

# TEENAGER’S FASHION IN HO CHI MINH CITY: NEW TRENDS AND ISSUES

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**Abstract:** Thanks to the favorable geographical position for trade and economic development, the urbanization process in Ho Chi Minh City took place early and quickly. Modern media have boosted social development in all aspects, such as literacy levels, information exchange, communication, community activities, and particularly greater awareness of prevailing trends in beauty, fashion, music, movies, painting and numerous related aspects. Therefore, this not only creates great opportunities but also poses challenges to the country. Adolescents are significantly influenced by these changes as they desire to assert their own character and identity. Teenagers’ dressing up like their idols or celebrities has become a growing trend. This has created a multi-colored identity for the fashion industry, signifying art and humanity and effecting both positive and negative changes in the costume culture. Through synthesized and analyzed data, this research presented a systematic review on the costumes of young people in Ho Chi Minh City and highlight the key factors that influence fashion trends among them. In addition, detailed comments and aesthetic orientations were made to contribute to building costume culture and improving fashion taste for young people in Ho Chi Minh City in particular and in Vietnam general.

**Keywords:** youth fashion styles, youth aesthetic taste, cosplay - comics - movies, genderless fashion, aesthetic education, costume culture, fashion tastes, fashion trends, fashion trends, aesthetic taste, aesthetic values, fashion styles, aesthetic views

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## Social context in the current period

Ho Chi Minh City is the largest city in the country, with outstanding cultural characteristics of openness, exchange and receptivity to cultural elements from domestic and foreign regions. Globalization is a premise and condition for modern technology transfer, cultural exchange, intellectual linkage. Modern technological communication means such as laptops and smartphones afford us better opportunities to absorb, learn, and enjoy the world’s progressive humanistic cultural values. As a result, we are likely to experience more varied aesthetic taste and can grasp new trends of music, painting, and especially, fashion more rapidly. The “hot news” about the costumes of stars, actors, singers and world fashion trends are always updated promptly. In this context, teenage boys and girls are the most susceptible. They want to assert their own personality and imitate dressing styles of actors, actresses, singers, artists, or even characters in comics and in movies. Naturally, many of them consider these fashion styles as the norm. This phenomenon prevails all over Ho Chi Minh City and impacts significantly on school children. Although the adverse influences may not be

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immediately recognized, teenagers are likely to become desensitized to them in the long run. Forming the aesthetic is a prolonged and challenging process, but a few above-mentioned trifle actions can undermine the perception of true beauty.

Thus, in the social context in which Vietnam is integrating with the world there have been many positive and negative changes in costume culture. New fashions and new styles of expression which are of inappropriate aesthetic values will certainly bring no good to spiritual life, but negative consequences. However, no one can deny great conveniences and varieties of aesthetic expressions created by these new styles of fashion.

### **Fashion trends of Vietnamese teenagers today**

In the context of social development as mentioned above, and especially when the mass media develop strongly and prevail all over the world, global interpersonal relationships can be created easily and rapidly. Clothes cannot merely meet human protective demands but also present aesthetic aspects, such as styles, colors, stylish trends and so on. Recently, costume has been one of the issues that young people are most concerned about. Young people's dressing styles depend on their perception, knowledge, viewpoints on aesthetic, specific condition and the aesthetic taste of each individual. Naturally, those with good aesthetic taste can choose appropriate outfits that highlight their own personality, style and attractiveness and vice versa. With a youthful and dynamic nature, today's Vietnamese teenagers are smarter at catching up with new, beautiful, unique trends so that wherever they are, they can be outstanding and more beautiful than others. Such thinking has formed different fashion trends, and teenagers' preferences for their clothes in life, and also new concepts of beauty in clothes has been formed.

**Underboob fashion trend:** The appearance of Underboob fashion clearly shows teenagers' aesthetic tastes, especially youth fashion. While the sexy, dynamic Crop-tops are so familiar, now these Underboob styles that reveal the lower parts of the breasts are attractive to many girls who are confident of their body and passionate about the sexy trend and do not hesitate to experience it. (Figures 1, 2, 3).



