

# Review of Fashion Trends in Indonesia State of the Art Based on Reputable Scientific Publications (2020–2025)

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## ABSTRACT

This study aims to analyze the development of fashion trends in Indonesia to see the aspects that influence developments in the fashion world. The method used in this study is data triangulation techniques by integrating the results of literature studies and interview data with a qualitative approach. Study materials from relevant Scopus, EBSCO, and Copernicus indexed journals published between 2020 and 2025. The analysis technique uses content analysis. The number of articles reviewed is 18 articles, and there are several supporting articles in analyzing the problems in this study. The State-of-the-Art research based on Reputable Scientific publications (2020–2025) is expected to provide an overview of aspects that need attention in the development of the fashion world. The results of the study show that Indonesian fashion trends are influenced by digitalization, local culture, the lifestyle of the younger generation, and sustainability. Phenomena such as fast fashion, thrifting, modest fashion, and the integration of technologies such as artificial intelligence are the main drivers of industry change. In addition, psychological factors such as Fear of Missing Out (FoMO) and the influence of social media play an important role in fashion choices. The research results show that Indonesian fashion trends are evolving as a hybrid between global modernity and local identity.

**Keywords:** Culture, Digitalization, Indonesia, Fashion Trends, Sustainable Fashion

## INTRODUCTION

Clothing plays a crucial role in life as a medium for expressing identity within society. From a sociological perspective, clothing serves not only as a protective barrier but also as a symbol representing individual identity, including values, beliefs, and social affiliations. Hariana et al., (2017) stated that the modification of bridal wear in Gorontalo is influenced by social aspects and technological influences. The fashion industry is a rapidly growing creative sector in Indonesia, particularly in the digital era. The development of the fashion industry demonstrates significant dynamics, particularly among the younger generation who are in the identity exploration phase. The environment, as a place for activities, also functions as a cultural agent that expresses self-identity through various media, one of which is clothing.

Fashion trends not only reflect aesthetic preferences but can also be closely related to the social, cultural, and psychological values that develop within a society. Young people, as part of Generation Z, have distinct characteristics compared to previous generations, particularly in terms of access to information and exposure to global trends. Social media plays a significant role in shaping fashion preferences, so clothing styles often reflect emerging global trends while still adapting to local contexts. Therefore, studying fashion trends is crucial for understanding the social and cultural dynamics within higher education settings.

The era of globalization, industrialization, and technological advancements has driven lifestyle changes that have a direct impact on the development of fashion as a form of self-expression, social communication, and a symbol of social status [2]; [3]; [4]. Fashion not only functions as a primary need, but also develops into a secondary and tertiary need related to identity, prestige, and lifestyle, especially influenced by economic conditions. [5]. In the Indonesian context, the development of fashion, especially Muslim fashion, shows enormous economic potential [6].

This study examines reputable scientific articles from 2020 to 2025. The article search shows that clothing choices can be influenced by various factors, such as fashion consciousness, self-identity, social pressure, and economic factors. Furthermore, sustainability issues are also beginning to gain attention in fashion consumption behavior. Therefore, this literature review aims to identify and analyze the main factors influencing fashion trends based on the latest scientific publications [7].

The article search used the keywords fashion trends, cultural identity, consumer behavior, sustainability, and technology. These aspects are considered to significantly influence the development of the fashion world. Although various studies have examined fashion trends from the perspectives of culture, consumer behavior, digitalization, and sustainability, most studies are partial and fragmented. Previous research tends to focus on a single aspect without integrating all factors into a comprehensive framework. Furthermore, studies that contextualize global dynamics from a local Indonesian perspective are still limited. Therefore, integrative studies are needed to understand fashion trends holistically. The novelty of this research lies in its integrative approach, combining cultural, psychological, digital technology, and sustainability dimensions in analyzing fashion trends in Indonesia. This study presents a comprehensive synthesis based on reputable scientific publications (2020–2025) and emphasizes the concept of hybridity between global modernity and local identity.

