



# **VRINDAWAN UNIVERSITY**

**SYLLABUS FOR**

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**CERTIFICATE IN FASHION DESIGNING  
FASHION CONCEPT & MERCHNDISING  
CFD-05**

**Block**

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# Unit -1 Aspects of Clothing

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## **1.0 Objectives:**

- 1.0.1** To know the importance of social and psychological aspects of clothing for designing;
- 1.0.2** To acquire knowledge of different social and psychological factors that affect the individual's clothing practices.

## **1.1 Introduction**

When we talk about clothes and its psychology, first question comes to the mind is that why do we wear clothes? The main purpose of wearing clothes is to get protection from the weather like cold, heat and rain. This is a basic need. Apart from that many social and psychological factors affects a human being to choose different types of clothes. According to author Dickins D., "Clothing serves in the main a social purpose just as food serves in the main a health purpose". Every human being is socially reacted to other human being's clothing. That's why the social and psychological factors are important to study. As it is the base of rise of fashion and style. It is very important for the students of Design to study these factors as one could get knowledge about how an individual thinks while choosing clothes as well as various factors that affect a person's

clothing. This study will help students to design effectively and satisfactorily for their clients.

## **1.2 Social and Psychological Aspects of Clothing (General Considerations)**

### **1.2.1 First Impression**

First impression plays a very important role in every situation. We all know this proverb, “first impression is the last impression”. If a first impression is poor, it may create avoidance, or at least stop the progress of any effort of a further meeting. For clothing first impression is important because an individual is judged first by his clothes. These first reactions play a part in the selection of our friends and associates.

When you choose particular clothes for you, you are not only thinking of what the other person thinks about yourself, you are also aware of your appearance, your choice and the present trend.

Clothing simplifies our perception of people. It often serves as a short-cut, like we see at a glance that one man is waiter and we know about his nature of work and what to expect from him. It is possible only because of the dress he wears. Imagine how much difficult it would be in any situation if everyone were dressed equally. One can distinguish others by the clothes.

Following are the points that give the clue about the person’s first impression by his clothes:

- Clothes Communicate something about the wearer to others
- Many characteristics of individuals get conveyed by clothing such as-
  - Gender
  - Age
  - Occupation
  - Socio economic status
  - Mood
  - Personality

### **1.2.2 Motivation in Clothing Choices**

According to Harms, All dress is motivated by the physical and social environment. Dress is a means, through which a man can express his sense of belonging to the group. Researchers also found that there is a dual nature of clothing; on one hand individuals reveal by their dress about their belonging to a particular group, class, sex, religion and on the other hand their own individuality.

For example:

The main motivational factors for clothing in women are:

- Modesty
- Beauty
- Ceremonies
- Status

### **1.2.3 How Society Influences Clothing Choices**

The most evident influence on choice of clothing is derived from the particular society or cultural group to which we belong. We need to understand the similarity and the differences of clothes in a given period of time and particular geographic location to see this influence. For example in India women wear Saree and in the USA women wear suits. This is an example of geographic location. If we talk about various periods in India,

in the 19<sup>th</sup> century the blouses worn by women were more with full sleeve length, high neck and sometimes with Chinese collar. But today the designs of blouses has changed to deep neck, sleeveless to short length sleeve as well as blouses with darts.

#### **1.2.3.1 What in Society Influences our Clothing Choices?**

Society influences more on our clothing. Following are some factors regarding the same.

- **Ideals:**

Political and religious ideals are reflected in the dress of a nation or religious group. All human beings have their own ideals either from politics or from religion. It can be also from celebrities. People follow their clothing style, their beliefs and customs. For example if some group of people believe in their religious ideal for example the Sikhs follow Guru Gobind Singh ji then the clothing style, eating habits, cultural and social beliefs all are influenced by him and reflected in their clothing. Thus the religious reformers have been concerned with reforms in dress as well as morals and beliefs.

- **General Cultural Differences:**

The general income level of a group gets reflected in the dress worn by that group. A society which has a large number of middle class will be differentiated in clothing patterns from one which has a small wealthy class.

- **Attitude towards women:**

The attitude of others towards the woman and her own attitude influences her clothing. If we take an example of eighteenth century there were no variety type of clothes for other activities like exercise, sports, etc. Only one or same clothes were used for the different activities. But in the twentieth century when women became more independent and attitude towards women changed, it gets reflected in various types of clothing like active wear, sportswear etc.