Figure 1: Underboob style, 2022,  
source: Ri Pham



Figure 2: Underboob style, 2022,  
source: Dang Nguyen Thu Trang



Figure 3: Sideboob style, 2022,  
source: Thuy Ngoc Nguyen

**The sportswear** trend the concept that sports fashion is only suitable for training sessions has been removed. Instead, the sporty style creating comfort and convenience, simplicity and personality, is loved by many young people of 8x, 9x. In addition, we often come across the phrase “sporty-chic”, which means a person wearing sports-style clothes with a sexy and elegant look. Teenagers can wear them to school, for outings or parties. This style is popular with the majority of young people, including crop tops, T-shirts, jogger pants, leggings, sneakers, bomber jackets, shorts. Interestingly, teenage girls can easily match these sports items with combination of sportswear with feminine and attractive accessories such as fur coats, fur hats, high-heeled boots, high heels, sunglasses, and so on (Figures 4, 5, 6).



Figure 4: Sporty style, 2022, source: Nguyet Nga



Figure 5: Sporty style, 2022, source: Tran Thuy



Figure 6: Sporty-chic, 2022, source: [1]

### Cut-out trend:

“The Cut-out style is the use of bold cuts and improvisation by designers. Then, attractive and personalized costumes are made, and wearers can deftly show off the sexy parts of the body in the most subtle and natural way.” (Thecoth.com, 2021, [2]).

Perhaps because of this, the Cut-out style has always been loved and chosen by stars, fashionistas and young people for both formal events and daily life. This style is being followed by many young girls and developing more widely, especially in Ho Chi Minh City (Figures 7, 8).



Figure 7: Cut-out style, 2022, source: Hoang Van Anh



Figure 8: Cut-out style, 2022, source: AVI Nguyen

**The trend of off-shoulder tops:** The psychology of showing off its one's own beauties such as: slim shoulders, sexy collarbones or an attractive straight neck will also greatly affect the choice of clothes. The element of off-shoulder is the main feature to exude gentleness, femininity and seductive beauty, so off-shoulder tops earn great popularity among women (Figures 9, 10, 11). This is also one of the costumes with varied types, materials, and mix-match features. For example, a trendy girl can combine an off-shoulder top with a skirt and high heels. In contrast, girls with strong personalities can combine off-the-shoulder tops with shorts and a pair of sneakers or a cap.



Figure 9: Off-shoulder tops style, 2022, source: Thanh Truc



Figure 10: Off-shoulder tops style, 2019, source: Nguyen Thu



Figure 11: Off-shoulder tops style, 2019, source: Mai Hoai Thu

**Long coat trend:** In the past, long coats were often used in cold weather conditions, especially in Europe. However, today, for young people, jackets are becoming elegantly trendy. In addition to bomber jackets, long coats are popular and can match with long/short pants, skirts, or other dresses. This combination creates a diversity of fashion, luxurious beauty, charm, personality, and strength. (Figures 12, 13, 14).





Figure 12: Long coat style, 2019  
source: Mi Kiera



Figure 13: Long coat style, 2020, source: Nguyen Thu



Figure 14: Long coat style, 2021, source: Pham Thi Phuong Trinh

### Trend of two-piece tops/two-string skirts:

“The two-piece shirt is also known as the Camisole. This is a shirt with straps as thin as spaghetti and no sleeves, this shirt often comes in different shapes and lengths.” (Kamadmin, 2018, source: [3]).

This style creates a dreamy, gentle, romantic appearance, immense charm, youthfulness and high fashion. Two-piece tops are also made of many different materials such as linen, spandex, silk, satin, etc, and easily match with many different styles of outfits. Young people can easily make changes to create diverse shades of their daily outfits. This is also the trend most loved and followed by young people from 2018 to now (Figures 15, 16, 17).



