



Impact of sub cultural in fashion (A study of Jaipur region)

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ABSTRACT

Youth subcultures have distinct clothing styles with combination of dress, ideology, music, technology and/or activities that differentiate them from mainstream popular culture. Jaipur has a vast history for subcultures based on traditional cultures, but now subcultures are changing and developing with the influence of the western and Asian subcultures style i.e. Euro-America and Japanese, Jaipur society. The aim of this research was to examine Jaipur youth subculture styles in terms of how they have evolved in a short period of time and how they have been affected by foreign and domestic elements focusing on their clothing styles, and interpret why the differences in styles exist, using aspects of their respective social circumstances, status of youths, and traditional values as indexes, and to ultimately help deepen understanding of the relationship between clothes and culture, youths today, and the issues and trends that most affect youths. It provides insight on the symbolization of Jaipur youth subculture styles and the changing styles reflection on the state of mind and society values of Jaipur youths today.

Keywords: Jaipur, mainstream, subculture, style, society

Subculture

The human body exists as an analyzed, theorized, politicized and sensationalized entity, concurrently functioning as medium for, psychological, emotional and spiritual transformation.

What is subcultural body style? What body modification and / or supplements signify or qualify as subcultural? Is it a body that has physical modification, such as facial tattoo, septum piercing, or red hair? Is it a body donned with a corset, riders cap, or leather jacket? How many and what kind of body modification are necessary to create subcultural body?

The subcultural body a highly time-sensitive and complex in its existence. What was considered a style over time becomes the societal norm instead of the exception. The body that qualifies as a subcultural body is highly dependent on the perception of what a subculture is defined as within a specific cultural and social context, often in contrast to norms and ideals. (body style/Theresa M.Winge)

YOUTH SUBCULTURES

The term "Youth Subculture" refers to a culture created by youths who have values and pursue a lifestyle different from mainstream popular culture and of which youths are active members. Youth subcultures are an important window into the minds and resistance of youths and the behavior and appearance of youth subculture members undoubtedly influence popular culture. (Jude Park, 2011)

The studies revealed the Jaipur youth subcultures can be divided into riders, clubbers, nightclubbers, and hip hoppers.

Similarities and Differences between youth Subcultures and their Mother Cultures

A mother culture is a larger culture or a culture of the past that influenced a current culture or from which a current culture was derived. Jaipur has a brief history of hip hop, so the mother culture of hip hoppers is the American hip hop culture that started in the 1970s, and The mother culture of clubbers is the American club culture that started in the 1960s and, American clubs mostly played disco music in the 1970s, rock music in the 1980s, and changed to electronic music in the 1990s and 2000s. The culture of nightclubbers in the Jaipur discotheque culture was way started in the 20's. The discotheque culture was originally introduced from foreign countries, but tradi-

tionally introduced new people of the opposite sex through waiters, while listening to music, a practice that has evolved to modern day booking. They want to relieve stress and at least temporarily break away from the rules and regulations of daily life through their subculture life. The differentiated values of clubbers are that dance is an important form of self-expression, socialization and fun, and they express homogeneity and identity through the activity of „clubbing“ at clubs. The mother culture of riders is American biker gangs. Although the U.S. biker culture can include members of any age, not just youth, Jaipur riders mainly consist of youth members because of the social atmosphere that married men and women should settle down and fold any youthful hobbies they enjoyed before marriage. The similarities of and differences between Jaipur youth subcultures and their mother cultures as shown in below tables

Table:-1 Similarities of and differences between the Jaipur hip hop subculture and its mother culture

Category	Subculture	Mother culture
	Hip hop	American hip hop
Common points	<ul style="list-style-type: none"> • Culture of youths who enjoy hip hop music • Pursues values of freedom, equality and fun 	
Differences	<ul style="list-style-type: none"> • Incorporate Dressing style elements such as comfortable clothes that can express their individual taste, 	<ul style="list-style-type: none"> • Incorporates styles that show roots of hip hop such as African and American styles in clothes
	<ul style="list-style-type: none"> • Prefers music that includes both rap and Indian melody 	<ul style="list-style-type: none"> • Prefers rap-focused music

Table 2:- Similarities of and differences between the Jaipur clubbing subculture and its mother culture

Category	Subculture	Mother culture
	Clubbing	American clubbing
Common points	<ul style="list-style-type: none"> • Clubs in the 2000s mostly play electronic music • Clubbers may only enter clubs if they are ressed stylishly, and style is an important cultural element 	
Differences	Age of clubbers generally lower than the United States	<ul style="list-style-type: none"> • People of various ages go to clubs

