

Consumerism

[History](#)



Consumerism Question When considering the role of clothing in the 18th century, explain the significance of valuing clothing items for their fashionability versus their durability.

In the 18th century, consumerism increased with industrialization. This is evident in the manner customers' behavior abruptly changed due to increased production of varied products whose outlets were mostly departmental stores, for instance, in Paris in 1830s. In addition, consumerism contributed to industrial revolution due to growing demand for luxurious goods in which new production methods were invented (Mackendrick, Brewer & Plumb¹). Hence, prompting people value fashionability over durability because they were only going for the best and trendy products. Because of increased intensive production of numerous, this heightened living standards of the English as well as other people belong from the same caste. People enjoyed the experience of acquiring material possessions, which were once prized for their durability over fashionability. This also led to the emergence of more sophisticated designers majoring in trendy products (Mackendrick, Brewer & Plumb 2).

Question 2: Which of these does our modern society (United States) most value in your opinion? Provide examples.

Based on my opinion, I think current US designers' ideas are highly valued in production of new items in the market aimed at satisfying the consumer. For instance, the newly graduates from universities and colleges who have studied fashion designs courses (Mackendrick, Brewer & Plumb 5). Inventing more advanced manufacturing industries, to cater for increased customer's demands world wide such as textile industries. In addition, a manufacturer notifies customers online, in the newspapers, magazines or social media <https://assignbuster.com/consumerism-essay-samples-2/>

about new products in the market through internet, local and international newspapers. Issuing of trade cards to individual clients, so buying and selling be more advanced by giving out special printed cards to customers like business cards (Mackendrick, Brewer & Plumb 5).

Work Cited

Mackendrick Neil, Brewer Colin & Plumb J. A; The birth of a consumer society, Indiana University Press, 1982.