

PORTRAYAL OF WOMEN'S FASHION TRENDS ON TELEVISION

by

Niti Tandon

Television comprises 67 per cent of the Indian entertainment industry. Films and other things comprise the other 23 per cent. Doesn't it say something about the popularity that television has and its hold on all of us?

Can any other medium match television for its immediacy, impact and capacity to unravel the mystery of fashion? Television is the signpost to latest trends. It is a window to the world of fashion.

The hypnotic appeal of fashion has been the notion of female pleasure, for instance soap operas, romantic fiction and other images of femininities offer particular pleasures for women spectators. Women wear their bodies through their clothes. All things that adorn women, all the things that go to enhance her beauty, are part of her, making her and her dress an indivisible whole. Television offers women fantasies, identities and momentary escape from the contradictions and pains of everyday life.