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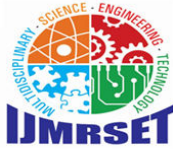
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Gen-Z DIY Fashion: The Rising Trend

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ABSTRACT: India has always been a country of thrift and reuse, with the country's culture of recycling and reusing things from everyday use. Clothing plays a fundamental role in daily life, but its production and disposal contribute significantly to environmental harm, including pollution, greenhouse gas emissions, and the depletion of resources. In response to this, Generation-Z is embracing eco-friendly alternatives through upcycling, repurposing, and customizing garments. This generation is well equipped with digital tools and distinct fashion preferences which is driving a cultural shift towards sustainability, creativity, and personal expression. One of the striking aspects of the Indian Gen Z's approach to fashion is their way of embracing diversity in style. Their keen interest in DIY fashion and the art of wearing clothes in unexpected and innovative ways helps them to make a statement.

DIY fashion, or "Do It Yourself" fashion, is all about taking charge of your wardrobe and expressing your unique style through personalized and customized clothing and accessories. It has emerged as a response to fast fashion, promoting environmental awareness and fostering a circular economy. By engaging in DIY practices, individuals can not only reduce their environmental footprint but also nurture creativity and develop a more personal relationship with their wardrobe. Additionally, DIY fashion offers a unique platform for speaking one's mind, allowing Gen Z to break away from mass-produced clothing and create customized pieces that reflect their identities.

The influence of social media plays a significant role here, with platforms like Instagram and TikTok inspiring DIY fashion through tutorials, challenges, and peer influence. Affordability is another key factor, as DIY fashion allows Gen Z to refresh their wardrobe on a budget, making it an appealing alternative to buying new clothes.

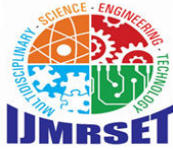
This research utilizes a mixed methodology, combining secondary data from published sources with primary data collected through interactions and surveys targeting Gen Z respondents. The findings of this research will offer valuable insights for fashion brands and retailers, helping them adapt to Gen Z's growing preference for DIY fashion. Fashion researchers will also get benefit from a deeper understanding of shifting consumer behavior.

KEYWORDS: Gen-Z, DIY, Clothing, Fashion trends, Customization, Up-cycling

I. INTRODUCTION

"Do it yourself" ("DIY") is a way to create, alter or repair objects by yourself, without the support of any professional or certified experts. It refers to the emergence of a trend in which a person engage in a variety of small craft and construction projects as a creative and cost-saving activity. In term of fashion, it encompasses the modification of pre-existing clothing or accessories, as well as the repurposing of discarded or old materials to create something original. Cost-effectiveness, limited resources, lack of quality in existing products, the desire of creative and unique products, feelings of self-reliance, and the search for like minded people are the various motivations that can be used to navigate the DIY trend.

It is rising among Gen-Z rapidly, people born between 1996 and 2010, Gen Z is the first generation of real "digital natives," having grown up in a world fully connected with the internet [Anjali Rai, 2024]. Online, they participate in a great number of daily activities including shopping, work, interaction, and entertainment (Monirul Islam,2024). Often referred to as the "Swipe Up" generation, their ability to rapidly adopt new trends and remain constantly informed and involved through the straightforward swipe of a finger on their smartphones reflects that Social media's explosive growth and fast development of digital technologies have exposed them to enormous volumes of knowledge, so influencing their perspective—a phenomena not seen in any previous generation [Monirul Islam, 2024]. Since Gen Zs are gradually shifting into social media platforms and more people are shifting into online and e-commerce markets, shopping patterns are changing from brick-and-mortar stores to online shopping streams, and Gen Z buying is also shifting towards online



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websites, researchers are interested in the relationship between influencer marketing and Gen-z's social media influence (Badal Dewani, 2024).

Gen-z's as online shoppers can be identified as economic quality seekers, convenience shoppers, deal hunters, and brand and quality-conscious shoppers (Badal Dewani, 2024).

