**Bridging Fashion & Wellness with Somatic Dance approach**

Somatic approaches are used to connect the relationship between mind, body, brain and performance. Somatically skilled therapists use interventions to facilitate calming their clients ‘Nervous system’, and construct more easiness in the remedial practice. Somatic dance movement therapy looks into using movement as a way into healing the mind, body and physiology. Fashion business loves the dance format and likes to integrate that into their work, as it brings more glam and radiance. Fashion is very important in Dance as well because it is about personality and attitude, so confidence is the key. This element of confidence is provided by influential fashion.

Fashion and wellness are two very imperative and interconnected fields, but with the help of Somatics approach only, a bridge can be formed between the two. Patrons need sumptuousness brands to help them with fretfulness diminution, sensory appeal, inspiration and remedial value. After Covid pandemic a lot has changed in the Fashion Industry. Luxury is no longer about a price end; it’s about relevance. What’s most applicable to consumers right now is an alliance of opulence and wellbeing, a pandemic-driven form of “comfort consumerism” that sees clientele indulging in purchases in the detection of comfort. To proceed in a post-pandemic world, luxury retailers must first appreciate how style preferences are changing and, much like their direct-to-consumer counterparts, embrace consumer-centric strategies to settle in.

“Wellness and self-care have suddenly become more of a priority than ever.” Celenie Laura Fleur Seidel, senior womenswear editor at Farfetch (2020). New Year’s resolutions and vigour and wellness-oriented goals could be an even stronger bet for retailers than in preceding years. Klarna, whose network of 200,000 global retail partners include Farfetch, The North Face and Olivia Rubin, saw the trend towards wellness and comfort stay strong until the end of 2020, with Klarna’s 2020 Holiday Retail Report finding that 79 per cent of its consumers would rather feel healthy than affluent. Dr Rebecca Arnold, fashion historian and novelist, says trends that have in history risen during times of united anxiety or turbulence sometimes persist. This time, it’s more likely they will transform, she says. “We were already seeing mixes of athleisure and high-fashion pieces before the pandemic. It’s possible that it will re-emerge as a stronger trend tranquil.” Conventional luxury brands and retailers are also taking note on how to connect products with experiences that help consumers feel enhanced. During the pandemic, Gucci promoted its Orgasmique SS20 collection by sponsoring a series of the Sex Ed podcast, a show that focuses on sexual wellness. In the meantime, Bottega Veneta creative director Daniel Lee has shown comfortable pants and homey knits for Resort 2021, and created The Bottega Residency, an online programme of actions intended to bring hope and prevent loneliness for the duration of quarantine. After Covid-19, brands that integrate wellbeing into their in progress announcement and design strategies will reap the rewards.

Somatic approach is crucial as it gives a path of wellness by supporting the idea that what happens to you in your life is stored not only in your mind but also in your body making it a comprehensive approach to therapy. Somatics describes any practice that uses the mind-body correlation to help you review your inner self and pay attention to signals your body sends about areas of hurting, distress or imbalance.

These practices consent to way in more information about the habits you clasp on to your experiences in your body. Somatic experts trust these facts, united with natural movement and touch, can facilitate towards healing and wellness. These exercises can assist you learn more resourceful and effectual ways of moving and reinstate older, less supportive patterns of movement. Triumph more in touch with your body can also have the additional benefit of mounting your emotional attentiveness.

The aspiration of somatic healing is to be of assistance in noticing the corporeal responses brought up by reminiscences of distressing experiences.

*"Fashion is not necessarily about labels. It's not about brands. It's about something else that comes from within you."
—Ralph Lauren*

Fashion Wellness position as the number one fashion approach and its route is detailed in an in-depth research report. This budding self-awareness in the fashion industry transcends trends and fast fashion for smarter, sustainable supplies and fabrication methods. The wellness phenomenon is influencing the fashion industry globally.

“Wellness is the novel black,” the fashion industry has proclaimed! No longer merely a lifestyle choice, wellness is now a considerably noteworthy development in global fashion. Active wear sales are thriving, and energetic sports apparel is one of the fastest-growing categories in fashion today.

