Your 'Looking-Glass' Self

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YOUR LOOKING – GLASS SELF

A strange title, is it not? What makes such a self? To the sociologists who coined the phrase it means several things.

(1) You the person
(2) How you see yourself
(3) Your reactions to others opinions of you and your clothing, your ways, etc.
(4) How does your total self react to all this?

What has this to do with successful buying of clothes? Let’s begin by thinking “What is back of your reasons to buy? Would you and your neighbor be likely to buy identical garments for every use? Your environment, your household or farm duties are similar, your income is about the same. There the likeness ends. She buys pink, you buy blue, she wants wool, you want a wool blend and so on. This brings us to a consideration of the reasons behind our buying, or the incentives to buy, some of which may be social and some personal and some artistic.

One designer of women’s clothes thinks certain trends in design have come about because of the changes that are taking place in our United States way of living. This is the social side isn’t it? All over the country there is a very noticeable rise in demand for the cultural side of life.

Generally, there is a new-found sophistication in American fashions shown by a lack of fussiness and a lack of ostentation. Americans generally tend to understate rather than to overstate. We want elegance combined with comfort.

The above seem to be nationwide. Do you think these same things are true in your area?

From this social point of view let’s turn to the personal.

Would your ideas about desirable features of apparel be somewhat like the ones below, some which came from a U. S. Agricultural Marketing Service study of 2,133 Homemakers in Pennsylvania?
There is the one basic idea that holds good for all purchases, the goal of getting what you want at a price you can pay. Beyond this are other goals and some especially for apparel might be:

1. Color and style that please.
2. Desire to buy item similar to other friends.
3. Desire to re-buy a satisfactory item.
4. Clothes suitable for your varied needs.
5. Clothes that please your family.
6. Confidence you have in a particular maker that the garment will give satisfaction.
7. A good design that will not quickly go out of style.
8. If garments are limited, to buy a good design that is generally accepted for all occasions.

Are there others that you feel you would like to consider?

When you have thought about these things, go just a bit further to give yourself a background for your thinking.

FASHION

First, we might consider FASHION. Fashion is made of many things. It is a constant variation of a single theme. The designer and the manufacturer work together to make clothes that will be in harmony with people's needs, surroundings, activities, and personalities.

Three main influences are:

The creative expression of the designer.
The scientific production of the manufacturer.
The degree of acceptance by the consumer.

How does the current fashion trend fit into your ideas of what you need?

What you can afford?
Are the fabric lines and designs flattering to your figure?
Another consideration is the fabric or material from which these garments are fashioned. Many of you have purchased garments for years and have stored away some ideas about past purchases. These and ideas from—1. actual use—2. by observation of use by others—3. by presentation and convincing arguments concerning the good and bad points of a garment help to form ideas and opinions in your minds. Cost is, of course, the ever present factor in your mind. Sometimes one thinks—"If only more money was available". This is surely important to all of us. Strangely enough, though, it is not always the factor in deciding whether we are well-dressed and whether we get satisfactions for what is spent. Quite often you expect certain things of performance because you pay a certain price. Generally, today it is felt you need to depend more on a reliable maker and a reliable merchant.

Whenever a situation involves choice making the consumer (you) needs to develop some way of ranking the importance of the different characteristics. In time these may settle into a relatively stable position. This means you will decide which factors are the important ones for you. Then in your own mind you sort of set up or develop certain expectations. One author states that, "Satisfactions from purchases may be based not on perfection but on the fulfillment of expectations."