Research Article

THE PSYCHOLOGICAL IMPACT OF CLOTHING ON MENTAL STATUS

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Abstract

Clothes are an important part of human life. It is also an outward symbol of a person's attitudes, values, and interests. It expresses the mood and personality of the person. When two persons meet, their personality gives expression to the first impression and dress is a very important part of the personality. Which also fulfills the important psychological needs of conformity and self-confidence. Different types of clothes with their different colors, textures give different types of feelings and emotions to the wearer. Different colors have an effect on physical and mental health. According to the health cycle – clean clothes should be worn in routine, night routine, seasonal routine. Wearing such clothes in plain clean clothes which give joy, increase love and increase enthusiasm. The psychology of clothing also addresses notions of self and identity including conformity, self-expression, cultural identity, and gender roles. Which also affects the image of the person. The purpose of this summary was to assess the state of knowledge about clothing on mental health. Fashion has social, physical and psychological importance. Which gives individuality to each garment. This paper describes and analyses the impact of clothing on mental health. Through literature studies, the psychology behind clothing on mental health is classified into thematic categories.

Keywords: The study of the Psychological hues of Clothing, The Psychological impact of Clothing, Gender and Age.

INTRODUCTION

The study of the psychological hues of clothing

Colors not only decorate clothing but they also impact mental health. The choice of color can affect a person's emotions. Warm colors, such as red and yellow, bring a feeling of energy and excitement, while cool colors, such as blue and green, bring a feeling of calmness and balance (Smith, 2017). Various studies have shown that the right choice of colors can positively affect a person's mental state. For example, wearing blue clothes can reduce anxiety levels. The creation of attractiveness or unattractiveness depends heavily on color. Both sexes employ color to improve their aesthetic and visual appeal in today's culture. Color has evolved into a significant means of expressing our identities, emotions, and beliefs. A person's gender, ethnicity, race, class, nationality, religion, sexual orientation, and age are all expressed in their personal aesthetics' color, style, and texture. Social identification, hierarchy, emotions, political inclinations, self-image, personal identity, and aesthetic preferences are all expressed through color. Values, attitudes, personalities, and inclinations toward conformity or originality are all communicated through clothing color. 80% of human experience is filtered via the eyes, according to a research by the Pantone Color Institute, underscoring the profound influence that color has on our day-to-day existence. Color psychology, or how different colors affect people's emotions and perceptions, is another factor designers consider. According to Shopify, 85% of shoppers cite color as their top consideration when making a purchase. Therefore, designers know the meaning of each shade to create clothes that appeal to their target population. According to Dr. Caroline Mair, a cognitive psychologist who founded the Department of Fashion Psychology at the London College of

Fashion at the University of the Arts London, "Clothes are the closest thing to our bodies; they are our second skin." Our everyday clothing has a huge impact on our mental health and tells the outside world a story about who we are, while also revealing the delightful secrets woven into our lives. Fashion is more than a personal choice; it affects our identity, happiness and mood.
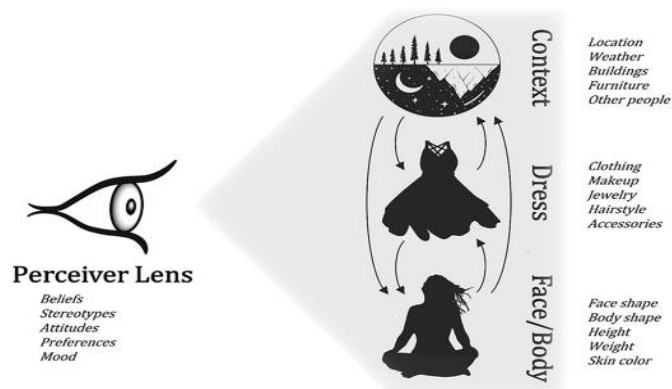
Model of Person Perception Incorporating Target Dress

Note: The perceiver integrates the target's clothing, face/body, and context all at once to make meaning of the target. The perceiver's lens-which encompasses their cultural knowledge, prejudices, attitudes, and preferences—is used to do this.

Reading about Akanksha Tyagi's research paper on "Fashion Psychology: Analyzing the Emotional Impact of Clothing Design" piqued my interest in the fascinating fields of psychology and design. She investigates the psychological effects that fashion choices have on people and society in her studies.

