**Abstract**

The preference of women towards fashion changes day by day. The changing social attitude of many women has changed their attitude towards fashion as they buy clothes to satisfy themselves At present leggings are most trending cloths preferred by most of women compared to other clothing. The women expectation towards their brand differs in various aspects like quality, cost, comfort, availability etc. In this modern trend, the leggings have been adorned by women as they have been much better than their earliest form. An attempt is made to know the buying behavior of women towards branded leggings The study is based on both primary data and secondary data and the primary data were collected from 150 respondents by using simple random technique. The finding indicated that every woman must consider their health aspect while using leggings.