

FOR IMMEDIATE RELEASE
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Fashion Blogger Relates Maslow's Hierarchy of Needs to Fashion

Chennai, India: Leading fashion influencer, Shilpa Ahuja, brings out the psychology of [why fashion is important](#) in her latest video. In her video titled, "The Science of Personal Style", she uses Maslow's theory to illustrate why fashion may be necessary for our self-esteem, which is one of the needs at the top of the hierarchical pyramid of basic human needs. She also concludes that this is the reason why fashion and beauty account for what is now a 2.4 trillion dollar global industry, according to the McKinsey Global Fashion Index. A Harvard University alumna, Shilpa Ahuja mentions that despite this, fashion is still not considered an intellectual career choice, and people's lack of understanding on the science behind fashion may be the reason why.

She elaborates that fashion is a key factor that makes people subconsciously respect someone and take them seriously. "Being well dressed gives you recognition from the others, it even lets others know that your other needs – physiological, safety & love – are already being met. Thus in their eyes, you seem nearly at the top of the social pyramid." However, Shilpa notes that, "If you're able to dress up for yourself, [without trying to please others], it makes you happy from within since it frees you from the need for validation from others, thus fulfilling your need for the higher version of esteem – the self-esteem."

[Shilpa Ahuja's blog](#), which she started in 2014, has since evolved into a digital fashion magazine where she hopes to bridge the divide between the "fashion insiders" and outsiders, and by making people feel confident about their personal style. Her team also works on bringing technology into fashion media by using [data analysis to forecast upcoming trends](#), and A.I. to build a [Chatbot, called Shilbot](#), which Shilpa has given her personality to, and hopes will become the future best friend to her audience, which spans over 350K per month including website visitors and social media followers.

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About Shilpa Ahuja:

Shilpa Ahuja is the Editor-in-Chief of [ShilpaAhuja.com](#), one of India's most-read online fashion magazines. Her startup also includes SlubShop, the world's first purely trend-based online fashion store and a fashion trend consultancy. It has a team of 6, over 250,000 social media followers and receives more than 100,000 monthly unique visitors. Shilpa is also the creator of [Audrey O. comics](#). Her work has been published in University of Fashion editorials, Jet Airways magazine, Times of India and Indian Design and Interiors magazine. She has a Masters in Design degree from Harvard University.

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