
Practical Exercise 7

Objectives:

1. To understand and explain the impact of the **influence of iconic personas** in fashion.
2. To analyze their style of dressing.

Material Required:

1. Unlined/ blank sketchbook (A3).
2. Scissor, glue.
3. Fashion magazines.

Procedure:

1. Identify an Indian celebrity in any domain (movies, sports, business, politics, social activism, literature, research etc.)
2. Refer to magazines/ internet and list the career path and achievements that make him/her iconic.
3. Analyze his/her style of dressing on different occasions.
4. List the products (e.g. fashion, food, vehicles, mobiles), organizations and/or social causes that he/she supports, as featured in advertisements.
5. Analyze which segment of the population (e.g. youth/older generation, middle class/ elite etc.) comprises his/her followers/ supporters/ fans.
6. Collect pictures and paste them in a notebook/ sheets for the teacher. Share the information with the class.

Observation and Discussion:

1. What makes a person iconic (looks, style of dressing, activities, achievements)?
2. Does the person's celebrity status has actually contributed to the product sales or socio-economic well-being?
3. How can the celebrity status be used to make a positive difference to society?