

## 1.) Modern fashion (Norway VS Austria)

One feature of fashion industry “is its ability to differentiate between different social classes”. [<https://www.ukessays.com/essays/economics/impact-of-globalization-on-fashion-and-pharmaceutical-industries-economics-essay.php>].

But in fact, fashion can nowadays also connect people across national and cultural borders and rub out someone’s origin. Obviously, a lot of people love to show their nationality by wearing traditional clothes at special occasions, but in fact, some people nowadays prefer modern fashion which is highly influenced by globalisation. Globalization has reduced the transportation and communication costs which is why the accessibility to new fashions all over the world has increased enormously. But, compared to the old days, the speed of production in fashion increased as well. This sounds amazing, but if you look closer you will see that this development does not only have positive aspect. The sometimes incredibly low prices for fashion, are based on the exploitation of workers in countries like Turkey or Cambodia who often have to work under extremely bad conditions.

Globalisation does not only affect the fashion industry in production, distribution and marketing, but it also keeps people informed and updated on each new trend in the fashion industry through media like television, newspapers but particularly through the internet. Due to this, we are all getting closer to each other and the differences in fashion are getting smaller and smaller.

However, you can usually see a difference between people living in the country and people living in big cities. One reason is because in a city you can find people from all kind of national and ethnic backgrounds. In fact, people who live in the country often have more connection to traditional clothes than those who live in the city.

If you see us for the first time, you will probably not be able to tell who of us is Norwegian and who is Austrian. Due to the globalisation of our fashion industry, we actually wear kind of the same clothes.

[<https://whiteunt01.wordpress.com/2012/02/02/globalization-and-its-impact-on-the-fashion-industry>]