People want to eat healthily, keep fit regularly, and monitor their health – making it safe to say that wellness has become a way of life now. And although this behaviour seems evident across age groups, millennial are clearly the ones motivating the wellness trend. For this consumer group, wellness is a daily, active recreation – one they are enthusiastic to spend on. This is justified by the fact that as many as 72% of millennia’s prefer to spend on experiences rather than on physical things.

This emerging self-awareness in the fashion business transcends trends and speedy fashion for smarter, sustainable resources and fabrication methods. Fashion and Beauty Brands are taking assistance from Mental Health to bond with 'the Anxious Generation'.

With mounting incidence, brands and retailers have been enthusiastic to cash in on the $4.2 trillion international wellness business, together with those that had formerly never in actuality strayed from their pedigree in fashion and beauty, like Saks and Sephora. But now that the marketplace is swamped with adapt gens, bath salts, fitness tools and essential oils. Recently, brands and retailers, chiefly those targeting Gen Z and Millennials, are opening to go a step supplementary than wellness by addressing a subject that was in the past relegated to doctor's office, Health Centers, Hospitals and therapists; “Mental health”.

Alongside sustainability, the continuous de-stigmatization of conversations about mental health is effortlessly one of the leading imperative cultural enlightening phenomena that took place in 2019, seen everywhere from social media to publications like Teen Vogue*,* to panel debate, to morning chatter shows. Plus its individuals, more than brands, that are accountable for this. Even admired influencers in the beauty and fashion room have begun, their writing about, "pivoting to anxiety," opening up to allocate niceties of their own mental health struggles to their supporters, which, incidentally, often results in high rendezvous. A pessimist might propose that these people are talking about mental health issues explicitly to enhance engagement, but optimistically they are doing it to stabilize the topic and help their millions of cohorts feel less alone.

Fashion can progress your mental health or even corrupt your mental health. It depends on the approach you choose for fashion to have an effect on you. Factors such as body image, peer demands, and others can cause fashion to be damaging to our mental health and wellness.

According to vogue Business; opulence is no longer about a cost point; it’s about significance. What’s a huge amount relevant to customers right now is a relationship of luxury and wellbeing, a pandemic-driven form of “comfort consumerism” that sees clientele indulging in purchases in the quest of solace. To develop in a post-pandemic world, luxury retailers must first comprehend how style preferences are altering and, much like their direct-to-consumer counterparts, embrace consumer-centric strategies to adjust.

***“A fit, healthy body- that is the best fashion statement”- Jess C Scott***

Fashion as a lifestyle:-

 Fashion is a way of life: how you wear your clothes, how you look, when you shop, what you wear, how you buy, and where you go wearing your garments and garnishes portrays your unrestricted profits and way of life. As a consequence, fashion and lifestyle are inextricably associated.

It is filter transversely hypothesis where the allure of artistic occurrence has given rise to daily fashion and cognitive rendezvous. Besides the conventional communal memo of fashion trends, it is the manner of the new generation that has set forth the inclination of unidentified style and self expression. Having transcended from a pre- capitalist feudal societal configuration to a post contemporary social constitution, today’s activities are marked by self image and self expression pave the way for distinctiveness and social conformation. This is customary among today’s youth who is in the identity formation stage of Erikson’s psychosocial enhancement to look for trendy dress choices.

The achievement of the fashion movement lies in the way the society interprets the fashion inclination and judges it. Hence the impact is measured by the indicator of social approval which in turn is motivated by quite a few motivational forces that highlight the people’s ideals and behavioural personality. Today’s customer culture is motivated by aspirationalism that diminishes the gap between the affluent and economically unstable sections when it comes to accepting and adopting a fashion style.

