

## **Applying psychology to enhance well-being in the fashion industries**

Culture and Society

Dr Carolyn Mair, CPsychol, CSci, AFBPSs

London College of Fashion, University of the Arts London

Workshop (open to all)

### **Background**

Humans are involved in every aspect of fashion including design, manufacture, retail, consumption and disposal. Fashion affects us as individuals, in relationships, groups, societies and communities at home, work and leisure. What we wear influences our own and others' perceptions, our emotions, self-esteem, body-image and confidence. Fashion is powerful and its addictive appeal can lead to economic and environmental problems. However, the potential for harnessing its power to enhance well-being, through applying psychological principles and theories, has not been attempted.

### **Aim**

To consider how psychology can be applied in the fashion industries to enhance well-being.

### **Expected outcomes for participants**

Participants will discuss the application of psychology to fashion, discuss existing problems, contribute to an action plan and be invited to join a network to work towards promoting well-being through fashion.

### **Key points**

Fashion matters! The fashion industry employs almost one million people in the UK and contributes more than £25billion to the British economy annually. It influences and is influenced by psychological factors of individuals, groups and communities, yet traditionally, psychology has been ignored in fashion studies. Existing problems related to fashion include, but are not limited to, social and beauty ideals lacking diversity, unregulated cosmetic treatment and surgery, unethical fashion production, consumption and disposal leading to environmental problems, issues of self-esteem, dysmorphia, eating disorders, and so on.

### **Conclusions**

The workshop will identify and discuss existing problems, develop action plans and establish a network of psychologists who wish to apply psychological theory to enhance well-being in fashion.