

Future of Fashion: How to Stop Chasing Trends and Dress for Yourself

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By Lexy Silversten



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You know those days when you're scrolling through your feed and see 'Coquette Core' or 'Mob Wife Aesthetic' flashing everywhere? Yeah, we've all been there. It's so tempting to hop on that trend train, but let's have a heart-to-heart about why you might want to pump the brakes.

Trend-Chasing: The Style Struggle Is Real

First off, let's talk about personal style. Fashion should be about expressing who **you** are, not just mimicking what's trending this week. Imagine your wardrobe as your canvas. Do you want it painted with someone else's brush strokes?

Chasing trends is like playing dress-up with your identity. Sure, it's fun for a minute, but then you're left with a closet full of clothes that just don't feel like **you**. It's like ordering a veggie wrap when you're craving a cheesy (vegan) veggie pizza—unsatisfying and a bit soul-crushing. And let's be real, who needs that kind of fashion FOMO?

One of the best ways to ensure your wardrobe reflects your true self is to take a step back and evaluate what pieces you love. Think about the clothes that make you feel confident and comfortable. Are they trendy? Maybe. Are they timeless? Probably. The point is, they should be pieces that make you feel like **you**.

Let's face it: trends are fleeting. They come and go faster than you can say "fast fashion". While it's fun to experiment with new styles, it's important to keep in mind that trends are temporary. Your style, on the other hand, is forever.



Credit: Lexy Silverstein

The Financial Toll of Fast Fashion

Now, let's dive into the financial side. Trend-chasing can make your wallet weep. According to Go Banking Rates, Americans spend an average of \$1,800 on clothes every year. For young adults, much of it is driven by the need to keep up with trends. That's a lot of cash for clothes you might only wear once or twice before they end up in the "what was I thinking?" pile.

It's easy to get caught up in the excitement of buying something new and trendy. But when the thrill wears off, you're left with a closet full of clothes you don't love and a bank account that's seen better days. It's a vicious cycle that's hard to break, but breaking free can be incredibly liberating.

Instead of splurging on every new trend, consider investing in quality pieces that will stand the test of time. Think classic Jeans, a well-fitted blazer, or a timeless little black dress. These staples can be mixed and matched with trendy accessories to create a look that's both stylish and uniquely you.

Environmental Impact: More Than Just a Fashion Faux Pas

Let's not forget the environment. Fast fashion is like the junk food of the clothing world—cheap, addictive, and ultimately harmful. The fashion industry is responsible for a staggering 10% of global carbon emissions and churns out 92 million tons of waste each year. That's a lot of old t-shirts and trendy blouses heading to the landfill.

One way to make more sustainable fashion choices is to shop second-hand or vintage. Not only is it better for the environment, but it's also a great way to find unique pieces that reflect your style. Plus, you never know what hidden gems you might uncover at your local thrift store.

Another option is to Support brands that prioritize sustainability and ethical practices. Look for companies that use eco-friendly materials, pay fair wages, and minimize their environmental impact. By supporting these brands, you're not only making a positive impact on the planet but also encouraging the fashion industry to adopt more sustainable practices.



Credit: Lexy Silverstein

The Power of Personal Branding

Here's the fun part: dressing for your brand. Your wardrobe is your statement to the world. Are you bold and vibrant? Maybe you love earthy tones and comfy vibes. Whatever your style, own it!

Think of your style as your signature dish. It's unique to you and should reflect your tastes and personality. When you dress for yourself, you're not just following a trend—you're making a statement about who you are.

Your brand is all about authenticity. It's about showing the world who you are, not who you think you should be. When you dress for yourself, you're not just

making a fashion statement—you're making a statement about your values, your personality, and your confidence.

Building your brand through fashion is a journey, not a destination. It's about experimenting with different styles, figuring out what you love, and finding ways to express yourself through your wardrobe. Don't be afraid to mix and match, try new things, and take risks. Fashion should be fun, after all!



Credit: Lexy Silverstein

Embrace Your Individuality

Now, don't get me wrong—following trends can be fun. But don't let them dictate your wardrobe. Fashion is about celebrating your individuality. It's like dancing to your favorite song in your living room—uninhibited, joyous, and uniquely **you**.

Here's a little secret: the most stylish people aren't those who follow trends; they're the ones who set them. They wear what they love with confidence, and that's what makes them stand out. So, why not be one of those people?

Embracing your individuality means dressing in a way that makes you feel good,

regardless of what's trending. It's about wearing what you love and feeling confident in your skin. When you dress for yourself, you're not just following a trend—you're creating your own.

Fashion is a powerful form of self-expression. It's a way to show the world who you are and what you stand for. By embracing your individuality and dressing for yourself, you're not just making a fashion statement—you're making a statement about your values, your personality, and your confidence.



Credit: Lexy Silverstein

Overcoming the Challenges of Sustainable Fashion

Now, I know what you're thinking. Sustainable fashion sounds great, but it can be expensive and time-consuming. And let's be real—who has the time or money to completely overhaul their wardrobe?

The good news is, you don't have to. Sustainable fashion isn't about perfection; it's about making small, mindful choices that add up over time. Start by incorporating a few sustainable pieces into your wardrobe and gradually build from there.

Here are a few tips to help you get started

1. **Shop second-hand:** [Thrift stores](#), consignment shops, and online resale platforms are great places to find unique, affordable pieces. Plus, shopping second-hand is a great way to reduce waste and [Support](#) a circular economy. If you're new to thrifting, my book on thrifting hacks; *"The Devil Wears*

Vintage: Thrifting Hacks” offers easy tips to get started.

2. **Invest in quality:** When you do buy new, opt for high-quality pieces that will last. It might cost more upfront, but you’ll save money in the long run by not having to replace items as often.

3. **Support sustainable brands:** Look for companies that prioritize ethical and sustainable practices. Many brands are transparent about their supply chains and environmental impact, so do your research and **Support** those that align with your values.

4. **Care for your clothes:** Taking good care of your clothes can extend their lifespan and reduce the need for replacements. Follow care instructions, avoid overwashing, and repair items when needed.

5. **Rent or borrow:** For special occasions, consider renting or borrowing instead of buying something new. There are plenty of rental services and borrowing options that can help you look fabulous without the environmental impact.

6. **Repeat. Repeat. Repeat:** Rewearing clothes you already own is one of the most **sustainable** actions you can take. It reduces the demand for new clothing, decreases textile waste, and conserves resources. So, next time you think you have nothing to wear, get creative with your old favorites.



Credit: Lexy Silverstein

The Role of Influencers in Promoting Sustainable

Fashion

As a content creator, I feel a responsibility to promote sustainable choices to my followers. It's not just about looking good; it's about doing good. By showcasing sustainable brands and sharing tips on how to make eco-friendly fashion choices, I hope to inspire others to do the same.

Influencers have a powerful platform to drive change in the fashion industry. By promoting sustainable fashion, we can help raise awareness and encourage more people to make mindful choices. It's about using our influence for good and making a positive impact on the world.

A Call to Action

Next time you're tempted by the latest trend, ask yourself if it truly reflects your personal style. Invest in pieces that make you feel confident and comfortable. Embrace sustainable choices that benefit both you and the environment.

Remember, fashion should be fun, not stressful. So, go ahead—raid your closet, mix and match, and wear what makes **you** happy. Because at the end of the day, it's not about what's trending; it's about what feels right for you.

Let's make thoughtful consumerism the new trend.

Stay stylish, stay sustainable, and most importantly, stay true to yourself.