INFLUENCES ON CLOTHING CHOICES

Directions: There are many outside influences on the clothing you choose to wear each day. From the list below, mark the different factors that influenced your choices of what to wear today.

- climate, weather
- school dress code
- style
- what friends wear (peer pressure)
- comfort
- advertisement (TV, movies, magazines)
- current fad
- image you want to project
- activity for day
- local customs and traditions
- color
- personality likes
- your mood
- desire to be different/unique
- store displays
- money available for clothing
- self-concept
- personal values

List, in order of importance, the top five (5) influences for your clothing choices today.

1. 
2. 
3. 
4. 
5. 

Of the factors you marked in the top section, which ones are influenced by your personal value system? Mark them with a *. Then identify the personal value they reflect.

1. 
2. 
3. 
4. 
5. 

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