

# Under Pressure:

## How Different Countries' Attitudes Towards Fashion Can Affect You



Hanna Renevi is a 25 year old from Sweden. She's a bit of a nomad, having lived in Sweden, Australia and now England. Currently she is studying to be a creative director at Istituto Marangoni in London, but is also a freelance stylist and writer in her spare time.

It's 2018 and the fashion scene is bigger than ever and growing. New collections pop up more often than you get your monthly phone bill, not only from the big fashion houses but from the independent designers that are oh so important and relevant. The urge of buying new garments is distinct and everywhere you go you see adds of the latest trends or the new "must have". It is very unlikely you'll go one whole day without passing at least one fashion ad.

In today's society, talking from a London living person's point of view, fashion is a trend, just like technology and the space was in the 60s'. It's a massive part of everyone's day to day basis and you can't help to have your share in it. Whether you are in your later years of life or earlier ones. Whether you have a big income or a smaller one. Whether you spend your money on luxury goods or high street garments. You will be approached by it anywhere you go and there is no where to hide, whether you like it or not.

On the top of the so called "fashion pyramid", you find Haute Couture, where it all starts. These fashion houses, with designers, create ready to wear collections and together with trend forecasters are the ones who "decide" the upcoming trends. Next stage is when it's adapted by luxury brands like Louis Vuitton or YSL, then mid-level brands like TOPSHOP or All Saints, next up is the high street retailers like ZARA or Urban Outfitters and lastly when it hits mass production at stores like Primark or H&M. But from the moment we see it on the catwalk, we know what we want. We don't even have to be in the same country or even in the same part of the world, to know what model is wearing which design, strutting down the catwalk. All thanks to social media and the internet, that being positive or negative is up to you to decide. We know what trends the designers has focused on. We know what will hit the stores the next season. We know what we have to buy to be seen as stylish and up to date. No wonder, as soon as Chanel drops their new season bag or Gucci get their new

collection of shoes, we're hanging on the door ready to purchase. Some of us forget that we probably don't have the money to spend on a bag right this second, but to be a part of the stylish scene is more important. Some of us can't wait to match it with an amazing pair of Gucci shoes we bought the same day because we know that "they'll work so well together". Nevertheless it's safe to say that fashion here is pressuring regardless of your income, we all think the same way "we just have to have this product". Not only are we chasing trends and an acceptance from society but also a lifestyle. London being one of the fashion capitals and in fact, one of the most up to date and fashion forward cities in the world, it's no wonder that we are they way we are. Everywhere we go a luxury lifestyle is pushed upon us and it's always an endless chase for the better.



This is something you probably don't think about more than well, ever but as we're in an age of travelling I'm sure you know what I'm going talking about. Growing up, London was seen as the fashion capital and afternoon tea, America was burgers and junk food, Australia all about surfing and kangaroos, Scandinavia about minimalism and IKEA, France and Paris about romance and love etc etc and it's not until you go out and discover these different places that you learn the rest. It's interesting to see how one country can change you into a divergent person and make you adapt to a society and culture you knew nothing about, adapt to the trends made popular by that country. Adapt to someone you had no idea you was even capable of being. It is interesting to see how different one country could be to the other and how deep some "rules" can go but also it is interesting to see who you will become after spending a significant amount of time in that country. Will it change you remarkably or just slightly?

Born and bred in Sweden, I can tell you that the guidelines of how to dress are quite distinct. It's minimalistic choices and plain colours, look neat and presentable, recycle and breathe the fresh air. Overall the "scandis" are known for dressing well, ready for an important interview at any given time. Which makes it fairly hard for a creative as we like to express our selves in clothes, as known. But doing that, you would most likely be considered to be a weird one, an outcast. At least if you come from any of the smaller villages. So pressure of how to dress was definitely a reality in Sweden as much in London, but in a dissimilar way. The pressure there was more about how to dress, not what brands you wore. It was about fitting in into the lines of a "true Swede" and not trying anything abnormal or different. You are suppose to look a certain way and carry yourself as to what expected.

In Australia the fashion scene is as what we first thought off. Close to the general conception we have of this land down under. It's beachwear and long salty hair, it's flip flops all year round, it is relaxed, it's mañana mañana.

It's the "not trying to hard" vibe. To be a part of the Aussies this is your go to, forget about the luxury goods, unless you live in the CBD (Central business district) area. Unlikely to London, wearing your favourite Louis Vuitton bag at all times won't be a thing. The pressure here is definitely to keep up with a fashion scene that's completely different to Europe's. What you see on the catwalks of the big fashion weeks, most likely won't work here. Not only does the Spring/ Summer fashion weeks occur in Europe when it's already Summer in Australia and vice versa but the whole fashion vibes vary so much that some of the main trends won't even make it there or it will take another year for it to hit the markets.

Regardless of where you might find yourself in the world, pressure regarding fashion and how to look, is most definite going to be there. You just have to learn how to deal with it in a way that makes you feel comfortable. Try to remember who you really are and what makes you feel good about yourself. Remember that money doesn't buy happiness and the factors of pressure is different all over. I'm sure that in some countries, that I've yet to discover, there is pressure in other sections or maybe none at all when it comes to fashion. What is the most important bit to keep in mind, is yourself and don't let fashion effect you too much. It's meant to be a positive thing, not a negative one. It's suppose to cheer you up, not let you down. Fashion is supposed to be engaging and happy, not put pressure on you, regardless of where you are. If you keep all of this in mind I'm sure you'll handle fashion in just the right way. It shouldn't be about what country you live in or what country your from, it is suppose to be a divine form of art, enjoyable and easy on the eye.

Written by Hanna Renevi - @renevistyle