They are also the most active social media users, and they frequently visit their preferred platforms to share their opinions, follow influencers, and discover new brands (A Synthesio Report, Emma Huff).

They place a high value on sustainability and individuality in their purchasing decisions (Muslim Amin, 2023). They have a strong sense of entrepreneurship, and many distinguish themselves by participating in DIY culture. They expect brands to share their values of social justice, environmental awareness, and ethical production, and they are less brand loyal than previous generations. Instead, they value authenticity and transparency. Because of their adaptability and ability to combine traditional values with contemporary, global influences, Indian Gen-Z will have a significant impact on future consumer trends in the fashion and lifestyle sectors.

This behavior driven by a combination of shifts in culture, digital platform influence and economic factors. Social media is serving as a powerful fuel, creating a user-friendly environment where individuals can explore and share their creativity while simultaneously learning from global and local trends and developing their own unique styles. In addition, it is also seen as a cost-effective alternative to traditional retail, that gives the opportunity to express one's unique style without the cost of high-street fashion. Gen-Z's are embracing this trend because of their sustainable approach, which helps to reduce environmental footprints, preferring to repurpose old garments or use eco-friendly materials (Kollmuss & Agyeman, 2002). DIY fashion allows the young generation to customize their wardrobe with their unique style, hence enabling them to break free from fast fashion. This paper aims to explore the primary factors that have contributed to the emergence of DIY fashion. It will specifically examine the roles of social media, cost-effectiveness, sustainability, and the increasing desire for personal expression.

Evolution of DIY Trend

What we term today as DIY was once the only way of survival. Discovering the interesting journey of humankind reveals that before mass-production and industrialization, people used to mend and repurpose their clothing themselves because of financial constraints and shortage of resources. At this time period, the earliest signs of "DIY" can be seen when our ancestors made things, farmed for food and handcrafted their clothes at home. This 'creation based on necessity' was just a way of life at the time.

In fact, there are artifacts that indicate people's engagement in activities ranging from baking bread to building homes - all done by themselves.

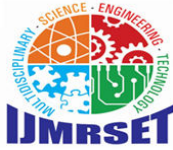
Another example, Parthenon and the Colosseum, which still stand as examples of human creativity and determination today. So, it is safe to say that people were engaged in different kinds of DIY projects for a long time, even before modern society existed.

During the 20th century revolution, DIY emerged as a cultural trend rather than a necessary routine. Economic prosperity during these times made people take do-it-yourself projects to showcase passion or curiosity. Till this time, a lot of magazines started advertising do-it-yourself projects. These magazines encouraged people to make things on their own.

Understanding these factors fascinates the duality of DIY culture: it is driven by necessity (in prehistoric times) as well as curiosity and personal satisfaction (in the industrial era), revealing that it is flexible enough to change with time.

When World War II started, people were forced to go back to the necessity based DIY activities because most resources were utilized to make weapons. This also shows how flexible this culture is in changing situations.

In the 1960s and 1970s, a new surge of DIY emerged as a component of countercultural movements. Promoting self-sufficiency as an alternative to capitalist consumerism made people want to make their own things again. Hippie groups



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were known for reusing everyday items and building their own homes out of geodesic domes and other shapes and sizes. This is now called "upcycling." Rock bands choose to record independently, in their own homes or garages, rather than following the rules set by the corporate music industry. This time period was a strong reminder that DIY is also about expressing yourself and going against the rules.

DIY principles can be seen in many subcultures and communities too. The vibrant community "Punk Rock" emerged in the United States in the 1970s and used do-it-yourself as a way to commercialism. They created homemade records and organized small-scale concerts. Their clothing was characterized by safety pins, handmade band patches on thrifted jackets and torn cloth, which symbolized the rebellion against mainstream fashion and social norms. Then in the 1980s due to economic difficulties, upcycling and crafting become popular as people started to construct their own cloths. Upcycling, the idea of converting old cloths into new and stylish products, gives people a creative opportunity to use up materials they already owned.