Figure 15: Two-piece style, 2017, source: Hang Do



Figure 16: Two-piece style, 2022, source: Truong Lam Cam Tu



Figure 17: Two-piece style, 2022, source: Nguyen Thu

**Unisex trend:** This style is also very popular, originating from the "Harajuku" style from Japan and the cute "Unisex" fashion style of Korean entertainment stars. Additionally, there is also the

appearance of bisexual fashion imported from the West into domestic fashion. With this style not only on the catwalk stage but in real life, a woman can express a distinctively masculine personal style with strong freestyle sets, or a man can express a very gentle, romantic style. The image of guys wearing skirts is no longer negatively judged. (Figures 18, 19, 20, 21, 22, 23). The appearance of Unisex fashion marks a new progress in the fashion industry, completely breaking all prejudices against both men's and women's fashion styles. Unisex clothing was born to satisfy the desire to blur or break the boundaries of gender. Unisex style emphasizes freedom and openness, and no restrictions. That is also the reason why today this style is so popular with young people.



Figure 18: Unisex style, 2022, source: Truong Lam Cam Ty



Hình 19: Unisex style, 2022, source: Pham Son Thien



Figure 20, 21, 22, 23: Unisex style, 2022, source: Chau Minh Duc

### Harajuku trend:

“Harajuku fashion is named after a central area that often gathers fashion subcultures in Tokyo. This style expresses the spirit of freedom of expression in fashion including one typical style: Cosplay” (Nguyen Minh Chau, 2012, p. 61).

“Cosplay style (short for “Costume play”) refers to the trend of dressing up like characters from comic books, video games, or cartoons, or dressing up as your favorite characters.” (Thien Huong, 2013, [5]) (Figures 24, 25).

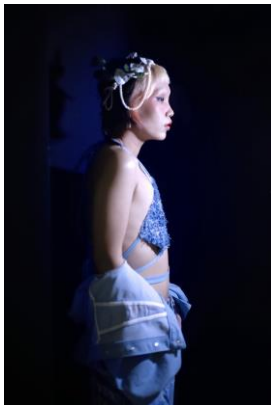


Figure 24: Cosplay style “Chobits”, (2013), source: Vu Ngoc Thuong



Hình 25: Chi Pu (2022), The costume is inspired by the character Usagi from Sailor Moon, nguồn: [6]

**The trend of dressing according to individuality / eccentricity and arbitrariness** in fashion. In this style, clothes are often transformed into a new or incomplete structure. Decorations or modifications on costumes are different motifs in color, layout, and expression. As teenagers wish to assert their individualism, this style is the most chosen (Figures 26, 27, 28, 29, 30, 31).



Figures 26, 27: Streetwear, 2022, source: Pham Le Hoang Phuc



Figures 28, 29: Streetwear, 2022, source: Think Vo





Figure 30: Outfits for school/ streetwear, 2022, source: Huynh Hong Phuong Dung



Figure 31: Outfits for school/ Streetwear, 2022, source: Vo Hoang Duy

**Minimalism:** In contrast to the movements of expressing the personalized style, some young people tend to be simple and choose a light dressing way, so the minimalist fashion style - Minimalism greatly interests them. In this fashion style, only the most essential elements are kept while unnecessary ones are removed. Minimalism shapes aim at simplicity, convenience, rather than complicated structures or cuts. Fundamental background colors such as white, black, gray, and beige are used and refreshed via vibrant colors such as yellow, pink, blue, etc. Typical items of Minimalism trend include style tops, t-shirts, shirts, wide-leg Palazzo pants, Culottes or Midi jackets. This simple and elegant fashion style features interesting mix-match elements that young people can apply in order to be nicely dressed for both formal events and relaxed gatherings such as night parties (Figures 32, 33).



Figure 32: Minimalism style, 2022, source: Truong Lam Cam Tu



Figure 33: Minimalism style, 2021, source: Nguyen Thu

**The trend of dressing up according to singers, actors, and celebrities:** In decades, Korean movies have greatly influenced young people's way of life, especially in the fields of fashion. Movies and

music are warmly welcome by the Asians. Korean artists such as Blackpink, Twice, Song Hye Kyo, IU, 2k4 idol Jang Won Young with luxurious lady style have a great influence on young people Vietnamese young people passionately follow Korean fashion, starting with Korean films frequently shown on Vietnamese television channels. In this trend, the design and style of costumes are unfixed, of improvisation, sexy, and sometimes extremely gentle and elegant, depending on the popularity of the actors, singers, films or musical works at a specific time and also on their impact on the youth who admire them.



