

Fashion and Human Dignity



Truth,
Goodness,
Beauty



Human beings, even if we postulate a process of evolution, also possess a uniqueness which cannot be fully explained by the evolution of other open systems. Each of us has his or her own personal identity and is capable of entering into dialogue with others and with God himself. Our capacity to reason, to develop arguments, to be inventive, to interpret reality and to create art, along with other not yet discovered capacities, are signs of a uniqueness which transcends the spheres of physics and biology. The sheer novelty involved in the emergence of a personal being within a material universe presupposes a direct action of God and a particular call to life and to relationship on the part of a “Thou” who addresses himself to another “thou”. The biblical accounts of creation invite us to see each human being as a subject who can never be reduced to the status of an object. -Pope Francis, *Laudato Si*

Issues related to “dressing” the dignity of the human person:

- Physical well-being
- Psychological need for privacy
- Effective Communication (Stone 1962, Livesley and Bromley 1973, Mehrabian and Russell 1974))
- Enclothed Cognition (Adam and Galinsky 2012)
- Objectification and its Negative Effects: Use and abuse
- Self Objectification and its Negative Effects: Diminished cognitive ability, body dissatisfaction, body shame, greater negative mood (Frederickson et al. 1998)

The principle of the common good, to which every aspect of social life must be related if it is to attain its fullest meaning, stems from the dignity, unity and equality of all people. According to its primary and broadly accepted sense, the common good indicates “the sum total of social conditions which allow people, either as groups or as individuals, to reach their fulfilment more fully and more easily”. - Compendium

Contributions to the Common Good involve:

- Fashion Designers (Create real value for the customer?)
- Fashion Manufacturers (Deliver value? Sustainable practices? Respect labor?)
 - Fashion Marketers (Mirror or Mold? Truthfulness?)
 - Fashion Influencers (Knowledge of influence? Intent?)
- Fashion Retailers (Deliver value at fair prices? Provide customer service?)
 - But most of all: Fashion Consumers!

Group Work: What are our tangible and intangible needs form fashion? List them in two columns: *tangible* and *intangible*.