With the development of internet in the 1990s and early 2000s, DIY fashion become available to a broader audience. Online communities specialized in sewing, crafting and fashion provides a platform for people to share their ideas, advice and tutorials. The emergence of platforms such as Etsy raised a spirit of entrepreneurship among the crafting community. The 2010s marked a significant shift with the emergence of social media, now people could share their DIY projects to the worldwide audience through multiple platforms such as Instagram, Pinterest, YouTube etc. which consequently led to an increase in the influence of fashion influencers and content creators. By the 2020s, Gen-Z, the first generation to grow up with the digital technology, embraced DIY fashion with enthusiasm. The rise of social platforms like TikTok accelerated the trend and also allowed for real-time interaction between creators and their audiences, creating a sense of community and making DIY fashion a key part of Gen-Z's approach to sustainable and creative self-expression.

Relevance of DIY Trend in Contemporary Society

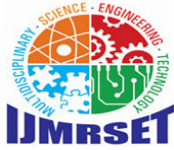
Today, the DIY ethos is more applicable than ever before. Its benefits such as creativity, customization, self-reliance, and cost-effectiveness are increasingly being recognized by the society. Beyond just home improvement or arts and crafts projects, this movement influences wide range spectrum that covers technology, sustainability efforts, education, and entrepreneurial innovation. Nowadays, do-it-yourself culture encourages to popularize the skills over reliance on mass-produced goods that may contribute to carbon emissions or involve immoral production methods. Due to this widespread trend, "consumers" are now "procreators," driven by reasons like affordability, custom personalization, mental stimulation, or even a desire for sustainable living.

II. RESEARCH GAP

Even though DIY fashion is becoming more and more popular among Gen-Z, there is a noticeable lack of thorough academic research that specifically addresses this trend. The majority of the literature currently in publication is on more general subjects like consumer behaviour, sustainable fashion, and the influence of social media on fashion trends. However, not enough attention has been paid to the unique convergence of Gen-Z shopping behaviours and DIY fashion. I was unable to locate any academic studies that explore Gen-Z's engagement with DIY fashion, its motivations, or its effects on the larger fashion industry during my search. This leaves a significant gap in theoretical research because comprehension of this phenomenon can help researchers, marketers, and fashion brands better connect with Gen-Z consumers. Thus, this study on Gen-Z's growing DIY fashion trend presents a timely chance to add fresh insights to scholarly literature as well as the fashion industry.

III. METHODOLOGY

The research methodology adopted for this study has been about an inquiry into the published literature, which served as a theoretical basis for this study. For this research paper, the necessary information was obtained from primary sources using mixed-method research. The study was carried out as a survey where a questionnaire was used as a data collection method. and later The focus groups discussion (FGD) was conducted. In total 40 respondents took part in the research by filling the online survey. From the total respondents the majority of them (approx 87%) were Generation -Z people. Considering the differences in specifying the age bracket for Generation Z, the target audience was kept as people born after 1995.



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IV. DATA ANALYSES

The purpose of this study is to determine the factors contributing to the growing DIY fashion trend among Generation Z. This study focusses on the age group known as Generation Z, which includes those who were born between 1996 and 2010.

In total, 40 respondents completed the questionnaire for the sample. The study's data source was primary data related to the subject of the investigation. Data is gathered by distributing questionnaires to respondents. A Google form is used to create the variables in the questionnaire. Their demographics, knowledge of DIY fashion, desire to participate in this style, and other details were all covered in the questions. The study focused on individuals actively involved in DIY fashion, the questionnaire was disseminated to a targeted audience. While the initial distribution was broad, reaching individuals from various backgrounds, only those who were actively engaged in DIY fashion were encouraged to complete the survey. This targeted approach ensured that the data collected was relevant to the study's objectives.

Do you have a background in fashion or textiles?