*Figure 34: K-Pop idols are like monuments in the hearts of young people in HCMC. Ho Chi Minh City both in terms of fashion style, 2022, source [7].*

In general, especially clothing have influenced the youth too much, whether valuable or worthless, beautiful or ugly, durable or temporary, all depend on the process of use and the development of the aesthetic tastes common.

### **The influence of fashion trends on today's youth in Ho Chi Minh City**

In the context of integration and 4.0 era as today, fashion and aesthetic tastes have been changing and developing, affecting both positively and negatively. That things having a significant impact on our country's consumers and especially the youth of Ho Chi Minh City whose are the most strongly influenced.

#### ***Positive effect***

The capital of Vietnam and a country with a long history and unique culture, Vietnamese costumes from thousands of years ago have always had their own distinctive features. According to ELLE magazine - a prestigious fashion magazine, before 1945, Vietnamese costumes were imbued with feudal imprints, distinguished by different social classes, such as brown shirts and black silk pants, four-body shirt, camisole, ao dai, scarves, hats with straps... [8]. However, in terms of model, the pattern is still quite simple. Starting from the French colonial period, when there were many imports and interference with Western fashion, Vietnamese costumes began to change in style and design with flared skirts and innovative dresses appeared in the feudal nobility. And later on, when concepts and ideas became more open along with the process of economic and cultural exchange with many countries, our country's fashion gradually developed at a dizzying speed. The advancement of technology has contributed to making fashion more diverse and attractive. Only with the content

mentioned in Section 2. "Today's youth dress movement", we have also seen new trends and trends from abroad and the more creative thinking of designers. Vietnamese designers have greatly contributed to creating a diverse and multi-colored identity for today's fashion industry in Vietnam in general and in Ho Chi Minh City in particular has become richer, more modeled and more attractive. This is the most positive point in the introduction of cultural, art and fashion trends in the world into our country.



Figure 35, 36: *Phuong Do Ngoc, 2022, an elegant, luxurious, shoulder cutout dress model, source: [9].*

A good sign is that Vietnamese fashion integrates but does not dissolve. Despite the impact of foreign trends, our traditional costumes still retain a remarkable character. A part of Vietnamese youth today applies modernity in international designs and colors to the traditional Ao Dai, Ba Ba shirt or traditional four-body dress in moderation, creating diversity and bringing a new look. The classicity has brought a little innovation to suit new tastes and times while still retaining the cultural depth of the nation, contributing to the brilliance of the national costume during the Tet holidays.



Figure 37: *Le Phuong, 2020, Ao dai is innovative but still retains the traditional features of designer Nhat Dung, source: [10]*



Figure 38: Norick, 2022, Today's innovative Ao Dai is loved by many young people with its youthful yet gentle design, Source: [11].

Many young people with bravery, aesthetic and creative taste have received new fashion trends in a subtle, innovative, creative and moderate way to create a unique fashion style for themselves, but still suitable for gender, age, communication situation, exuding modern and youthful features. That is also a positive expression in selectively absorbing foreign cultural flows that need to be promoted.



Figure 39: Trang Shaelyn, 2021, Actress Song Hye Kyo in Descendants of the Sun (2016) created a very elegant and simple fashion trend among young fans, source: [12]

Rich fashion products appear and are imported into Vietnam with diverse designs, patterns, eye-catching patterns and textures that can meet all human needs, which is synonymous with stimulation fashion consumer demand grows. Up to now, with the rapid development of technology, techniques, means of communication, media, Vietnamese fashion has studied, developed and has become an important industry contributing to the prosperity of Vietnam prosperity and development of the country, also contributing to the image of Vietnam becoming more and more known when there are more and more talented designers, many "made in Vietnam" brands and many fashion shows closer to the world public [8].