This study provides significant theoretical and practical contributions to the development of fashion studies in Indonesia. Theoretically, this research enriches the body of knowledge in the fields of fashion, sociology, and culture by demonstrating that clothing serves not only as a functional necessity, but also as a medium for expressing identity, a social symbol, and a reflection of evolving cultural values. The practical benefits of this research serve as a reference for designers, fashion industry players, and academics in developing fashion products and concepts that not only follow global trends but also accommodate local cultural values and principles of sustainability. This research not only provides academic contributions but also has practical relevance in addressing the challenges and opportunities in the modern fashion industry, which is increasingly influenced by technology and social change.

## LITERATUR REVIEW

Studies on fashion trends demonstrate that fashion is a complex phenomenon influenced by various dimensions, including cultural, social, psychological, economic, and technological. The literature analyzed in this study indicates that fashion is no longer understood solely as a functional necessity, but has evolved into a medium for expressing identity, a symbol of social status, and a dynamic representation of cultural values. (Okwir, 2025; Rohmawati, 2020). From a cultural perspective, clothing can represent the identity and traditional heritage of a particular region.

Research by [10] Shurman and Qaqish (2024) stated that traditional clothing is a reflection of the historical and philosophical values of a society, while Langi et al., (2025) shows that traditional clothing elements such as the beskap can undergo transformation through design reinterpretation without losing their cultural value. This is reinforced by Aminatunnisak & Yulistiana (2021) which states that the integration of traditional fabrics into modern design can produce fashion innovations that remain rooted in local wisdom. Thus, modern fashion trends can be understood as the result of a process of adaptation between tradition and modernity.

In the context of consumer behavior, several studies have shown that the younger generation, particularly Generation Z, exhibits fashion consumption characteristics influenced by trends, lifestyle, and psychological factors. Fast fashion consumption among Muslim Gen Z is influenced by fashion awareness, social pressure, and modern lifestyles, despite underlying religious values. [7]. Finding [7]. In line with Shadrina et al., (2021) which shows that hijab fashion preferences are influenced by a combination of trends, lifestyle, and brand image., Ikhwanda & Giyana (2025) added that the fear of missing out (FoMO) phenomenon is a dominant factor driving purchasing decisions, particularly among college students. This shows that fashion consumption is not only based on rational needs but is also influenced by emotional and social impulses.

The role of social media in shaping fashion trends is also an important focus in the literature. Djafarova & Bowes (2021) Social media platforms like Instagram have a significant influence on impulse buying behavior through lifestyle visualization and the role of influencers. Furthermore, the development of digital technology is further

strengthening the transformation of the fashion industry. Nurcahyanie et al., (2025) states that artificial intelligence (AI) has the potential to transform the design, production, and marketing processes of fashion. These findings suggest that digitalization not only impacts product distribution but also shapes consumer preferences and behavior more broadly. Accordingly, Hwang & Youn (2023) found that livestream shopping can enhance consumer experience through real-time interaction. On the other hand, sustainability issues are a major concern in the development of the modern fashion industry.

Hasan et al., (2025) identified that sustainability practices such as the use of eco-friendly materials, supply chain transparency, and the circular economy are increasingly emerging in the global fashion industry. However, Abbate et al., (2023) highlights the gap between the concept and implementation of sustainability, particularly in consumer behavior, which is still dominated by fast fashion. Alternative phenomena such as thrifting, as studied by Fahira & Banowo, (2025) his demonstrates a shift in lifestyle toward more sustainable consumption, while also serving as an expression of identity and creativity. Overall, the literature reviewed indicates that fashion trends, particularly among Generation Z, reflect a continuity between identity, culture, lifestyle, social media, and technology. Fashion not only reflects aesthetic changes but also serves as an indicator of social and cultural dynamics in modern society.

