

Bollywood and Fashion Trends in India: A Longitudinal Study

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Abstract

India has very rich and varied textile heritage. The languages and dialects, foods and culture change every 80-100 kilometers. Each region of India is having a very unique traditional costumes and accessories. Therefore, every region has a different view of fashion which makes its fashion as diverse as the culture and traditions of the country. The fashion in India is not only confined within the limits of the country but a perfect touch of western culture can also be witnessed in the developed and some underdeveloped cities of the country; and all this has been done by Indian Film Industry-“Bollywood” only. This purpose of this paper is to throw some light over the impact of Bollywood on fashion in India.

Keywords: *Fashion, Bollywood, Fashion and Bollywood.*

1. INTRODUCTION

India is a country having an ancient clothing design tradition, yet an emerging fashion industry. Before 1980s, a handful of designers existed but the late 80s and the 1990s witnessed growth. This was the result of increasing exposure to global fashion and the economic boom after the economic liberalization of the Indian economy. Post-independence focuses on revival of traditional textile and design lead to the rise of "ethnic-chic"^[7]. History of clothing in India, dates back of ancient times, yet fashion in a new industry, as it was the traditional Indian clothing with regional variations, be it sari, ghagra-choli or dhoti, which remained popular till early decades

of post-independence. This was period of revival, where various organizations were involved in reviving traditional Indian techniques, in weaving, printing, dyeing or embroidery, including *ikat*, *patola* (double-ikat), *bandhani* (tie & dye) and *shisha* (mirror embroidery).^[7]

An early trendsetter in fashion was Bollywood (Hindi cinema), where costume designers like BhanuAthaiya, started experimenting with film fashion in the 1960s. He started working on period costumes in *Sahib Bibi Aur Ghulam* (1962) and *Amrapali* (1966), then introduced varied trends through *Teesri Manzil* (1966), *Chalte Chalte* (1976), *Karz* (1980) and *Chandni* (1989). Sooner, these trends were followed by the mass markets. Also situations and themes in Indian cinema became westernised making way for the display of

diverse fashion. Over the years, popular Bollywood trends have been the Madhubala's Anarkali-look with kurtas and churidars in *Mughal-e-Azam* (1960), purple embroidered sari worn by Madhuri Dixit in *Hum Aapke Hain Koun...!* (1994), to Rani Mukherjee's short kurta-suits in *Bunty Aur Babli* (2005), *Veer-Zaara* suits and Vidya Balan's blouses from *Parineeta*. This comes besides various fashion interpretation of the sari in films like *Chandni* (1989) with Sridevi, *Main Hoon Naa* (2004) with Sushmita Sen and *Dostana* (2008) with Priyanka Chopra, which became fashion trends.

2. OBSERVATIONS

The Hindi film industry has always been a source of inspiration when it comes to fashion. With almost every Bollywood movie, there came a style that was blindly followed by the star-struck fans. Even most of those trends have vanished with time, some are still remembered for their popularity. From Madhubala's Anarkali suit in 'Mughal -E- Azam' to Kareena Kapoor's T-shirt with Patiala salwar in 'Jab We Met', each of these style trends given birth to by Bollywood movies, have become instant hits among people. A few trends from Bollywood which really became popular and still remembered are:

2.1 'Anarkali' Suits

Anarkali suits are still favoured by many females, irrespective of their ages; and the list includes top Bollywood actresses like Aishwarya Rai, Katrina Kaif, Rani Mukherjee and so on. The birth of this trend took place in 1960, when the beautiful

Madhubala, played the character of Anarkali in 'Mughal -E- Azam', donned the suits. It is from there, this apparel got its name 'Anarkali'.

2.2 Sadhana Cut

Almost every young girl did chop her tresses to imitate the famous 'Sadhana cut', which came into limelight after actress Sadhana donned the fringes in her 1960's romantic debut 'Love in Simla'. Sadhana had become a style icon for girls overnight owing to the hairstyle which became a big hit. In 1965, stylish actress Sadhana was once again successful in setting a trend, and this time it was her body-hugging sleeveless churidar kurtas in Yash Chopra's 'Waqt', which caught the attention of young female fans in India. These 'churidaars' was also styled by other actresses- Vyjanthimala, Asha Parekh and Sadhana in movies like 'Jewel Thief' and 'Love in Tokyo'. It became a huge hit among both thin and curvy women.

2.3 Mumtaz Saree

The orange color saree worn by Mumtaz in 'Aajkalere mere pyarke charche har zubaan par' song in the 1968 film 'Brahmachari' - became an instant hit. The saree, draped in not so usual manner, became a new and stylish way. The style is still known by all as 'Mumtaz saree'.

2.4 'Retro-style' Bell-bottoms

Bollywood actresses like Zeenat Aman, Parveen Babi, Hema Malini and Neetu Singh were often sizzled on the silver screen wearing bell-bottoms paired with over-sized glasses, in 1970s. This retro-look was also seen in movies like 'Hare

Rama Hare Krishna', 'Trishul', 'MahaChor', 'Yaadon Ki Baraat', etc. motivated young girls in India to dress up in this style.