Moreover, with its utilitarian nature, clothing is a product, but through the process of cultivating, absorbing, learning and developing, aesthetic tastes have been enhanced, Vietnamese fashion today is still seen from an aesthetic perspective as a work of art and is known by many countries.



*Figure 40: Hoai Phuong, 2022, model dress by designer Nguyen Minh Tuan designed for Thuy Tien at "Miss Grand International 2021" with a bold but unresponsive cut, remaining as a work of art that attracts many people interest from all over the world, Source: [13]*

### ***Negative influence***

Any introduction or exchange will have two sides. The positive signals that the writer mentioned above are objective but not all. In fact, aesthetic perception or aesthetic issues, beauty in fashion is in the category of emotions and feelings of each individual, each person may have thoughts, evaluations, and like or dislike different. However, costumes from ancient times have always been associated with key factors that can develop or even influence the concept of fashion such as: society, economic conditions, environment... And especially to mention the traditional factors and cultural factors. Therefore, in order to determine what fashion style is negative, the article will review these factors to have a more objective view of the perception.

**Traditional elements of costumes:** Traditions are concepts, standards, and habits that are passed down from generation to generation, deeply ingrained in people's minds. Therefore, since ancient times, traditional factors have also had a significant impact on costumes. It is also because of the ingrained in the human mind that nowadays, even if fashion is developed, it also needs to be based on tradition if it wants to stand firm or survive for a long time in society.

**Cultural and educational factors:** Culture is the totality of material and spiritual values created and established by humans. If the traditional factor is an important factor to create the basis for accepted fashion, the cultural factor is the factor that directly affects the costumes. Each country and ethnic group has its own cultural identity, very unique in both behavior and wearing culture. In the world, there are as many ethnic groups as there are polite costumes of that nation. Therefore, through costumes, jewelry can even easily recognize which ethnicity, which country, which continent. In today's social reality, through the style of clothing, the way of dressing can assess the cultural and educational level of an individual or a group of people using that costume.

Thus, traditional or socio-cultural factors, education have strongly influenced the concept of fashion and ingrained in people's habits and thoughts, becoming a standard in fashion opinion. Therefore, fashion can completely integrate, develop, change, transform or create, meet individual aesthetic needs but still need to be within acceptable limits, in accordance with views and standards of clothing, do not exceed traditional moral habits, are not allowed to exceed the normative "threshold", contrary to traditional national values, causing bad public opinion in society.

***The negative influence of fashion trends on young people in Ho Chi Minh City today.***

The current state of clothing of a part of young people, especially in Ho Chi Minh City which is a big city and have many cultures, many ethnic groups from many different countries, is gradually losing the style and beauty of the traditional Vietnamese people.

With the characteristics of being dynamic, youthful, and loving beauty, today's young people are easily receptive to new things, but at the same time, they are also easy to get infected with things that are not good or go astray. With the psychophysiology of the new adulthood and adulthood, teenagers often have an "extroverted" mindset, non-selectively absorbing foreign cultural flows and applying the wrong time and space. The cut-out, chest-cut or back-cut outfits will become very personal and attractive in performance parties, appearing on stage, or as simple as short skirts that are only suitable for going out, walking on the street, but it is used by young people when going to places of worship such as pagodas, communal houses, etc.



*Figure 41, 42: Trinh Trinh, 2022, visiting pagoda, source: [14]*

Faced with the changing fashion situation, many schools stipulate that uniforms must be worn when going to school, but it is very difficult to control the style, design, length, short, of the outfit... Therefore, wearing long, short, and tight open, thick and thin are due to the preferences of each individual, but it is difficult to have any binding regulations, so there are boys and girls who wear shorts, ragged, colorful pants... (especially those who study art majors/fashion) (figures 43, 44).



Figure 43: Outfits for school, 2021, source: Truong Lam Cam Tu



Figure 44: Outfits for school/ streetwear, 2021, source: Pham Le Hoang Phuc

What is even more alarming is that the image of Ao Dai - the national traditional costume has been greatly influenced by the wrong way young people perceive fashion. The image of schoolgirls wearing tight-fitting long dresses or thin fabrics when going to school has made both parents, teachers, and passersby bored.