The psychological impact of clothing

Humans are satisfied by clothing since it meets all of their wants. "Clothes are like a good meal, good movie, and good

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pieces of music," according to renowned fashion designer Michael Kors. This phrase eloquently illustrates how clothing has a profound impact on our physical and mental health, with the psychological relationship being stronger. "Until someone lives in them, clothes have no meaning." The significance of clothing is further explained by another well-known statement by fashion designer Marc Jacobs, which states that clothing is a person's second skin and that we are all psychologically attached to it. Unlike in the early stages of human conception, clothing is no longer only seen as a necessary necessity. Clothing was, is, and will be worn for a variety of motivational and purposeful purposes. According to clothing theory, we began wearing clothing for four reasons: protection, decoration, immodesty, and modesty (Kefgen, 1986). Wearing comfortable clothes can reduce stress. Studies have found that when people wear comfortable clothes, they feel less stressed and are more comfortable (Thomas, 2016). Clothing selection is an important factor in stress management. In addition, clothing materials, such as cotton and wool, help maintain body temperature, making a person feel better mentally. Self-esteem is the evaluation a person makes about themselves. Clothing shapes a person's self-image. Research shows that when people wear clothes they like, their self-confidence increases (Allensworth, 2015). Conversely, when a person chooses an unflattering outfit, it can affect their self-esteem. For example, one study found that people who wear high-quality clothing think more positively about themselves and feel more comfortable in social settings. Another concept that has been studied by many researchers to understand its influence on clothing behavior is appearance consciousness, which is inextricably linked to body consciousness. According to previous studies (Lunsford, 2010; Roux *et al.,* 2017), in order to feel confident about their overall appearance, people choose particular styles of clothing to highlight their beautiful body parts or minimize their ugly body parts. The primary target population for understanding the relationship between looks and clothing behavior is mostly adolescents. This is because appearance consciousness peaks during adolescence, which is when it attracts researchers' interest. Many researchers found many different clothing structures to be similar among adolescents.

Psychological factors of clothing
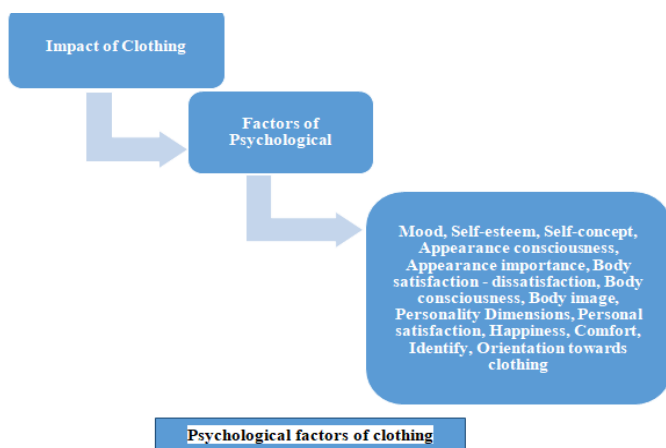
A 2012 study from Northwestern University found that the wearer's psychology and performance is directly affected by the clothes they wear. This idea, which deals with the symbolic importance of fashion and its effect on our mental state, is called "enclothed cognition." For example, because lab coats and blazers are associated with intelligence, wearing them to work increases performance and productivity. The clothes people wear often have intangible significance embodied in

them. Depending on whether one is wearing one's clothes, "enclothed cognition" is associated with positive or negative perception, which can also be good or bad. Given that wearing sweatpants or pajamas all day during the pandemic is often associated with comfort or laziness, this helps explain why some people's productivity suffered.

Size, age and gender

Clothing size and self-esteem are directly related, according to research. According to Karazsia (2013), the world has always placed a premium on being extremely thin for women and developing a muscular image for men in order to be deemed desirable in society. In actuality, a lot of these social norms are related to clothing size. People's feelings, confidence, and self-perception are all influenced by the clothes they wear. A person's self-esteem might be high or low depending on whether they feel comfortable in their current size or insecure about it. Vanity sizing is the element that regulates all of these conflicting feelings and is a crucial part of the fashion business (Karazsia *et al.,* 2013). This examination of the literature found that the fashion industry's standard garment sizes affect men's and women's self-esteem in different ways. Although it affects each gender differently, this study found that there appears to be a relationship between garment size and self-esteem for both men and women. Women tend to feel more insecure about themselves if they do not fit the ideal of being thin (Kinley 2010; Bishop *et al.,* 2018). In addition to feeling more insecure about themselves, men are expected to have a reasonable amount of muscle (Frith and Gleeson 2004; Sung and Yan 2020). However, in general, women are far more concerned about their clothing size than men (Frith and Gleeson 2004). Additionally, clothing was used by both genders to hide or highlight body features they found either happy or insecure about (Bishop *et al.,* 2018; Frith and Gleeson 2004; Kinley 2010; Sung and Yan 2020). The information presented clarifies how clothing and gender-specific self-esteem are related, and how each gender is affected differently by it. As a new generation of customers, the aging baby boomers have already altered our perceptions of aging and questioned the conventional wisdom about the elderly. They aspire to be both psychologically and physically youthful. It is well known that senior consumers have fewer options when it comes to fashion. "Middle-aged women frequently complain that they cannot find clothes that would please them," according to a 2003 study on older female shoppers in Finland by Iltanen. Fashion designers appear to overlook the fact that they claim that their bodies have changed. The style appears to be intended for an older generation, yet it is incorrect if the clothing fits an aging physique. Studies involving senior citizens show that they have very high standards for fashion product attributes (Lee, 2003; Zhang *et al.,* 2002). Additionally, research suggests that fashion designers should pay more attention to the psychological desire of the older population to express their own taste and style through the selection of high-quality products. The relationship between designers' fashion skills and their stereotypical perceptions of elderly consumers' taste was examined in a study by Iltanen (2005). According to the survey, designers reported that clothing for Finland's grey female market should have long sleeves, long tops, high necklines, and loose fits. All materials were neutral-colored, soft, and often stretchy. When elderly customers found out that fashionable designers did not cater to their demographics, they appeared unhappy.

