

More & more people want to own items, such as Cars, clothing & other things that are made by famous brands. what are the reasons for it? Do you think it is a positive or negative development?

Modern world has witnessed the emergence of new technological innovations as well as other developments in various fields. As the time progressed, so did the people's mentality. More and more Luxury items like cars, clothing brands and other things have arrived and taken over the world. We can see people chasing after these luxury brands at an alarming rate, the reasons for which shall be discussed further.

To begin with, branded fashion houses and other stores have now turned up in every nook and corner of major cities in the world. One major reason for people obsessing over such brands is the prestige associated with the possession of these items. People portray it as a symbol of wealth. High end societies always had a strong correlation with popular brands. For example, Louise Vuitton is a famous fashion house with a long line of luxury products like bags, shoes and so on. Many famous celebrities are incorporated with it and they carry it around in functions. As result people approach these brands with money and obsess over it.

Another major reason is the quality of products. People assume that luxury items automatically correlate to high quality products. There has always been a popular notion that higher the price, more the quality. More often than not, these brands are ridiculously overpriced and gives off the feeling that it's because high quality raw materials are used. For example, famous shoe brands like Gucci and Prada are very popular among girls. Apart from the prestige associated with wearing them, they tend to believe that their overall quality is really high. As a result people buy them without giving a thought to the money.

In conclusion, chasing after these luxury brands is becoming more and more prevalent, which is not right. This obsession can be considered a negative development as it tends to give off an idea that possession of these goods symbol of wealth. It spreads a wrong idea is a that it's okay to spend a large sum on these products with response to the quality as well as the prestige that comes with it.