

International Conference on  
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**The science behind why we wear what we wear: Fashion Psychology Field®**

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**H**ave you ever heard of Fashion Psychology Field®? It is a cutting-edge field that focuses on the hidden synergy between fashion and psychology. It is a newly applied academic discipline which focuses on the study and treatment of color, beauty, style, image and shape and its effect on human behavior while addressing cultural sensitivities and cultural norms. It can inform a myriad of issues and facets of life and dress expression. A new perspective in psychology called the Fashion Psychology Field® will be discussed. Expertise in the media has been lent in more than 35+ countries including Good Morning America, Good Morning America Britain's Lorraine, Inside Edition, New York Times, Life & Style Weekly, Nylon Mag, Australia's The Daily Edition TV show, Wall Street Journal, Bloomberg, Teen Vogue, Harvey Nichols Dubai, Glamour Italia, Stylight Germany, The Globe and Mail Canada and more.

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