- **Attitude towards children:**

In the cultures where children have been ignored, they have been dressed in few clothes. When children have been considered as miniature version of adults, their clothing has been designed in similar fashion. At present, with emphasis placed upon children we can see vast difference in their clothing from earlier times. Today clothing of all age group of children has given importance and it is designed by keeping in mind the activities they do and capacities of their mind.

- **Current Events:**

Current events influence more on person's clothing. Political issue, Olympic Games, world affairs, football world cup, cricket world cup all are reflected in certain garments, fabric prints, hair styles or accessories.

- **Types of Activity:**

The type of activity which a person or a group of people perform daily, that definitely influences their clothing practices. For example the farmers' clothing is different from urban people as they perform different type of activities.

- **Technical Development:**

Technical development and inventions of a particular period also influence on clothing of that particular period. In present times the invention of new synthetic fibres has changed the fashion trend because of their particular qualities and benefits like ease in washing, care and maintenance and reasonable price. New developments in sewing machines and the development of garment industry have resulted in mass production of readymade garments. So clothing is also influenced as people turned over stitched garments to readymade garments.

- **Customs and Folk Ways:**

Each country or religions have certain customs or folk-ways related to clothing. Due to change in fashion and time, the customs may change. But still it is present in any given cultural group. For example, clothes for wedding are also different according to the region and certain custom of that particular region. The wedding clothes for a morning wedding are less formal than the wedding occasion in the evening.

### **1.2.3.2 How Society Governs our Choice of Clothing:**

The means by which society governs an individual's clothing may be direct laws and rigid customs or indirect through social pressure.

#### **- Laws and Rigid Regulations**

In some cultures, rules for clothing have been inflexible for every individual in the group. For example, during the seventeenth century in United States only the upper class might wear lace, silver and gold thread, slashed sleeves, embroidered caps.

On the other side the government or royal laws which have governed people's clothing or religion has decided and made the strict rules to wear particular clothing for its believers.

Today in democratic countries we do not find any such rules that government or religion forces to follow that what its entire people will wear. This can be seen in Arab countries or in Muslim religion that the females have to wear Hijab. That means she has to hide or cover herself.

Although we do find that both government and religion regulate the smallest details of what its members will wear. For example the government of all countries requires certain uniforms for army and navy personnel. The uniforms themselves are not only rigidly controlled but small decorations which serve as symbol of rank are firmly regulated. Also there are large groups of individuals whose clothing is regulated because of their business or profession. For example, policemen, guards, waiters, drivers etc. Even in school, students are required to wear school uniforms. These uniforms vary from place to place or city to city in terms of small details like colour, design, yet the general type remains the same. In all of the cases in which the business or profession determines the costume, it is necessary for an individual to wear that costume only when on duty; at other times he/she has freedom of choice.

#### **- Indirect control on individual dress by society:**

As we have discussed earlier that there are two factors direct and indirect that control the clothing of individual.

Majority of us are forced by laws and rules of our society to change or modify our clothing. There is a desire of every normal individual to feel that he belongs to a group and that he is accepted and has the approval of that group. Along with the desire to be accepted also the fear that he differs from the group in any respect such as clothes, he will be criticized by the others or perhaps be rejected for these reasons, exists.

The most common example is of adolescents. This group has a very small margin of individuality. In such group almost all must dress alike to be acceptable.

### **1.2.3.3 Individual's role and its influence on his clothing**

We have talked above about the influence of society on clothing. Here we will discuss the factors that how individual's role influenced on his clothing.

The status of an individual was often perceived through his clothing. For example dressing of the officers (White collar workers) and the manual workers (labour class) affect the job advancement. The dressing of white collar workers helps them to make good impression on others. Because of income and status the white collar workers spend more on their clothing. There is a remarkable difference in dressing of the white collar officials and the manual workers as the officials have to deal with public and the manual workers have to deal with the physical work so their clothing emphasizes more on functionality and durability.

Following are the factors that also affect the individual's clothing.

#### **- Race**

Here we will talk about how status affects the individual's clothing. The meaning of race is competition. There are groups of people who use their clothing as a status symbol. At the same time the other groups with lower social status like lower caste class for them clothing is just a need to get protection and fulfill their needs. The choice of clothing is really different in both the groups. For one group of people it is used as status symbol and the other used as their basic need. They will spend more money on clothing to show the status. We can see the difference in choice of their clothing for example higher income group will use an original silk fabric and nicely hand-embroidered clothes at the same time the lower income group will choose the synthetic one with bold colour and machine embroidery.