40 responses

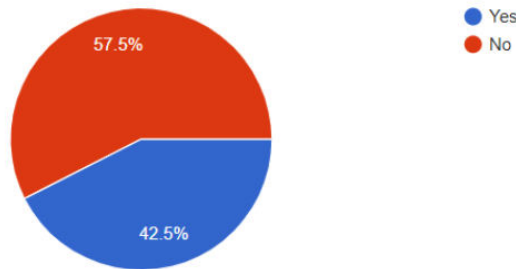


Figure 1

Analyzing the gathered data, 57.5 percent of people don't have any experience with fashion or textiles, while 42.5 percent do. This suggests that while DIY fashion may be particularly popular among those with a professional connection to the fashion or textiles sector, it also enjoys a considerable following among individuals without such a background.

What does "DIY (do-it-yourself) fashion" mean to you?



40 responses

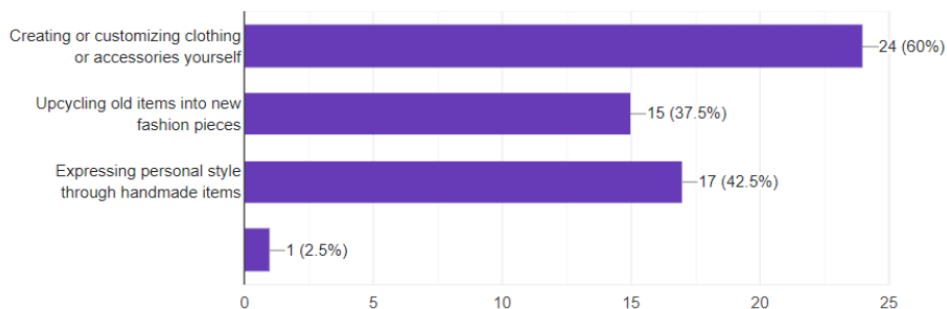
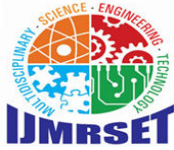


Figure 2



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The fact that mostly people (60%) says making or customising their own clothes or accessories is DIY fashion means for them, shows the keen interest of this generation to express their individuality and make their own choices. This is one of the main reasons for the rise of do-it-yourself fashion. Young people are moving away from mass-produced clothes and towards using items that show who they are (Indranil Sircar,2023). In addition, 42.5% of those who answered see DIY fashion as a way to express their personality through handmade items. This clearly shows how freeing it is to be creative. It feels like the way Generation Z stresses the importance of being yourself and being honest in how you present yourself. Also, 37.5% of the people who participated in the survey think that upcycling means using old things to make new ones instead of throwing them away, which shows that they care about the environment. Gen Z can help the environment by reducing waste and giving old clothes a new life (Indranil Sircar,2023). Each of these things shows why do-it-yourself fashion is so popular right now: it lets you express yourself easily, is eco-friendly, and lets you try new things, which are all Gen-Z trends.

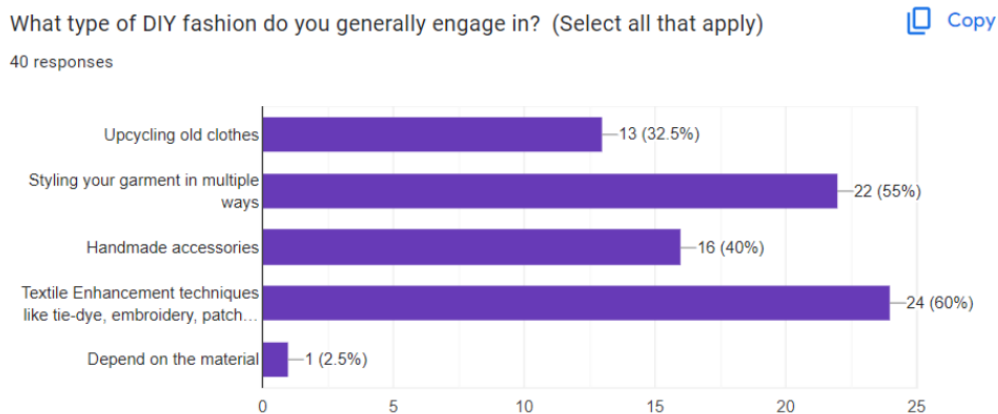
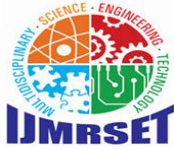


