



Illuminating Bollywood Trends: Those Who Altered or Rolled Over Decades

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ABSTRACT

Every aspect of the world has a contemporary partner, like Bollywood and Fashion. "BASHION" or call it as Bollywood-inspired Fashion, is a close relationship that has been observed forever. Straight away from the black-and-white era up to now, Bollywood and fashion are style partners. A milestone has been set for the young girls and ladies who are inspired by Bollywood fashion and want a portion of stardom in everything, from their makeup and hair. It was set up by the leading ladies of Bollywood from the eras of Madhubala we have jogged to Madhuri, right from Helen to Priyanka Bollywood has roofed a long journey and continue to be even today just the faces and trends change as time goes by, but the BASHION remains the same. A noteworthy component of the films, Industry and Culture is Bollywood Fashion. Bollywood films have progressed and transformed fashion, clothing, shoes, and makeup with other aspects of the industry through the decades, exerting their influence over consumers, designers, and other attorneys in the Fashion industry.

Keywords: Bollywood, Fashion, Industry, Decades.

1. Introduction & History

In 1913, Raja Harishchandra by Dadasaheb Falke was released in India, making it the first Bollywood Movie. After that Bollywood consumption and production cost only grew, accomplishing approximately 200 films per annum in the 1930s. Bollywood has extended a deep influence on prevalent Indian fashion. When an Actor or Actress wears Outfit festooned in a hit movie directly becomes prime clothing trend for tailors to reproduce. When we talk about Bollywood Trends all we know is the Beginning of Bollywood, the Golden Ages, and the Classic Era.

1.1 1930s

The 1930s were conquered by a fusionist style, compassing both 'Western' and 'Indian' designs. A saree with a ruffled Blouse was a statement on the screen for women at that time. For makeup, thin eyebrows, minimal smokey eyes, and dark red lips also powered their faces to obtain wheatish complexion and wore their hair in 'Finger-waves'. Men popularly wore suits on screen.

1.2 1940s

In the 1940s Fashion trends were influenced by actresses such as Nargis, Meenakumari, Suraiya, and Begum Para these women were considered fashion-forward in their time. With a sober Makeup, albeit eyeliner styles were more dramatic they wore traditional clothes like draped sarees which were popular, but cropped shirts and wide-legged trousers were in the limelight. It was also known as the age of femininity and minimalism.

1.3 1950s

The Bollywood Fashion trend in the 1950s was influenced by the Western range, due to an increase in globalization. Men wore traditional Indian clothing and suits on screen. Having pearls as their popular jewelry choice women wore their hair in neat buns. Bell sleeves, sarees, and wide-legged trousers were also popular types.

1.4 1960s

The 1960s Bollywood fashion was appealingly pleasing and classy. It entailed mostly bright colors, bold styles, and groundbreaking ideas in the fashion industry. Women gave their hair a more voluminous effect. Women wore makeup with bold winged eyeliner and lots of peachy-coral shades.

1.5 1970s

In the 70s people started experimenting on and off screen in the Bollywood industry. Western clothes such as Crop tops, large glasses, Bikinis, Maxi dresses, Jumpsuits, and platform heels made advances on screen. Polka dots were notable but other bold experimental colors and prints were used. Some trends continued from the 1960s.

1.6 1980s

The 1980s were disgraceful in some respects for Bollywood Fashion. Some of the trends were notable from the 80s which are coming back- Chunky accessories, shoulder pads, chiffon materials, and metallic colors.

1.7 1990s

Skater dresses, Lehenga Cholis, college clothing, chunky jewelry miniskirts, and platform heels were portrayed a lot in movies of the time. Men wore denim and branded T-shirts in the 1990s. As we all know Shahrukh Khan and Kajol had a lot of hits in this era with classic clothing.