- **Social Mobility:**

We have discussed the influence of the individual's present social status or socio economic level upon his clothing behavior and attitudes. Social mobility means movement of an individual or groups through a social stratification like change in social class and that affects the individual's clothing. There are basically three types of social mobility; horizontal, upward and downward mobility. For example, if someone is working on managerial post in a particular company and he changes his job with same post in another company then it is horizontal mobility. So that doesn't affect much on his clothing. But someone get promotion in the same company or in another so it is an upward mobility and definitely a change in clothing can be seen. If a businessman loses all his money then it is downward mobility. The mobility can be measured by asking questions on social status and prestige, income, job security, job promotion.

- **Community Size**

Size of the community also influences on our clothing. Here we will talk about the urban and village people. Clothing of a farmer is different than of a person living in town.

- **Cultural Role**

In each society there are a wide variety of cultural roles and each individual plays a number of these roles. Till now we have studied that how age, social status and occupational status affects an individual's clothing. Under this we are going to study about the effect of cultural role on individual's clothing. The cultural role means an individual has to behave in an expected manner. A role of house-wife, role of policemen, and role of a nurse are the examples. The policemen is supposed to be the protector and be fearless; the nurse is sympathetic and competent; the housewife has to take care of family; like to cook, to clean the house, taking care of each family member and their needs. We can differentiate all of them by their dress but they have to behave like that and that is their cultural role. And cultural role affects their daily clothing choices.

- **Fashion and Fashion Changes**

Every individual in today's world is very much known to the word Fashion. Fashion is changing rapidly today because of the technological advancement. Every individual likes to dress according to the trend. Fashion and changes in fashion can be identified from the term *fashion cycle*. When a new style is

introduced it is followed by only few individuals. After that their clothing is copied and particular fashion is adopted by large number of people who are considered as fashionable and stylish. Finally it has been accepted by a majority of people in society and thus it reaches its peak. When the majority of people start accepting this fashion, the one who first accepted it start dropping it off. The fashion cycle varies according to its length and speed. Some are classic fashion in which we can include a Sari, there are changes in it due to fashion like stitched sari or ready to wear sari. But sari remains the classic in woman's wardrobe. If we talk about denims, it is also classic but changes in length, fitting like bell bottoms to basic, from straight cut to skinny and narrow etc are example of fashion change.

#### **1.2.4 Clothing and wearer: His personality and Self-concept**

We have studied that difference in choices and in attitudes toward clothes as well as pressure from the society are the reasons to affect the clothing of an individual but thinking of an individual also influences the clothing.

Clothes are intimate part of our selves. We are as unique and individualistic in the way we dress as in our finger prints. Every individual has his/her own way and style of dressing and that is one individual's identity. If two women happen to wear same dresses in a social function then they are embarrassed but yet show their individuality by their choice of accessories.

We consider clothes are an expression of the self but what do we mean by self in this connection? The self-concept is the individual's perception of his own characteristics, his abilities, his appearance and total characteristics which he perceives as distinguishing him as an individual.

##### **- Self-Concept**

Author William Johns expressed self in three different ways like: self as material me, social me, and spiritual me. Thus here we study the Somatic self and the Social self.

##### **- Somatic Self:**

In this part we consider self as body and physical characteristics of self. Clothing plays a very important part in one's concept of somatic self. For example the limits of the body seem to be extended the contracted by clothing. The attractiveness of the somatic self (physical body) is dependent on the clothing of an individual than the limits of the body. It means that the beauty and attraction of our body depends on the clothes we wear. In simple way the appearance of an individual depends on clothing.

### **- Social Self:**

Under this category we will talk about the *sought-of-person-I- am* (what kind of a person I am?). The certain characteristics of a person like his behavior and the roles, his beliefs all play an important part in choice of his clothing.

The self concept may differ according to the situation. Each type of self - concepts are composed of characteristics which vary in consistency and importance. For example an individual may perceive herself as very chic and fashionable and another time she may see herself as being old fashioned.

### **- Personality**

Earlier we have discussed a way in which a perception of personality is influenced by clothing and grooming of the perceived person. In this part we are concerned with the wearer and his clothing choices and how individual's personality influence on individual's choice of clothing. Let's first understand the meaning of personality. One can say a personality is a superficial attractiveness of an individual. There is an influence of personality on clothing choices. The way a person wants to look alike or his own principles and characteristics affect his clothing and that is the relationship between the personality and clothing choices.

To summarize this we can say that the concept we have of ourselves determines to a great extent the clothes we choose. At the same time the clothing which we wear influences the way in which we perceive ourselves.