Table 3:- Similarities of and differences between the Jaipur nightclubbing subculture and its mother culture

Category	Subculture	Mother culture
	Discotheque	Discotheque
Common points	<ul style="list-style-type: none"> • A dancing culture where youths dance to popular music • Youths meet members of the opposite sex 	
Differences	<ul style="list-style-type: none"> • Booking system exists through which people are introduced to members of the opposite sex 	<ul style="list-style-type: none"> • No booking system
	<ul style="list-style-type: none"> • Men usually get rooms and women get tables 	<ul style="list-style-type: none"> • No rooms

Table 4:- Similarities of and differences between the Jaipur Riding subculture and its mother culture

Category	Subculture	Mother culture
	Riding	American bikergangs
Common Points	<ul style="list-style-type: none"> • Motorcycles are a symbol of freedom and power • Wears leather jackets, jeans and boots 	
Differences	<ul style="list-style-type: none"> • Riders do not ride everyday 	<ul style="list-style-type: none"> • Most bikers ride everyday
	<ul style="list-style-type: none"> • Fix motorcycles at motorcycle Shops 	<ul style="list-style-type: none"> • Fix their own motorcycles
	<ul style="list-style-type: none"> • Have a separate personal life from riding such as school or work 	<ul style="list-style-type: none"> • Are not tied down by anything else and spend their time and energy mostly on riding motorcycles

Unique Characteristics of Jaipur Youth Subculture Styles

Sense of Identity

Jaipur youth subcultures have strong identities which are expanded through their clothing styles. However, one youth does not necessarily belong to one subculture but may belong to many subcultures. Therefore, they wear strong subculture styles when they are doing a subculture activity but wear normal styles or less extreme styles through which they can still express their identity in everyday life.

The elements of Jaipur youth subculture style reflect identities of subcultural individuals in a emblematic and implicit way. Jaipur youths are a grasping generation and have a strong obsession with appearances. They spend a lot more than older generations, prefer foreign brands, place importance on looks, keep up with new trends, and express their identity through fashionable items and appearance. However, they prefer styles that can show off their body, face and status rather than styles that are stylish in themselves. Accessories play important & big part of Jaipur youth subculture styles, but they do normally wear one or two expensive items. Youths say that brand and price are not important, but in reality lean to wear famous designer or expensive items. Through such items, they create an important status for themselves and not only feel a sense of belonging to a certain subculture, but express their unique selves, too. Jaipur youths lean to have a stronger desire to express their own individual styles because it takes longer for them to become financially independent from their parents compared to youths of other countries. The major style codes of Jaipur youth subcultures are general fashion items that have symbolic significance. For example, wearing a Cowboy hat is stylish but reflects the unique mind of hip hoppers. Jaipur youths traditionally have a strong groupie's trend, and are extremely dedicated especially when watching sports and this Jaipur identity reflects in subculture styles, too. The mother culture of Jaipur hip hop is American hip hop, but Jaipur hip hoppers wear Indian colors, Indian prints, and slimmer styles.

Resistance

Jaipur subcultures all resist against the older generation and tyrannical social atmosphere, and desire an abundant and fun-loving personal life. Living in an unstable society compared to their elders, Jaipur youths have a great preference for stable jobs such as working at a large company or being a civil servant. Youths resist against the conservative social culture, but still prefer visually comforting colors

and thus generally wear neutral colors, and use vital colors like blue, green and red to add a bang of color to their outfits. Subculture styles are a good tool of resistance for Jaipur youths, who have strong pressures to conform and succeed because of the social atmosphere that is hard on those who are different, and have no other outlet of effective resistance and expression against society. Mainstream youth culture in Jaipur includes karaoke rooms, online game and coffee shops, through which youths seek to relieve stress, a sense of belonging and experience Euro-America culture, which they admire and are curious about (Kim, 2002). Jaipur youth subcultures seek fun and youthfulness like youth subcultures of other countries, but especially aim to escape from daily life through nightlife or rebel and feel cool and different through unique sports, and create strong subcultures by spending most of their time with other members of the same subculture. However, Jaipur youths subconsciously pursue stability, so even if they pursue a differentiated culture from mainstream culture, they tend to choose styles that are not largely different from mainstream trends.

For example, youths who belong to subcultures may choose to wear unique colored sunglasses or bold accessories but they will wear them with skinny jeans that are now in fashion. Riders wear symbolic style items of their mother culture, biker gangs, but choose styles that are less strong and decorative.