2.5 'Bobby' Print

Dimple Kapadia in tender age of 17, had become a fashion icon in 1973, all due to her 'knotted polka-dotted shirt and hot black mini', which she wore in the movie 'Bobby'. Till date, the polka-dot print is famously known as 'Bobby print' in India.

2.6 Chiffon sarees

Sridevi, in a chiffon blue saree in 'Mr.India', had increased the level of hotness and changed the stereotypical image that was usually associated to a woman in a saree. A simple chiffon saree could set the temperature soaring – that's what her look proved. Apart from 'Kaatnahinkatte', this Southern siren donned a red one for the song 'Harkissiko' from the movie 'Jaanbaz' and recently, Priyanka Chopra wore a silver grey Chiffon saree in movie 'Dostana', where she acted on a song and get famous by a name "Desi Girl".

2.7 'Hum AapkeHaiKaun' outfit

The heavily embroidered eye-catching purple saree worn by Madhuri Dixit in 'Diditeradewardiwana' in the movie 'Hum AapkeHaiKaun' was on high demand in the market at that time. The backless blouse added to the 'oomph factor' and the design was given a 'thumbs up' by the women in India.

2.8 Patiala-ShahiSalwar with long T-shirt

The young Indian female audience not only liked the chirpy and lively Kareena Kapoor in the movie 'Jab We Met', but even madly followed her innovative indo-western look in the movie. The 'Patialasalwar along with long T-shirt' became so popular that it soon became a must have for young girls, given the fact that it is comfortable, new and stylish as well.

3. TRENDSETTERS OF BOLLYWOOD THESE DAYS

3.1 Sonam Kapoor is one of the best dressed Bollywood celeb with a good sense of style. She takes up both western and Indian outfits exhibiting her confident and graceful looks. This tall and fair actress never sighs on experimenting with her looks and clothes. She is graceful in whatever she wears.

3.2 Kareena Kapoor has zero figure frame, great smile, perfect body and glowing skin due to which she looks prominent in whatever she wears. She always tries something new which is quite refreshing. She looks great in gowns, minis, candy-colored dresses, and last not the least saris.

3.3 Priyanka Chopra the Haryana girl with her perfect pair of legs, prefers short dresses, high heels to strut her long slender legs. She looks gorgeous in whatever she dons on, be it saree or her favorite short black dresses. Priyanka Chopra – the versatile 'desi girl' has become the face for an International brand "GUESS?" now.

3.4 Deepika Padukone dresses reflects her body and attitude. The very confident actress looks great in her dresses primarily due to her tall

stature and confidence. She loves herself to be draped in simple yet wonderful sarees, swaggering her slim waist and great figure.

3.5 Anushka Sharma dresses reflects her young and youthful side along with her lovely face and flawless skin. She looks great in casual dresses. She has tried almost every style in her movies, but she herself prefers Indian outfits and looks great on them.

4. TOP FIVE FASHION DESIGNERS OF BOLLYWOOD

When Indian Film Industry made films in the previous years, the actors then wore simple outfits, casual enough for them to identify the masses. Today, Bollywood is the fashion trendsetter of India. Some years back, fashion designing as a profession was unheard of but now Bollywood has changed everything. Outfits and styles had changed all over the country as they watch them changing on the silver screens! And, this is no longer just in India; it has caught the eye of the foreign countries as well!

4.1 Manish Malhotra is the top notch as a Bollywood fashion designer. He was the one behind the fashioning of Urmila's clothes in 'Rangeela' (1995). These outfits were appreciated by the Indian masses and brought Manish into the limelight. Manish has now become the leading Bollywood fashion designer and is especially famous for his signature cuts and design. He designs for almost every actress and actor. Michael Jackson, the international pop star had

got his clothes designed by him. His brilliant creations have won him several awards

4.2 Neeta Lulla is also a well-known fashion designer of Bollywood. Neeta has also received acclaim both in India and overseas. She designs for all leading actresses. Her fashion designing was appreciated in the movies like 'Jodha Akbar' and 'Devdas'.

4.3 Suriley Goel began her career with Bollywood when she styled clothes for Preity Zinta for 'Salaam Namaste' (2005). After that she designed for 'The Last Lear' (2008) and Har Pal (2011).

4.4 Sabyasachi Mukherjee styles differ from those of the other fashion designers in the industry. He prefers odd, irregular cuts and lengths of clothes. He designed for stars in the movies Black, Paa, Ghuzarish and Ravan.

4.5 Vikram Phadnis an outstanding fashion designer of Bollywood has never studied the subject! He was a choreographer but soon realized his talent of fashion designing.

5. CONCLUSION

After analyzing the available literature, we found that 'Bollywood-The Indian Film Industry' has a wide impact on the fashion behavior of general public. They are the trendsetters and public are the followers. This study was limited to the female trendsetters of the Bollywood, we will try to cover the male counterpart as well in our next paper.

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