## METHODOLOGY

This research employs a qualitative method with a literature review approach. The articles studied were taken from scientific articles indexed by Scopus, EBSCO, and Copernicus for the period 2020–2025 on the topic of Indonesian fashion trends. Eighteen articles were reviewed, along with additional supporting articles related to the problem. Data were collected through Google Scholar, Scopus, and reputable national journals. Content analysis was used for data analysis. To enhance the validity of the literature review results, this study employed data triangulation by integrating the results of the literature review and interview data. This triangulation enabled researchers to gain a more comprehensive understanding of fashion trends and verify the consistency between theoretical findings and empirical conditions in the field.

## RESULTS AND DISCUSSION

A review of various studies shows that fashion, particularly in the context of the younger generation or Generation Z, is a multidimensional phenomenon influenced by the interaction of cultural, social, psychological, and technological factors. In general, the research findings can be grouped into several main themes: identity and culture, consumption behavior, the influence of media and technology, and sustainability in the fashion industry. From a cultural and identity perspective, research by Langi et al., (2025); Rohmawati (2020); and Shurman & Qaqish (2024) This demonstrates that clothing serves not only as a functional necessity but also as a representation of cultural values and social identity.

An interview with Sri Hardiyanti Samad (a lecturer specializing in fashion at Gorontalo State University) shows that in the past five years, Indonesian fashion has undergone a significant transformation, from merely following trends to becoming a global innovator. The informant emphasized that the main strength lies in the reinterpretation of Indonesian traditional textiles (batik, tenun, ikat) into contemporary designs, strengthening the position of modest fashion, implementing sustainability principles, and accelerating digitalization in the fashion design and production process.

Fashion developments among young people demonstrate a strong tendency to explore self-identity through clothing that adapts to global trends while maintaining local values. The integration of digital technologies, such as social media and design platforms, has accelerated the diffusion of trends and influenced the aesthetic preferences of the younger generation.

Sri Hardiyanti Samad, a lecturer specializing in fashion at Gorontalo State University, stated that Indonesian fashion has undergone a comprehensive transformation over the past five years, from merely following trends to becoming a global innovator. The main strength lies in the courage of local designers in repackaging Indonesian textiles such as batik, tenun (woven fabric), and ikat (ikat) into contemporary pieces relevant to urban tastes. Modest fashion is increasingly dominant, blending modest aesthetics with globally recognized high-

fashion techniques. Furthermore, awareness of sustainability is characterized by the use of natural dyes and zero-waste concepts. Digitalization also plays a significant role in fashion modifications.

An interview with Andi Nur Maida (Lecturer in Fashion Design and Beauty, Makassar State University) in the past five years, developments in fashion and makeup have demonstrated a strong connection in the direction of sustainability, digitalization, and identity expression. Fashion trends such as sustainable fashion, genderless, modest fashion, and comfort wear align with makeup trends that emphasize a natural look, skiminalism (minimalist makeup with a focus on skin health), and the use of environmentally friendly products (clean beauty). Digitalization through social media has also accelerated the spread of makeup trends, such as soft glam techniques, no-makeup looks, and creative color explorations that support certain fashion styles. Structurally, the two function as one: fashion shapes the external visual appearance, while makeup strengthens the character, identity, and social messages that individuals wish to convey in the contemporary era.

A similar opinion was expressed by Aminatunnisak & Yulistiana (2021) which emphasizes that integrating traditional elements into modern design can be a strategy for cultural preservation and innovation in the fashion industry. This finding aligns with the authors' (Hariana and Rahmatiah) view that the development of contemporary fashion design is inseparable from the synergy between aesthetic values, function, and technological innovation, resulting in fashion products that are adaptive to social change and modern market needs. In the context of consumer behavior Shadrina et al., (2021); Fitri et al., (2025); and Ikhwanda & Giyana (2025) Research shows that fashion purchasing decisions among the younger generation are influenced by a combination of trends, lifestyle, and psychological factors such as the fear of missing out (FoMO). Generation Z tends to use fashion as a means of self-expression and social presence, so consumption is no longer based solely on need, but rather on symbolic and social drives.