Figures 45, 46, 47: Bac Ha, 2022, Sexy thin material, revealing lingerie applied to the Ao Dai in the wrong place in the school chair loses its inherent value. 2022, source: [15]

Currently, with advanced technology, many social platforms such as tiktok, youtube, etc. have become popular, outstanding for their ease of use, convenience to watch clips or express their personality, as well as a means of earning money when the personal page attracts many views and followers. Therefore, many teenagers have found ways to become youtubers or tiktokers with huge views, regardless of the content of the clip posted or the offensive and ridiculous dress. And then it was these clips that became a trend in an instant for other young people. Dynamic crop tops are overused, along with busts or cut-outs that are cut even more daringly to create an effect that attracts viewers without even creating controversy due to lack of suitability for Vietnamese culture.



*Figure 48: My Khanh, 2022, HyunA – A famous Korean artist is controversial for wearing a half-open shirt, source: [16]*

As mentioned, for young people, actors and singers are always idols and part of their lives. How idols dress, young people race to wear them, even if the fashion is suitable for them or not. Previously, in the 2000s, tube tops or tube tops used to "rock" every fashion front from the street, the red carpet to hit movies like *Sex and The City*, *Mean Girls*, etc. This is also designed favorite of a series of "fashion icons" in the 2000s including singers Britney Spears, Sarah Jessica Parker or Mariah Carey. With young people everywhere, under any circumstances, the "idol stars" will be given priority first. This explains why young people like to dress like singers and actors.

When a musical work is performed, the singer's attraction to costumes, makeup, makeup, and dance is very high, so some singers create their attraction by skillful dance moves or by very beautiful costumes daring with strange and eye-catching clothes. Therefore, costumes are considered as an important part to make competitive weapons for the popularity and fans of the "stunner" age. The competition has made the costumes more and more attractive and expensive, and in some other points of view, the costumes on the stage must be more sexy and revealing, so it is arbitrary and arbitrary in dress, it is offensive, counterproductive, so some singers choose inappropriate costumes, do not match the song's content, just want to expose as much as possible to cause "disclosure" problems to be famous... and is being criticized by the public. Besides, not only female singers but also male singers also race in strange, uncultured ways of dressing... The worrying thing is that the singer's unsightly conception and way of dressing strongly affects young people. Teenagers have "learned" defiantly, sometimes without stopping, leading to flamboyant, eccentric, backless, navelless, short skirts, thin clothes, dyed blue hair, red...regardless of age, and apply cloth-saving clothing, revealing sensitive parts of the body in everyday life, even in crowded places such as shopping malls, pedestrian streets... ignore the eyes of the people around.





Figure 49: Linh Phuong, 2019, a Korean girl group founded in 2014 (including 7 high school girls) enthusiastically performing with revealing costumes, not appropriate for their age, has become the "stoned" focus of the group. public opinion because the fashion style is so sexy that it is offensive, 2022, source: [17].



Figure 50: SNSD, 2022, source: [18]

*SNSD is a famous Korean group with a large fan base from all over Asia. SNSD recently received a lot of public complaints about the pants being too short, revealing the third round on stage.*



Figure 51: Lananh, 2011, Urban youth applying fabric-saving fashion models to daily life, 2022, source: [18]

Following idols is not only about fashion, but also expensive branded goods. If the shopping of young people only stops at the purpose of satisfying the beauty needs, expressing identity and personality, it will probably just be a matter of psychological desire to express themselves. Young people in the city Ho Chi Minh City races to buy expensive products to express their ego and show their class with friends, so they spend money on fashion improperly, even using their parents' money or borrowing money. When the demand for representation exceeds income, personal conditions and is not suitable with national cultural traits, it will lead to standard deviations such as stealing, gambling, prostitution... and in fact happened. There are many such cases among young people around the world. This is the reverse side of the non-selective integration process, leaving very worrying consequences and raising alarm bells about social problems.

