

# Influence of fictional character on casual fashion



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Influence of fictional character on casual fashion: Abstract: This research paper focuses on the influence of fictional character on day to day fashion. The branding of the companies like Netflix, Disney, Marvel, DC has a lot to do in this. This is the reason that this kind of fashion is not bound to any age group or gender. This fictional character prints or motif can change the value of a simple t-shirt, just because someone likes the character.

Keywords: Fandom, Graphic, Fiction, Casual Fashion, Street-

wearIntroduction: Human beings are very social animals tend to look for pathways to convey their unique ideas to a greater majority. Apart from serious topics such as Politics, Religion and Race, fan-fiction or a talk over people's favourite is considered as a very unique way to establish your physical or virtual identity not among teenagers as well as young-adults.

Especially for young-adults who navigate from one place to another during their formative years tend to meet a lot of people. Be it the person you sit next to during class or your roommate, you need to establish a social network because most of us don't want to be considered as eccentric or introverts. Hence a popular television fandom is the only way. The term "fandom" describes a community of people who bond over a common interest.

People following such fandom tend to express themselves in very unique ways. As a result they form a huge market for brands such as free authority who excel at merchandising such television shows and movies. Moreover, there are numerous websites who deal with customised t-shirts which absolutely rely on fan-fiction propaganda. Research Objective: To study the

impact of popular television series and movie on Casual Fashion for kids and young-adults.

To study the role of branding and merchandising in creating such fandom driven products. Research Method: Research Type: Exploratory research as it tries to explore the market of fandom driven products

Data Collection Technique: Data collected will only be secondary  
 Review of Literature: A fictional character is a person or other being in a narrative of a series, videogames, movie etc. It can be 2 dimensional or 3 dimensional.

The term cartoon originated in the Middle Ages and first described a prepare story drawing for a piece of art, such as painting, fresco, tapestry or stained glass window . In 19th century, it came to refer to humorous illustrations in magazines and newspapers. And in early 20th century and on words it refer to comic strips and animated films. The populery which this fictional character got, it influenced fashion in many ways. From a kid to a young adult every one wanted this merchandise.

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How Manga and Anime influence Fashion<http://otapleonehalf.tumblr.com/post/126507841313/how-manga-and-anime-influence-fashion>  
 Analysis and Interpretation: Conclusion:

Refernce

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