Sexual Identity

Subculture styles in the past traditionally had strong masculine tendencies because most subcultures were formed by men and mostly men rebelled against upper social classes (Leblanc, 2002), but subculture styles today are not necessarily mannish because new subcultures include those that are formed mostly by women. The interviews showed that youths today are more sensitive and artistic than the past and place more importance on personal satisfaction than social recognition. Therefore, feminine tendencies such as slim silhouettes and feminine colors that do not necessarily have a strong edge like masculine black leather jackets have grown stronger. Subculture styles in Jaipur especially do not lean towards one gender, but are divided to masculine styles for men and feminine styles for women. Perhaps because of the traditional Confucian ideas of Jaipur that value family and the role of each person in society, Jaipur have a strong desire to fit in, and the roles of men and women are more clearly divided than western countries (Kim & Song, 2007). Women's subculture styles are generally tight and feminine, and men subculture styles include masculine colors and simple clothes. The clearly divided sexual identity of subculture styles is apparent through the styles of nightclubbers. Men show off their wealth and status through simple clothes and expensive belts, while women show off beauty by wearing feminine colors and short skirts.

Influences of Popular Culture

Rock 'n' roll, music and culture solely for youths, appeared in the 1950s when youth subculture first started to emerge, and many subcultures and subculture styles were created based on popular music for youths, but today many different youth music genres exist, and many types of youth cultures also exist, including sports, games and nightlife. Thus, youth subcultures today are affected not only by popular music but other important elements of popular culture, and these effects are expressed in subculture styles. Jaipur youths like European and American things, and want to become more adult-like and have adult responsibilities. They pursue the comfortable style and image of the United States, and are especially influenced by international popular culture, including American pop music. Therefore, they currently like to wear T-shirts, jeans and sneakers like American youths, and natural materials like cotton and knits.

Clubbers are especially influenced by popular culture. The American club culture has become more sexy and casual compared to the past, and Jaipur clubbers have caught on, wearing modern and sexy form styles as opposed to embellished styles.

Youth Subculture Styles as a Reflection of Society and the Younger Generation

Jaipur youth subculture styles have evolved and changed together with social changes over time, and will persist to change in the future also. Youths want to live independently and have fun, but they feel that the social system does not allow them to get what they want. Extreme social pressure is applied to Jaipur youths to excel in studies and work, and contribute to society. Only the fittest in terms of academics and skills can survive, and wealth is another important factor in a modern grasping society. Youths feel the older generation put them in this pressured situation, yet do not understand young people because they are from a different social era. This is why Jaipur youth subcultures pursue symbols of uniqueness that differentiate themselves from other generations and the masses, and symbols of wealth and status in their styles. Nevertheless, instead of standing out too much they prefer simple and quite conservative styles compared to subculture styles of other countries because of their basic need to fit in and be accepted, which comes from their group-ies side, instilled through a Jaipur nurture.

Jaipur youth subculture styles reflect the complex values of youths, and is a useful index showing the mind of youths today and possible trends of the future Jaipur youth fashion market, as members of subcultures have an effect on mainstream youths and culture.

Conclusion:

Contemporary youth subcultures do not have a political mind of resistance like other well-known youth cultures of the past, but they still resist against society and strongly pursue individ-

ual freedom, and reflect current socio-cultural characteristic, too. Youth subculture styles therefore, are a tool that provides insight, not just into the subcultures themselves, but also into contemporary society, culture and styles.

All youth subcultures examined had major style codes, or icons, which are symbolic items with significance. When youth subcultures first started to appear in Jaipur society the style codes were similar to those of European and American youth subcultures such as gold accessories and famous designer brands, but today, the style codes have evolved to items with newly established symbolism that better reflects the emotions and values of Jaipur youths in a subtle way, such as tight dresses

The traditional conservative values of Jaipur society and the new values of youths who pursue global, Western things and styles and individuality all influence youth subculture styles, and thus contemporary youth subculture styles are simple, modern, young and sexy, yet quite modest.

Jaipur youths do not want to be the same as others and claimed being different was important during interviews, but deep down they want to be similar to their peers and do not want to stand out too much. The values of Jaipur youths are apparent through their subcultures, which have groupist characteristics, and their comfortable and comparatively low-key clothing styles. The reason why Jaipur subculture styles especially seem uniform compared to Mother subculture styles is because Jaipur youths are more aware of and care about how they appear to others, and have a strong need to fit in and act together as a group.

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