The proposed PPIL model and the indicators for fashion and clothing consumption

PPIL model			
Psychological	**Physical**	**Identity**	**Lifestyle**
Mood, Self-esteem, Self-concept, Appearance consciousness, Appearance importance, Body satisfaction-dissatisfaction, Body consciousness, Body image, Personality Dimensions, Personal satisfaction, Happiness, Comfort, Identify, Orientation towards clothing	Health Comfort Fabric Body shape Balance/Fit Body exposure Climate Functionality Image judgment" Seasonality	Mood Color Boldness Taste Sensuality Beauty Attraction to particular clothes Detachment Personal style	Exclusivity Fashion Easy of care Profession Durability Opposite gender Same gender Moral conventions Welfare Quality Versatility Brand Price

Clothing in the context of mental disorders

The role of clothing in the context of mental disorders has been suggested by some research. Some research has suggested that clothing choices can be helpful for people with mental disorders. For example, people with depression or anxiety can wear clothes that make them feel confident and comfortable (Johnson, 2021). One study found that when people with mental health issues wear their favorite clothes, it can lead to positive changes in their mental state. Clothing affects one's body image and self-esteem. Negative body image creates feelings of inadequacy and low self-esteem for people with mental illness. According to a study by Tiggemann and Slater (2014), participants who wore clothing that was consistent with their personal style expressed greater self-confidence and a more positive body image. In contrast, those who wore clothing that they felt was outdated or unattractive expressed greater feelings of self-doubt. According to studies, clothing plays a major role in forming identity and self-expression (Tiggemann, 2019). Choosing distinctive styles is a way for people with mental health problems to express feelings of autonomy, which are often reduced as a result of their condition.

Conclusion

However, further study is needed to gain a deeper understanding of this topic. Although there has always been and still is a clear connection between clothing size and self-esteem, new data is always needed to uncover the deeper levels of this connection, which are constantly evolving. More information about this connection with men would be beneficial. Although it was difficult to find and does not specifically address apparel size, information was found about this connection with men. More information about plus-size apparel and the new movement that is extremely noticeable in our world right now would also be helpful. Found one article about it, but it would be nice to know more about the feelings of plus-size women and their self-esteem. Age is another factor that has been found to have this connection.

It would be interesting to learn more about the relationship between young children and the elderly, as most of my research focuses on young adults. Finally, additional research should be done on all genders. My study only looked at the gender binary fashion sector, but there are other fashion industries for all sexual orientations and genders. Overall, these different perspectives on the topic limited my research, but they also point to possible avenues for future development in this area of the literature. These results make it clear that both men's and women's lifestyles and self-esteem are significantly impacted by clothing size. The number on a clothing label has influenced the way that both men and women feel about themselves. When either gender fails to live up to expectations, they begin to feel less confident about themselves and develop unhealthy habits including substance abuse, anxiety, eating disorders, emotional distress, panic disorders, risky activities, or tension. We must eliminate these sizes because they significantly affect everyone's lives. As mentioned before, garment sizes are never constant and should be updated and modified every 10 years (Workman 1991). Although clothing sizes vary, the majority of people rely their self-perception on just one label. Many people would feel considerably better about themselves if we eliminated these figures and sizes. This study emphasizes how the psychological effects of clothing, colors, and body image are related. It implies that personality traits influence one's clothing choices, which means that one's clothing is a form of self-expression (e.g., Sontag & Lee, 2004).

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