The occurrence of fashion can be notable into elite fashion (haute couture) and everyday style relatively than just restricting ourselves to the notion of European or western high approach. On a daily basis Fashion is an interactive method during which the aspiring individuals of the society intentionally project their corporal self in a distinguishing manner in the form of clothing style. It is unlike the conventional entrepreneur fashion classification where the so called influential or rich decide the itinerary of fashion tastes and fashion gets dispersed from the top to foundation sections of the society. This idiosyncratic manner of style is uniformly drawn from the fashion trends percolated during modern life, style conventions, style code concepts urbanized by the designers and forecasting service providers similar and boulevard style fashion.

Clothing and fashion are carriers of extensive assortment of ideological meanings. The fashion trends represent a diagram culture and technique of dressing that models the purchaser uniqueness in a precise atmosphere. The social outline of these fashion trends is to articulate the consumer’s distinctiveness in stipulations of lifestyle choices and their attitude. The lifestyle choices changes from one period to an additional period. In other expressions they propose the prototype and approach of vinaigrette is applicable on an occasion that sets forth a customary. These clothing principles are in reality resultant from the already existing social values and their emotional expectations.

[***“I think that if we inject a little bit more love into fashion and less fear — because today I feel it’s more about fear and less love — we would have a beautiful reason to wake up every morning.”***](https://www.vogue.com/article/alber-elbaz-az-fashion-brand-richemont)***- Alber Elbaz***

Psychology of Somatics movement and Fashion:-

Somatic therapy or movement therapy is ingrained in somatic psychology, a body-oriented approach to psychology. In Somatics the body is the introductory point for healing. In this the somatic- practitioners consider that a person’s pessimistic emotions, such as those experienced for the duration of a traumatic incident can reside locked within the body. Austrian psychoanalyst Wilhelm Reich is supposed to have made the leading impact on the early expansion and establishment of somatic psychotherapy as a therapeutic modality. French psychotherapist Pierre Janet made noteworthy contribution to the development of somatic psychology in the late 19th and early 20th centuries, and Sigmund Freud also established his curiosity in the body’s role in the onset of mental health issues.

Freud suggests that introverted emotions and even an individual personality were reflected in muscular tension, postures and physical movement – a perception which he termed, “body armor”. As a result of his exploration, he came to believe the appliance of physical pressure was essential in order for people in therapy to fully achieve emotional release.

Carolyn Mair, a cognitive psychologist who created the psychology of Fashion department at the London College of Fashion at the University of Arts London as well as an undergraduate program and two master’s degree programs there. According to her, “Fashion brands and companies need to fabricate differently, and we need to buy in a different way, and psychologists can help because we comprehend behaviour alteration”. She is a pioneer in the field and works with numerous global and London based clothing brands on traditions to become greener and generate clothing that is more enviable to consumers. Her book, “The psychology of fashion” was published last year, and her pioneering work to bring psychology to a whole new industry will be honoured with Award for Distinguished contribution to psychology Education from the British Psychology Society. According to Mair, there are top major psychosomatic concerns in fashion business. One is Fashion Imagery; there has been an increase in mental health issues among younger generations. Countless young people are very troubled these days about their appearance, and comparison with edited social media images can result in detrimental habits and mental health struggle. Another inclination originating from social media is wearing the same thing just once, which is perturbing as it promotes a dispose of culture that is unsustainable.

There is mental health in the fashion business itself. Designers are under enormous heaviness to manufacture collections six times a year with no alarm for the mental health issues that can come with that, such as Anxiety. The industry needs to change the way it educates its new designers, Fashion students are criticized in unsympathetic ways. Many say this approach prepares students for the real human race, but it is far too detrimental. Also this is cyclical and when those students are in authority position they do the same causing gigantic stress and nervousness. The sustainability issues are a further major emerging concern. Some brands are becoming more ostensibly mindful and trying to be less injurious to the environment.

Somatic Movement Therapists and Somatic Psychologists along with other expressive therapists can help in the Fashion Industry. There has to be an intensive research conducted to understand where the bad habits are developed and then designing interventions to address them through two methods: Practical movement and research methodology & theoretical understanding of detail issues as well. There can be an interesting challenge created by Somatic movement and psychology where they can do conscious sessions with people to understand their embodied self care tools that don’t require feelings of self worthlessness. The wisdom to understand oneself is highly the greatest tool and the natural resources to support one-self are the key factors for reducing stress and anxiety. Authentic movement need to be encouraged more as that process allows students and fashion experts to understand their true body and mind emotions and needs.

