

“To assess the implication of modesty in selection of clothing”

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ABSTRACT:

Modesty is the quality of a person's entity which is demonstrated or presented by his/her moderate and unassuming style of dress and manners. The purpose of this study was to find out the extent of consideration of modesty in selecting clothes. Data were collected with the help of questionnaire, received from as many as 100 post graduate students from R.L.A.K. Government College of Home Economics, Karachi, who gave top priority to modesty as being substantive to the dignity of purpose in human society. The results of this study signalized 64% of respondents' support to the exercise of modest life-style in their day-to-day life and they considered modesty being most graceful to social behaviour. In the end, it is justified to propound that, in today's modern society, religion and family values persistently play a major role in the selection of modest dress by girls.

KEYWORDS: Modesty, self satisfaction, family values, clothes.