Figure 3

There are a lot of different fashion habits shown by the numbers. "Textile Enhancement Techniques" like tie-dye, embroidery, and patchwork were chosen by 60% of respondents (24 people). Along with the growing trend of thinking about how your clothes look, this fits in. "Styling garments in multiple ways" is also about the same level, with 55% of respondents (22 members). This shows that people, especially younger people, like clothes that can be worn in different ways. 40% (16 people who filled out the survey) chose "handmade accessories," which is a simpler way to dress. Reusing old clothes in an eco-friendly way, called upcycling, was chosen by 32.5% (13 respondents), which means it sets a high level of sustainability. However, 2.5% of those who answered (only 1) said that the choice might depend on the materials. This suggests that mostly who participated are excited about making their own clothes in a creative and eco-friendly way. These results show the different ways how Indian Generation Z approaches fashion, showing that they are interested in reusing clothes, styling unique, and being creative with the clothes they choose.



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What motivates you to engage in DIY fashion? (Select all that apply)

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40 responses

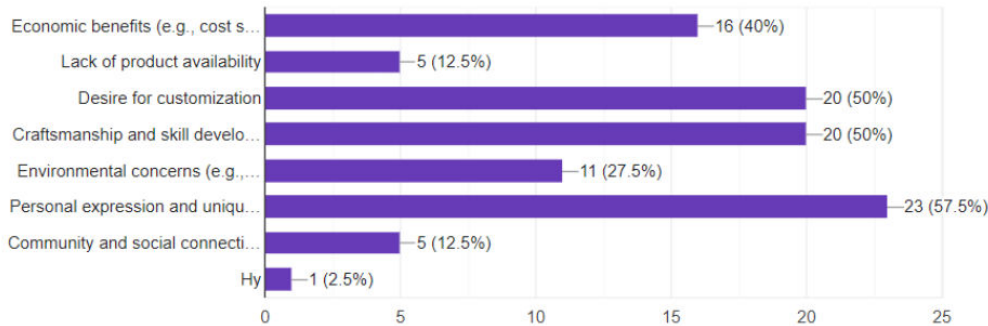


Figure 4

The understand the main idea behind the movement respondents were asked what motivates them to engage in this practice, "personal expression and uniqueness," is chosen by 57.5% of participants (23 people). Many young people in Gen Z, like to dress in ways that are unique and creative. Next on the list are "Desire for customisation" and "Craftsmanship and skill development," which were both picked by 50% of respondents (20 people). The results show that a lot of people in this generation like making their own clothes and doing arts and crafts, which makes them more creative and gives a sense of customization. It's also important to look at economic factors, since 40% (16 people) compared "economic benefits" to DIY fashion styles. This shows that some people who answered the survey put saving money first. Concerns about the environment were chosen by 27.5% (11) of the people surveyed, showing that more people are becoming aware of sustainable fashion. Surprisingly, only 5 respondents (12.5% of the total) chose "Lack of product availability" and "Community and social connections." That means only few people would make their own fashion items because of lack of desired products in the market and also socialising is not their main reason.

Streamlining drivers for the youth section include the ability to express oneself, customizing things, learn new skills, and save money are the key factors that motivated Gen-Z to engage in DIY fashion style.

Do you think DIY fashion is becoming more popular among Gen Z (people born between 1996-2010)? If Yes, then why?