## **1.2.5 Individual's values, interests, and attitudes as related to clothing behavior and clothing choices**

It is obvious that individuals vary as to the importance they place upon clothing, what they want it to do for them and their reasons for choosing the clothes. We assume that their attitudes toward clothing are consistent with their attitudes and values in other areas. Thus we would expect that a woman who tried to impress others by grace of her clothes would also want to impress others by expensiveness of her home, her car. Under this topic we will look into the individual's value, attitude and interests related to clothing.

### **1.2.5.1 Values**

Values are derived from an individual's experience and the culture in which he lives. Certain values will be commonly held by

members of a specific culture. Spranger has given six basic values of an individual.

<b>Spranger type</b>	<b>Emphasis on Clothing Choice</b>
<b>Theoretical</b>	Such people emphasize more on properties of fabric and accurate measures
<b>Economic</b>	Emphasis is more on usage which eliminates all waste. Smart purchases, maximum usage minimal wastage. In short such people emphasize on comfort, conservation of time, money , energy in relation to clothing usage
<b>Aesthetic</b>	“If it looks good nothing else matters” , beauty in clothing
<b>Social</b>	They are much aware of what others think about their clothing means major emphasis on socially acceptable clothing
<b>Political</b>	The desire of obtaining prestige, leadership or good impression
<b>Religious/ Philosophical</b>	Follows simplicity and comfort

### 1.2.5.2 Attitudes towards clothing

We have understood that how value affects clothing like higher the religious value lesser emphasis is given on clothing and higher the political, social, esthetic and economic value greater importance is given to clothing. Same way following are the different attitudes of an individual towards clothing.

Physical Appearance	It includes all things that make clothes appear more attractive on individual’s appearance
Expression of Personality	It is related to communication. The things which deal with clothing represent the personality of an individual

Impression	This basically deals with the attitude for attracting
Status	It gives symbolic effect. Like a person must dress exactly according to his position
Personal Satisfaction	Feeling of well being and Physical comfort. It means the person is more concerned about his own feelings and wears clothes the way he feels good, not others.

### 1.2.5.3 Interest in Clothes

As we all know that if we have interest in some particular thing we will give more importance on that particular subject. The same thing applies in clothing here. It is found from research that the interest reaches at high peak and at some level it decreases. Like in the teenage and young age, the interest in clothing is more and it decreases with old age. It is also found that interest in clothing is more in people of urban area than in the rural background.

Attitudes, values and interests are all related and vary with socio economic background, age, occupation, education and region.

## 1.3 Let Us Sum Up

As discussed above clothing is an integral part of our body. Earlier clothing was only a basic need to protect it from environment. Gradually with the development of civilization it has become more than just a basic need. Then it becomes trend, fashion and status symbol. We have discussed different sociological and psychological factors that affected individual's clothing. These kind of studies are helpful for designers reading the consumer's or client's mind as well as through this studies market needs can also be assumed.

## 1.4 Check Your Progress

Q:1 State the three different general consideration of social and psychological aspects of clothing. Explain any one.

.....  
 .....  
 .....

Q:2 Which are different factors of society influence on clothing?

.....  
.....  
.....

Q:3 State the factors that affect the individual's clothing.

.....  
.....  
.....

Q:4 Explain about the six basic values of an individual given by Spranger.

.....  
.....  
.....

**Answers:**

**Ans: 1**

**The three different general considerations of social and psychological aspects of clothing are as follows:**

1. First Impression
2. Motivation in clothing Choices
3. Individual values, interests, and attitudes as related to Clothing behavior and clothing choices

**Motivation in clothing Choices**

According to the Harms, All dress is motivated by the physical and social environment. Dress is a means, through which man can express his sense of belonging to the group. There is a dual nature of clothing; on the one hand individuals show by their dress they belong to a particular group, class, sex, religion and on the other hand their own individuality.

For example:

The main motivational factors for clothing in women are:

- Modesty
- Beauty
- Ceremonies

- Status

**Ans: 2**

Society influences more on our clothing. Following are some factors of society influences.

- Ideals
- Cultural Differences
- Attitudes toward women
- Attitudes toward children
- Current Events
- Types of Activity
- Technical Development
- Customs and Folk ways

**Ans: 3**

The following are the factors that affect the individual's clothing.

- Race
- Social Mobility
- Community Size
- Cultural Role
- Fashion and fashion changes

**Ans: 4**

The Spranger has given six basic value of an individual.

