

Beyond Fashion, Values and Dignity can be attained

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Abstract

Statement of the issue/problem & the relevant background

The issue and problem that exist is that current fashion ideology attempts to impose styles and stereotypes that can be degrading to one's self-perception to the point of driving many to adopt unhealthy lifestyles. The values and dignity of a person are often associated with the manner in which that individual dresses. Fashion has an ethical component, impacting how our behavior is perceived; it can improve or deteriorate our image. Style Innovators came about when Lula, who was working in the banking industry saw that the employees with their lack of discretion in what was being worn and the presence that was being promoted by the entire bank kept customers away and had the bank being rated in lowest of satisfaction. When Lula saw that fashion had a direct impact on customers and profitability she went to senior management with her plan of common attire with a respectable presence and with these changes the bank led the way to the top of their local banking market. That solidified Lula's thoughts about fashion, values and dignity.

Description of how the issue/problem is approached, methodology

In this presentation, Lula Kiah, President and owner of Style Innovators, Inc., will share her perceptions and insight on how to be an influence in the World of Fashion as it relates to the values and dignity of people. This presentation is about going "beyond fashion" and dealing with human values. Our methodology and our goal is to develop keen criteria and insights that focus on all aspects of fashion. Later, we can apply that knowledge of dressing with elegance and beauty, reflecting authentic human values. We will also establish criteria for assessing the appropriateness of an outfit for a particular circumstance. Lula will vividly show "before and after" pictures of men and women who embrace who they are with basic tips and effective "capsule" strategies that mirror achievable lifestyles.

Summary findings

Fashion is a language that has its own vocabulary. There are unspoken messages in how we dress that can give a level of credibility to us. Therefore, fashion is very effective in social situations - we dress for others.

Keywords

Dignity, ethics, values, credibility, ideology

Article Classification

Testimonial