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# The Trend in Fashion: Stylistic Options and Impact on the Dress Code for Fashion Students at Malaysian Polytechnic

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## ***Abstract***

Fashion influences lifestyle and has an impact on all stages of life. Fashion also reflects an individual's personality, allowing them to express themselves through the style of their clothing. Fashion and trends will develop swiftly each year, changing and not remaining stagnant. The dynamics of fashion trends and their impact on undergraduate fashion students from the third semester of the Diploma in Fashion Design, particularly concerning adherence to dress codes at Polytechnic Ibrahim Sultan. Fashion is not merely a superficial expression but a powerful tool for self-presentation and societal interaction. Understanding the intersection of style and effectiveness within the confines of dress codes is paramount in a professional and educational setting by Polytechnic Ibrahim Sultan guidelines. Based on the empirical research and qualitative analysis, this study explores the tendencies of the fashion trends influence the choices and the effectiveness of dress codes among undergraduate fashion students. Through surveys, interviews, and observation, insights are gathered into the factors that shape students' stylistic preferences and their compliance with institutional dress regulations. The findings reveal the multifaceted nature of fashion trends, with social media platforms playing a pivotal role in shaping students' sartorial decisions. Additionally, the study uncovers the intricate balance between adhering to dress codes and expressing individuality, highlighting the importance of self-presentation in academic and professional settings. Ultimately, this research contributes to the existing body of knowledge by shedding light on the intricate relationship between fashion trends, dress codes, and their impact on undergraduate fashion students' stylistic choices found that, the effect of social media is observed to dominate students' fashion choices, the effectiveness, and of fashion influenced by platforms such as Facebook, Twitter, Instagram, TikTok, and YouTube at Polytechnic Ibrahim Sultan. It underscores the need for institutions to recognize and accommodate the evolving nature of fashion while maintaining decorum and professionalism.

***Keywords :*** *Fashion Trend, Fashion Influencer, Social Media, Code Dress.*

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