### **Some solutions in today's youth fashion orientation**

As mentioned above, the trend of aesthetic perception of young people today is influenced by many different aspects and fields through increasingly modern technological media. This has actually brought many positive values to enrich the domestic fashion industry. However, when the youth's freedom to absorb goes beyond the limit, causing the fashion concept to become deviant and beyond the fine customs and traditions, fashion orientation for young people becomes very necessary and requires coordination from many sides.

The first aesthetic orientation for young people to consider is the promotion of education at school, in social science classes, through each subject, it is possible to skillfully integrate aesthetic elements, Or spend time emphasizing aesthetic elements for students, to gradually form aesthetic tastes, helping young people have the right awareness, suitable in dressing style for each situation, context-specific. In addition, extracurricular activities need to be expanded and organized by the school, helping students improve life skills, social knowledge, including fashion knowledge, concept of aesthetics.

Extracurriculars specializing in fashion also help young people have the opportunity to learn and observe on the screen as well as in books and newspapers the clothes suitable for each specific condition and situation, to be aware of the overly offensive costumes and boldly criticizing it. A quite useful and practical method that can invite famous experts, designers, and artisans to share with young people more information about aesthetics, can create opportunities for young people to talk up their existing concepts and thoughts about beauty so that experts, designers, and artisans can better understand what young people are thinking, where they are wrong, and analyze the beauty, not beautiful, inappropriate of the costumes through some pictures recorded from reality, intimate conversation with the children about the beauty in the dress,...

Today, most of the day, most students are spent studying, at school or interacting with teachers and lecturers more than at home. Therefore, schools and teachers play an extremely important role in orienting and educating young people, requiring close attention. The role of the order committee has become more important than ever, regularly checking students' clothes from: hair, uniforms, badges, shoes, scarves, etc. This is somewhat strict, rules but it is necessary to detect in time to deter or remind the inappropriate behavior of the children so that they can soon recognize and correct them.

Next is the family: School is where young people spend a lot of time studying, but family is where they show more clearly their personality, can easily express, easy to share their thoughts with their parents, relatives. The family is the place where the soul is nurtured. Therefore, regarding the aesthetic orientation for young people, the educational role of the family is the decisive factor. To do this, parents need to pay close attention to and grasp the psychology of their children so that they can easily express and share their thoughts, helping them to shape good aesthetic tastes, suitable in standing, dress. In special cases, parents are also quickly detected and reshaped to help children from the very beginning.

In addition, families, schools, and homeroom teachers need to actively connect and coordinate with each other to master the training goals, educational content, learning, extracurricular activities, ... of young people. The exchange and linkage between schools and families will contribute to improving aesthetic education for today's teenagers.

Besides the responsibility and role of the school and family, the role of the media is also really important in the responsibility of aesthetic orientation for young people today, especially social networks and other forms of activities on the internet. This is considered an educational model, because even in these communities the exchange of information and discussions is easy and frequent. This is a place where young people receive many different cultures, rapidly changing from traditional to modern, multi-dimensional, multi-faceted, especially the interweaving of right/wrong, beauty/ugliness/complicated. For young people, this is also a period when the awareness of new aesthetic values is forming, unstable and easily fluctuating, so the media needs to consider and filter information before reaching them.

Another department that plays an important role in orienting youth fashion today is the management ministries and departments: Young people's aesthetic tastes may at first glance be just a matter of individuals. However, the role of agencies and departments really contributes significantly in educating or creating an environment for children from a young age, because they are the preschool, the future of the country. Competent authorities should ban offensive clothing in art shows, websites or social platforms with malicious content that affects young people's thinking. At the same time, creating conditions for schools or families to organize and participate in cultural programs, with humanistic and traditional meanings, and to promote aesthetic beauty is also a great contribution to young people in the world shaping their aesthetic tastes.

## **Results and Discussion**

### ***Causes of "eccentric" dressing in young people: There are many reasons that give rise to "eccentric" dressing styles among young people.***

First of all, due to the development of the market economy, the strong development of media, utilities, Tiktok, Douyin or social networks Facebook, Instagram, convenience in working relationships and social interaction. Young people are quick-witted, have the opportunity to interact with many new things and quickly grasp world trends and trends. This makes young people approach many different cultures, different styles of clothing, Imitation is seen as an opportunity to experiment and assert themselves.