This finding is supported by Djafarova & Bowes (2021) which shows that social media, especially Instagram, plays a significant role in driving impulsive buying behavior through lifestyle visualization and influencer influence. On the other hand, sustainability issues are a significant concern in the development of modern fashion. Research by Abbate et al., (2023) and Hasan et al., (2025) studies show that the fashion industry is moving towards more sustainable practices, such as the use of eco-friendly materials and the implementation of a circular economy. However, there is a gap between consumer awareness and behavior, with younger generations still tending to become trapped in fast fashion consumption.

Alternative phenomena such as thrifting, as studied by Fahira & Banowo (2025) Syndicates a shift towards a more sustainable lifestyle as well as a form of self-identity expression. Furthermore, the development of digital technology also plays a significant role in shaping fashion trends. Research by Hwang & Youn (2023) shows that livestream shopping is able to reduce consumer uncertainty through real-time interactions, while Nurcahyanie et al., (2025) emphasizes that artificial intelligence (AI) has the potential to transform the fashion industry through personalization and trend prediction. This demonstrates that digitalization not only impacts product distribution but also shapes the overall consumer experience and preferences.

Tabel I State of the Art Based on International Scientific Publications (2020–2025)

No.	Penulis	Judul Artikel	Fokus Kajian	Metode	Temuan
1	(Rohmawati 2020)	Busana muslimah dan dinamikanya di Indonesia	Dynamics of fashion development	Descriptive qualitative (literature review and analysis of socio-cultural phenomena)	Muslim fashion in Indonesia has undergone a significant transformation, not only as a religious symbol but also developing into a lifestyle and social identity.
2	(Djafarova and Bowes 2021)	Instagram made Me buy it': Generation Z	Social media	Quantitative Survey	Instagram plays a major role as a catalyst in shaping Gen Z's fashion

		impulse purchases in fashion industry			consumption behavior and as a digital-based consumption material in the modern era.
3	(Aminatunnisak and Yulistiana 2021)	Pengembangan Desain Busana Pengantin Dengan Tema The Bentenan Is Asmaralaya of Tondano	Fashion design development	Research and Development (R&D) and Product Creation	Creating clothes requires inspiration pictures to suit the fashion style.
4	(Shadrina et al. 2021)	Pengaruh Trend fashion, Gaya Hidup, Dan Brand Image Terhadap Preferensi Fashion Hijab	Fashion Trends	quantitative through surveys and regression analysis	The decision to choose a hijab style is influenced by external factors (trends and brands) and internal factors (lifestyle).
5	(Choi 2022)	3D dynamic fashion design development using digital technology and its potential in online platforms	Fashion design development	design-based experimental research (design-based research)	Discovering the development of digital fashion design by considering various influencing factors
6	(Hwang and Youn 2023)	From brick-and-mortar to livestream shopping: product information acquisition from the uncertainty reduction perspective	Digital trends	Survey (demonstration, interview)	Livestream shopping helps reduce consumer uncertainty through real-time information presentation, direct interaction with sellers or hosts, and product demonstrations.
7	Abbate et al., (2023)	Sustainability trends and gaps in the textile, apparel and fashion industries	Fashion design developer	systematic literature review (SLR)	The impact of the textile, apparel and fashion industries needs attention to reduce environmental impact.
8	(Shurman and Qaqish 2024)	Traditional Clothes Around the World: A Cultural Reflection	Cultural Reflection	Descriptive qualitative	Traditional clothing is a cultural identity that needs to be preserved and developed by paying attention to innovation so that it does not lose its original meaning.

