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Fashion is a term which is used for dressing such as clothing, footwear, accessories, makeup and also the house hold things like furniture. Fashion is to create a new style on behavior in an individual. The term fashion is now translated to term costume as it is popularly used for dressing sense such as fancy dress or a casual dress. Fashion defines clothing the entire for costume and fabric work on it. Fashion is the study of clothing and the dressing sense. This article deals with the women fashion as well as the men fashion and according to their dressing sense the changing hair style. In history from early 14century fashion has been improving day by day in terms of clothing, hair and even household things such as furniture.

Dress is a cloth consisting of a skirt and a belt or same piece cloth attach to the dress which give that a same effect. Dresses are mainly for women's or girl's stuff in western culture. The line formed by the lower edge of a skirt or dress can be as high as the upper knee or as low as the ground depending on the way of fashion and the taste and preference of an individual.

A shop is a kind of business which a person does to earn money by selling goods and services which he has collected in his shop. Browsing of available goods and services which a customer check and spend money on it is called shopping. People do shopping in their free time and for their necessities. It is mainly an experience which can be fun and can be worse but it also depends upon the customer is treated and their mood. Shopper influences the shopping experience. A retailer collects goods or services from the manufacturers of the goods or the wholesalers then they sell them to their customers for their profit. Shopping malls or the shops which are situated near our locality have necessary goods for the customers. It is very much essential for the customers.

If we talk about Indian style and online fashion trend the popularity of this country is "FREE FREE FREE" selling strategy. People are very fond fashion that they get on sale. The prospect of adopting new fashion and trend is increased. According to the research we have come across that the maximum brand promotion of the brands are done online and maximum sale on these brands are generated online. The matter of fact is today the world of fashion is developing rapidly the latest trend starting from 60's till date has been revolving. Latest trends have set a trade mark in the heart of youngster's. This monsoon of fashion has started from the Bollywood or Hollywood after which people started understanding what is fashion till 1960's yet it was not accepted by our ancestors. But now due to lot of awareness people have started adopting the latest fashion.

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