Second, young people are always looking for ways to assert themselves, the purpose is to make a difference and attract the attention of others, so they imitate and learn how to dress, hair, shoes, give to the lives of Hollywood movie actors, music stars, and football players - who are considered to be the pioneer groups leading the "fashion trends". Passionate fans, with just a "quality" sentence, a cold look, and a unique fashion style, as long as they are idols, they will all become "hot trends", from which young people are easily imitate and learn.

The main reason is due to the deviation in thinking, morality, and demanding lifestyle of a part of today's youth. They like to highlight themselves impulsively. They like to live unusually in a quirky, ridiculous fashion that causes a lot of frustration in society.

### ***Can the aesthetic orientation of costumes for young people be done?***

The deviation when receiving and absorbing fashion from different sources without being selective among young people is alarming, but as discussed above, it also comes from the common psychology of youth in the world current life conditions. Therefore, instead of condemning or criticizing the psychology leading to that action of young people, we should recognize that and find the reasons to have appropriate solutions for the reorientation of fashion aesthetics for the youth. This was also presented by the writer in the "Solution" section very clearly. The orientation or character education, change of thinking, conceptual personality of young people is a big problem, it takes a lot of time, so it will certainly be difficult. Therefore, the games of the family, school, society and agencies are difficult to separate from each other, it is necessary to have close coordination with each other, it is necessary to maintain and courageously play with false fashion sense, and at the same time doing it at a very young age to form their personality and aesthetic thinking, helping them when they reach adolescence. With physiological changes and facing new concepts, they can see and have a more correct view, helping to improve their aesthetic tastes. With this consolidation, the ability to change and orient the youth, although it has taken a long time, is completely possible.

### **Conclusion**

Today, aesthetic consciousness is not merely a sense of beauty in nature, but with a modern, advanced industrial society with many optimal means and equipment, a sense of public aesthetics, industrial art also becomes very important. That means, the consciousness and aesthetics of Vietnamese people in general, especially among young people in Ho Chi Minh City in particular is experiencing a significant turning point with the impact of many social factors and advanced technology. The need to create high aesthetic values today is an essential need in production as well as in modern consumption, contributing to the increase of economic value but at the same time, it also makes an important contribution to the new aesthetic knowledge and tastes, which have a great impact on the cultural values of our country.

The reality of young people's clothing today is going against the discreet elements of the past, instead of the eccentric, colorful, and non-aesthetic streetwear genres. Excessive "sexy" is offensive, especially when the clothes are worn in inappropriate situations, many young women to teenagers can naturally wear lace tops, or thin chiffon which you can see underwear inside or even without underwear, revealing clothes on the street. Bisexual fashion trend has emerged in Vietnam in the past few years, when the issue of the third gender is known and accepted more widely by public opinion and society. With the rapid spread of entertainment media, the vast majority of young people studying fashion design and the arts in general follow a passionate bisexual fashion style, which will create many possibilities make news unisex style in youth fashion in places with very quick and easy access, especially in the Ho Chi Minh City area of Vietnam.

In addition to "communication language and cultural behavior", young people need to have an understanding of the beauty of costume culture, therefore, it is necessary to strengthen aesthetic education for young people. Because, only when realizing the role and importance of aesthetic values, then young people themselves have attitudes and behaviors to choose for themselves appropriate aesthetic values, or train for them. Young people have the courage and good aesthetic capacity to creatively absorb world cultural values but still retain the national cultural identity and know how to



criticize, renovate and eliminate the bad things, toxic of the world's cultural trends, from which it is possible to preserve the traditional elements and create new beauties in Ho Chi Minh City.

### **Acknowledgements**

I would like to thank Sai Gon Technology University (STU) for creating conditions for me to carry out this thesis.

### **Declaration of Interest Statement**

The author declares that they have no conflict of interests.

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