

Nowadays many people want to buy famous brands of clothes, cars and other items. What are the reasons for this? Do you think it is a positive or a negative development?

In this ~~facet~~fast-paced world, people's lifestyle and also attitudes towards different trends have undergone a massive transmission such as the way they provide their needs which is more ~~tending~~ing to the popular brands, including controversial debates as to whether it can influence individuals' living adversely.

Recently, there have been a tendency among people to make their appearance and properties more luxurious, glamorous and well-designed to be more fashionable and up to date with those novel and modern brands. ~~Moreover~~this gives them a feeling that they are ~~boosting, they would boost~~ their sense of self-esteem in addition to composure in diverse public circumstances and probably ~~seize~~seizing more ideal opportunities. On the other hand, there is a common idea ~~between~~among the majority of population that well-known products are more durable due to the consumption of costly materials, so a handful of people opt to purchase famous objects less rather than ~~keep buying low quality items~~/exchanging unknown ones frequently with low qualities.

However, this trend can take its toll on ~~a~~ society when it becomes the first priority of ~~the~~upper-class ~~some social status~~ to attract attention, leading to either a superficial or an extravagant lifestyle. As a result, these individuals will rely more on how their style looks or other trivial ~~conditions~~matters instead of the valuable background they should have developed according to their merits and abilities, hence the importance of both raising people's awareness and ~~creation~~creating a balance between all social classes to have a healthy lifestyle.

In conclusion, the drawbacks can outweigh the benefits, if the reputation of famous brands which often have been gained because of their quality and consequently high expenses, sets ~~a~~ divergence in a community.