2. Major Trends and Iconic Outfits That Became Classic in Bollywood

Manish Malhotra, and Sabyasachi Mukherjee these Fashion designers rose to prominence in Bollywood in the 2000s. Many models such as Aishwarya Rai, Sushmita Sen, and Priyanka Chopra, turned to acting thus firming the relationship between the Bollywood movie and Bollywood fashion industries. Denim and Multinational corporations' brands continued to control.

Bollywood Fashion trends after the 2010s, at the present, are incredibly miscellaneous. They take most motivation from Western fashion industries and the past. Fashion trends for men are also diverse and ever evolving; branded, classic clothing is currently popular. Previous trends have returned to an extent, such as palazzos, crop tops, miniskirts, and strapless gowns for women. Fashion Clothing in the 2020s is likely to be experimental as well as competitive among the Fashion designers in the industry. The level of innovative outfits in Bollywood has reached a stature.

In India, many families try to imitate the Bollywood families in every possible manner. Bollywood inspires everyone in the country in every aspect be it walking, talking, or acting, but its prime impact falls on fashion trends. From the traditional look of the '60s to the retro look of the 90s, and the glam look of the 2000s to the combination of the current era. The dressing style of the favourite superstars has been consistent with their loyal fans. Bollywood has constantly redefined fashion for people in the best possible way. Some of the most iconic trends that Bollywood contributed to us...

Madhubala in Mughal-E-Azam

"Jab pyar kiya to darna kya" became a fashion mischief for Indian women across ages. The costume worn by Madhubala in the song with astonishing light blue and red embellishments is now addressed as the Anarkali style and is the current wrath with everybody, from homemakers to celebrities wearing it.

Mumtaz in Brahmachari

The pretty diva 'Mumtaz' flaunted a saree which came into vogue as Mumtaz saree in the famous song "Aj kal tere mere pyar ke charche".

Sadhana in Waqt

Fringe and tight-fitting churidar kurtas were made a Limelight by Sadhana.

Sharmila Tagore in an evening in Paris

A stunning and Appealing lady of her Era, Sharmila Tagore, overmastered into Bollywood flaunting her toned figure in an ultra-glam blue swimsuit in the film An Evening in Paris.

Rekha in Umrao Jaan

Delightful Rekha is unforgettable in a pearl-hued brocade dress. Since then, the look has been simulated by many heroines.

Dimple Kapadia in Bobby

Dimple Kapadia's helluva saucy retro look in polka polka-dotted top and short and sexy skirt. It became a huge trend among the teenagers of the 70s.

Sridevi in Mr. India

Sridevi and her Blue chiffon saree gave a dazzling impact though the blue chiffon saree looks boring but she made it look sexy and made a statement.

Madhuri Dixit in Hum Apke Hain Koun

Madhuri Dixit, The Dhak Dhak girl's gaudy pick has made an imprint, but anything till now couldn't beat the fame of her Didi tera devar deewana outfit.

The dazzling diva in a purple satin sari with backless blouse popped the balloon which was needed by the entire Bollywood industry in the late 90s, it gave a reminder of evergreen appearance.

Urmila Matondkar in Rangeela

The Designer Manish Malhotra designed an alarming chic outfit for Urmila Matondkar.

Rani Mukherji in Bunty Aur Babli

The Bunty Babli suits came to fame after Rani Mukherjee nailed the styled outfit, Collared short shirts and Patiala teamed up with a jhola bag which became an instant hit.

Kareena Kapoor in Jab We Met.

In Jab We Met, Kareena Kapoor nailed the appearance in a Long T-Shirts pairing with Patiala which later on became vogue amongst the youngsters.

3. Conclusion

As Joanne Entwistle so articulately specified, 'fashion opens up possibilities for framing the self, however temporarily'. There is an obvious connection between cinema and mainstream fashion. The motion picture fans one day become a popular commodity the next day when it has been on the silver screen. Movies let the audience escape their lives and submerge themselves in the lives of the usually glitzy people. Fashion does something comparable by consenting its followers to 're-invent' themselves. They try to resemble the celebrity and emulate their style in real life.

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