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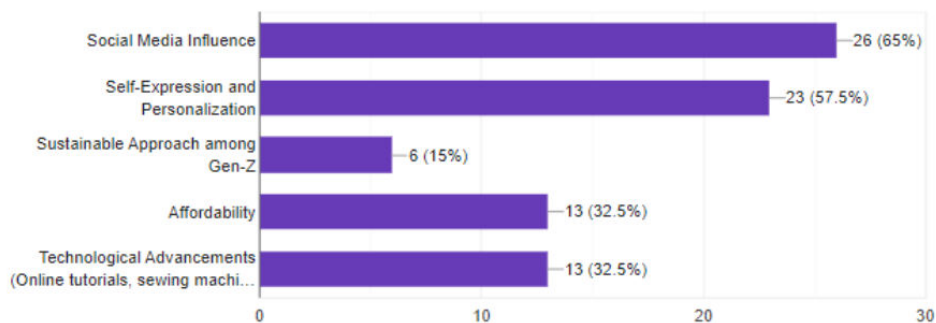
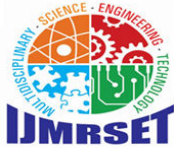


Figure 5



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Out of 40, 26 people said that they use "Social Media Influence" the most. Handcraft and do-it-yourself sites like Instagram, TikTok, and Pinterest seem to be the most important for spreading trends. This means that personalisation moves in the shadow of master influencers. "Self-Expression and Personalisation," got 23 votes . Another fact shows that most young people value their own space and the chance to express themselves through fashion. This has made do-it-yourself fashion more popular. 13 votes to "Affordability" and "Technological Advancements," which include online sewing patterns, tutorials, and tools that are easy to get to. These points show the simplest and least expensive ways to learn how to do things on your own. Whereas, 6 chose "Sustainable Approach among Gen Z," which means that media and the desire to be unique are the main reasons young people make their own clothes, even though the environment is important.

What aspects do consider while purchasing clothes and accessories? (Select all that apply) [Copy](#)

40 responses

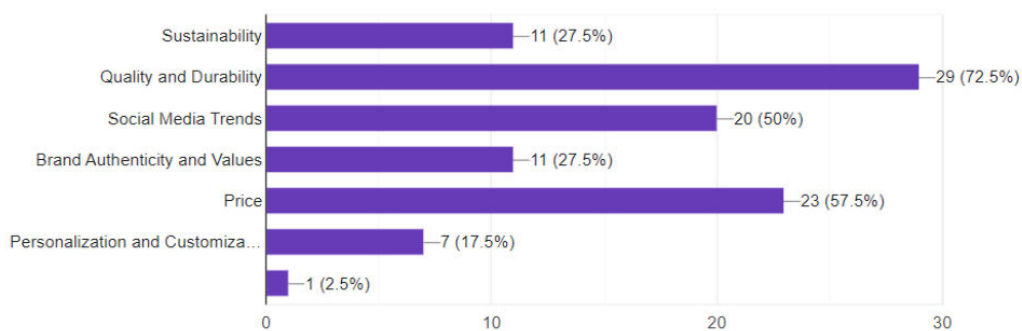


Figure 6

As per responses, the key factors driving Indian consumers to purchase clothing and accessories are quality, durability and price point. But its important to note, the trends of social media and sustainability also continue to impact what goes into their cart, along with brand authenticity and personalization. It indicates an intricate relationship between the various forces at play behind consumer behaviour in Indian Fashion space. The basic facts of quality and price continue to stand strong but quality is also becoming more social media influenced, ethical considerations are not just a part of the mix, they are beginning to rule it and people no longer want the mass-produced options that used to wow us 3 or 4 years ago.

