

## **Learning as a Factor of Influence in Fashion**

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Learning has been a pivotal tool in influence in fashion since early history. A former society in Sri Lanka (Kandyan Era from 15<sup>th</sup> century to 1815) was investigated and analysed to understand how learning affected in influencing foreign fashions. During the Kandyan era many Western and Eastern fashions were influenced the society. The Kandyan era provides the best example to understand how people learnt different foreign fashions in order to communicate different messages. Royalties and elite were the best learners who wore exotic Western and Eastern influenced mixed dresses. Objective of the research is to find out that how learning affected in influence in fashion. Methodology of the research was based on 'Grounded Theory Method'. Information are gathered and analyzed in a way that logical philosophies are generated. The methodology uses set of procedure of data analysis, begins with observational study then proceeds by memoing, coding, concept mapping to discover patterns of concepts. Then finally the theory was compared with formally established theories in order to ensure the validity. Two theories have been ascertained through the research. According to many temple murals and written records foreign costumes had been considered by the King as a symbol of displaying their high social status to the society. The dress became the vehicle to reach the high society. Exquisite dresses were coupled psychologically with good social status. Kandyan royalties and elite fast accepted foreign influenced dress and they gradually learnt through their experience that these innovative dresses were able to provide benefits. This learning procedure is well matched with the formally established theory, classical conditioning described by Russian physiologist Pavlov (1927). As well as, it is clear that often foreigners were subjected to thorough observation by locals. Elite observed the King. According to this influencing procedure a person is chiefly learnt through observation and processing of information. This learning procedure is well matched with the theory, 'Observational learning' by psychologist Bandura.

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