Fashion feeds everyone’s yearning for novelty, but the industry needs to do that in a more socially conscientious manner. There should be encouragement and support given to sustainable invention as well as reuse and recycling. There have to be methods and ways to engage people with their clothing so they feel they have made a moral choice when they put it on. This is practically only probable with the support and understanding of Somatic Science and embodiment through movement.

*“I believe that my clothes can give people a better image of themselves – that it can increase their feelings of confidence and happiness.” –*

 *Giorgio Armani*

Healing through Somatics, Somatic movement therapy & Fashion

Somatics is a concept of embodied healing that focuses on mind and body related therapy. The term “Somatics” has become a bit of the buzz word in the wellness industry. This is supported by world renowned artist and pioneers like Peter Levin and Anna Halprin. William James linked fashion and wellbeing together in 1890. He understood that our attire was an expansion of ourselves that can lead to psychosomatic (mind and body) happiness. Fashion is very much linked with the nature of Somatics and therapy. One feels a sense of formed meaning in their personal life, and this allows oneself to engage in creativity further providing a sense of achievement. All these are connected to mind and body fulfilment.

Somatics provide tools of self care, self love and a non- judgemental sense of environment which gives safe space for people to express their real and authentic feelings and emotions. The same emotions are felt and experienced when fashion provides a safe space to individual’s body and self understanding. Each person comes with their own in-depth personal history, endless paths to various themes, a process that focuses on attention to details in the fashion world. This focuses on intuitively using senses and understanding to create something new and worth producing with aesthetics and an idea of innate achievement. There are many concepts in both the field of Fashion and Somatic therapy that are interrelated. All these do provide a sense of therapy; catharsis and internal releasing of expressions that all humans need to do in order to remain holistically healthy.

Somatic Movement is a therapy that supports dance or movement in a Somatic context, giving room for more variety in the fashion world as well. Dance is a vital part of the Fashion world already expressing and initiating newness in the field. Fashion designers both designed for and have found inspiration in Dance. It has an exclusive way of moving and a movement that allows the clothing to take on a life of its own and develop into an additional element in the photograph. This further supported by Somatic dance movement therapy vocabulary can bring an absolutely integrated element of character and give further support with its elements of wellbeing and intuitive understanding.

A somatic movement must be performed intentionally, with our complete internal focus and attention. Conscious attention is the key to the learning process, as we can’t learn something new if we are not aware of the process. The same process applies in the Fashion Industry where conscious attention is the only key to creating and processing perfections and details.

Somatic Movement and Therapy is exploratory in nature. The focus has to be on the process rather than the end result and it comes back to how our nervous system learns new things. It’s not about the quantity but the quality. Even fashion works with same quality of exploration and the attention has to be given to the process and not the end result. There is always space for the unknown and unseen in both and that leads to transformation.

The role of somatic movement educators is to guide for self- care movements, there should be responsibility in students to learn and help their own health and well-being. They need to enhance their mental, emotional, humanistic, psychological, physical and biological functions in order to obtain optimal well-being and healing. It is a knowledge that accesses the full intelligence of our body and the subtle conversations of our subconscious in order to actualize our potential and sustain a deep inner practice of returning to our experiences of comprehensiveness. Ultimately this facilitates: self attentiveness, boundaries, providing a felt wisdom of agency, finding more effortlessness, self- sense of worth, empathy, enhanced cognitive processing, easeful decision making of multifaceted situations, body associated self- confidence, a great sense of self- control, enhanced intuition, and a feeling of being both authentic and interconnected with others and environment.

***“Feeling comfortable in one’s skin and perfectly at home in one’s element is perhaps the most important dimension of happiness”.***

* ***Dr. Paul Wong***

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