What do you think will be the future of DIY fashion among Gen Z? [Copy](#)

40 responses

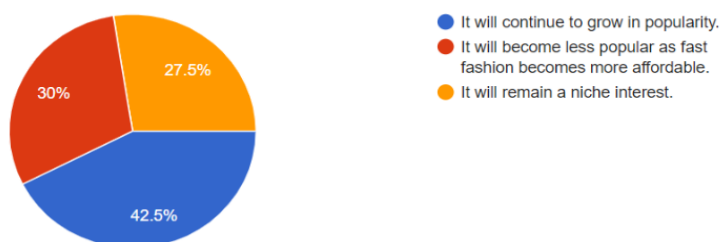
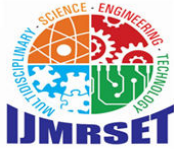


Figure 7



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However, Gen Z is still positive about the future of DIY fashion trends, and most continue to expect the trend to rise further in popularity. Other issues regarding the affordability of fast fashion as well as the potential for DIY to form a niche interest-observing indicate possible diversions in the pathway of this trend. However, all of that rests in the hands of its capacity to withstand the attack of fast fashion and remain as charming to the masses.

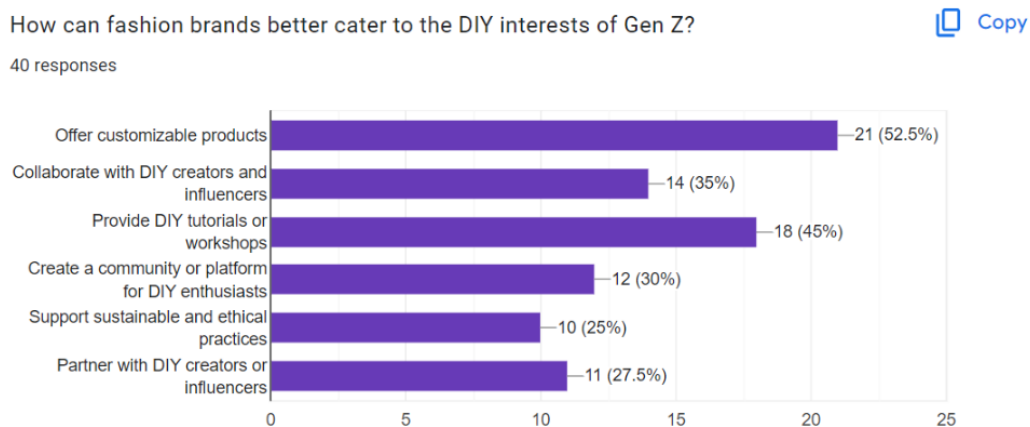


Figure 8

The main points where Gen Z referred to fashion brands that could help the DIY interest are customization, collaboration, education, community, and sustainability. Specifically, customizability, collaboration with DIY creators and influencers, tutorials, workshops, and a community platform for sustainable practices. This reveals the requirement of reaching Gen Z on a personal level, which fosters creativity and closeness, along with growing concerns regarding responsibility to the environment and society. By using these strategies, fashion brands can reach into the DIY trend and engage themselves with the Gen Z customers for a longer period.

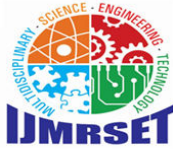
V. DISCUSSION

The above discussion and results that are developed through data analysis show several key factors driving the rise of DIY fashion among Indian Gen Z. Most important, the need to express oneself is characterized by a desire for uniqueness and customization, which itself speaks to the importance of being unique and creative within the generation. The other aspects, such as easy access through online resources, low-cost materials or toys, and increased consciousness about sustainability, add more weight to the significance of DIY fashion.

Social media services play a very important role in not only developing but also popularizing the ideal of DIY fashion through inspiration, tutorials, and so much more for how to interact with others in the community. This reveals the power of digital platforms in fostering consumer behaviour and creative expression.

VI. CONCLUSION

The consequent increase of DIY fashion among the Indian Gen Z indicates the urge of the generation towards originality, creativity, and sustainability. The perfect opportunities for brands and retailers to cater effectively to this trend will be providing chances for personalisation, customization, and skill development. What's more in the list is further opportunities for promoting DIY fashion through online platforms, educational resource provision, and community engagement.



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While DIY fashion has its advantages, knowing more about what it can't do and the potential challenges it poses is in order. Brands and individuals may be able to lend their support to the sustainable and inclusive development of DIY fashion in the Indian context if it is addressed upon.

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