldwide economic activity, creating (and creates) a great deal of opportunity for talented people such as designers to show their creativity also, employing over 57 million workers in developing countries. Secondly, fashion has a great impact on people's personality and sometimes it acts like a drug for the humans to feel better and changes their mood easily moreover, it raises their self-esteem and confidence. Finally, fashion keeps history alive which reflects the era that once existed.

To sum up, fashion has been and always will be a constant part of our existence. Although many people see fashion as an ~~ethereal~~ ephemeral and frivolous activity I see as a creative, multifaceted industry that is vital to economic and personal well-being.