9	(Rahman and Indra 2024)	The influence of halal fashion, lifestyle, and brand image on Gen Z's hijab fashion preferences in Indonesia	lifestyle	Quantitative with survey methods	Gen Z's hijab fashion preferences are influenced by religious values, lifestyle, and brand perception.
10	(Ikhwanda and Giyana 2025)	Analisis Peran Trend Fashion dan Fear of Missing Out terhadap Keputusan Pembelian Produk Von Dutch pada Mahasiswa-Mahasiswa	Fashion Trends	Quantitative through surveys	Fashion trends and FoMO have a significant influence on purchasing decisions.
11	(Fitri et al. 2025)	The Determinants of Fast Fashion Consumption Among Generation-Z Muslim Consumers in Indonesia	Indonesian fast fashion	Quantitative (surveys and statistical analysis)	Fashion choices are influenced by the interaction between religious values, social pressures, and the push of a modern, globalized lifestyle.
12	(Langi et al. 2025)	The Transformation of Beskap Design Elements In The Works of Indonesian Fashion Designers	Transformation of design elements	Descriptive qualitative	The importance of preserving cultural identity in modern fashion to globalize traditional Indonesian clothing.
13	(Hasan et al. 2025)	Clothing Brands' Sustainability Practices: A Bibliometric Approach	sustainability practices	Bibliometric approach	Sustainability in the fashion industry is gaining increasing global attention.
14	(Fahira and Banowo 2025)	Fenomena Thrifting Pasar Senen Sebagai Gaya Hidup Milenial Dalam Meningkatkan Eksistensi Dir	lifestyle	Qualitative approach (observation and interviews)	Thrifting is seen as a more sustainable consumption alternative to fast fashion.
15	(Nurchahyanie et al. 2025)	Fashion Cerdas: AI dan Masa Depan Industri Mode	Artificial Intelligence/AI	Descriptive qualitative	Understanding the potential and long-term implications of AI adoption and technology integration in various

					aspects of the fashion industry.
16	(Okwir 2025)	The Sociology of Fashion: Identity, Class, and Consumerism	Sociology of Fashion	Qualitative theoretical analysis	Clothing plays a role in the formation of social identity
17	(Ohy et al. 2020)	Perubahan Gaya Hidup Sosial Masyarakat Pedesaan Akibat Globalisasi di Desa Kecamatan Rataan Kabupaten Minahasa Tenggara	Sociology of Fashion	Qualitative	Fashion is influenced by globalization, lifestyle, and economic status.
18	(Rustini et al. 2025)	Kondisi Ketika Kebutuhan Sekunder dan Tersier Lebih Diutamakan dibanding Kebutuhan Primer	Sociology of Fashion	Qualitative	Consumption patterns are a human need for both goods and services.

Overall, the interrelationships between studies indicate that fashion trends, particularly among young people or Generation Z, are the result of negotiations between globalization, technology, and local culture. Fashion not only reflects lifestyle changes but also serves as an important medium for constructing identity, expressing cultural values, and responding to evolving social and technological dynamics. Thus, the study of campus fashion is relevant as a reflection of broader social changes in contemporary society.

## CONCLUSION

Based on the literature review that has been conducted, it can be concluded that fashion trends are a multidimensional phenomenon influenced by various factors, both internal and external. The main factors that influence these trends include Fashion Trends, Consumer Behavior (self-expression, identity), Identity and Culture (modest fashion), genderless, Sustainability (eco-fashion, ethical consumption), Technology & Digitalization (social media, AR fashion). Fashion is no longer just aesthetics, but has become a representation of social identity and environmental awareness in addition to its functional value. Hariana et al., (2017), Design as a concept is essential in creating a fashion product, with the aim of producing products with both aesthetic and functional value. The integration of local culture and global innovation will be a key strength of Indonesian fashion in the future. Multidimensional integration in the analysis of Indonesian fashion trends can serve as the basis for developing advanced research models in the field of fashion studies.

## RECOMMENDATIONS

Based on the overall findings from the various articles reviewed, several important recommendations can guide future research, particularly in the context of fashion trends.

1. Further research on the role of social media and digital technology, including the use of artificial intelligence, livestream shopping, and influencers in shaping fashion behavior.

2. Further research to directly test the relationship between identified variables, such as fashion consciousness, lifestyle, social media, fear of missing out (FoMO), and self-identity.
3. Further research on local cultural values in modern fashion trends, particularly in the context of Indonesian fashion.
4. More specific research on sustainable fashion among Generation Z, including thrifting behavior, clothing reuse, and environmental awareness.

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