Spranger type	Emphasis on Clothing Choice
Theoretical	Such people emphasis more on properties of fabric and accurate measures
Economic	Emphasis more on usage like eliminates all waste. Smart purchases. Maximum usage minimal wastage. In short such people emphasis on comfort, conservation of time, money , energy in relation to clothing usage
Esthetic	"If it looks good nothing else

	matters” , beauty in clothing
Social	They are much aware of what others think about their clothing means major emphasis on socially acceptable clothing
Political	The desire of obtaining prestige, leadership or good impression
Religious/ Philosophical	Follows simplicity and comfort

### Multiple Choice Questions

- Which characteristics of individuals are conveyed by clothing?
  - Age
  - Occupation
  - Socio economic status
  - All of above
- All dress is motivated by the physical and..... environment.
  - social
  - psychological
  - socio economical
  - None of above
- ..... is the example of influence of society on clothing choices.
  - Social pressure
  - Laws and rigid customs
  - Economic status
  - both a & b
- The ..... is the individual's perception of his own characteristics, his abilities, his appearance and total characteristics
  - self-concept
  - behavior
  - race
  - fashion
- is superficial attractiveness of an individual.
  - Attitude
  - personality
  - value
  - Interest

### 1.5 Keywords

**Motivation in clothing:** According to Harms, All dress is motivated by the physical and social environment. Dress is a means, through which a man can express his sense of belonging to the group.

**Race:** The meaning of race is competition. There are groups of people who use their clothing as a status symbol.

**Cultural Differences:** With reference to this chapter cultural difference is the general income level of a group gets reflected in the dress worn by that particular group.

**Attitude:** the way that person think, feel or behave. Here for clothing different attitude towards clothing are: personal satisfaction, physical appearance, impression, status etc.

**Personality:** a personality is a superficial attractiveness of an individual.

**Fashion:** a style of dressing that is most popular at a particular time.

**Value:** It derived from an individual's experience and the culture in which he lives.

**Self-concept:** The self-concept is the individual's perception of his own characteristics, his abilities, his appearance and total characteristics which he perceives as distinguishing him as an individual.

**Somatic self:** Here it means, self as body or physical characteristics of self.

**Social mobility:** Movement of an individual or groups through a social stratification like change in social class and that affects the individual's clothing.

## 1.6 Suggested Books

- Ryan M., "Clothing: A study in human behavior", Holt, Rinehart and Winston Inc., Printed in United States of America, 1996

### Answers of Multiple Choice Questions:

1. d
2. a
3. d
4. a
5. b

# UNIT – 2 INTRODUCTION TO FASHION

## Structure

### 2.0 Objectives

### 2.1 Introduction

### 2.2 Definitions of Fashion

### 2.3 Difference between Style, Fashion and Trend

### 2.4 Fashion Life Cycle

#### Check Your Progress: I

### 2.5 Factors Affecting Fashion

#### Check Your Progress: II

#### Multiple Choice Questions

### 2.6 Let Us Sum Up

### 2.7 Keywords

### 2.8 Suggested books

## Answers

### 2.0 Objectives:

After studying this unit, the student will be able to;

- Understand the terms fashion, style and trends;
- Identify the factors that influence fashion;
- Understand the importance of fashion cycle;
- Understand how fashion cycle moves in different stages;
- Apply various strategies for different stages of fashion cycle.

### 2.1 Introduction:

Fashion comes from the Latin word „Facere' which means to make/do. Fashion is what we visualize. It is one's own thinking or feeling regarding clothes/ garments, jewelry, accessories, hairstyle, footwear, makeup, and body. It means anything that can be in form of comfort, style, creativity, change, etc. It changes season to season and time to time.

Fashion can be anything that is approached and utilized by a group of people together for a particular thing at a particular time. It takes many efforts to create a particular fashion. The efforts may be from a team or from an individual designer. Nowadays fashion changes very fast and is becoming more and more diversifying.

Fashion changes from country to country and region wise as people have their own fashion and style. India is a diversified country with many different religions, traditions, cultures, etc. So, in India, there is a large scope for different types of fashion and trend. Indian designers have significantly contributed at the national and international level for the fashion industry.

India enjoys a prominent place in the world for its traditional handloom, creativity, rich skills, beautiful textures and vibrant dyes. The designers design and create clothes which are aesthetically pleasing as well as functional. They have many options and combinations of fabrics, wide range of colours, textures, and patterns to choose from. They must consider who is going to wear it and the situation in which it will be worn.

## **2.2 Definitions of Fashion:**

**2.2.1** "We are defining fashion as a changing style of dress and appearance that are adopted by a group of people at any given time and place." – Linda Welters and Abby Lillethun.

**2.2.2** A popular or the latest style of clothing, hair, decoration, or behaviour.

**2.2.3** Fashion can be defined as the ideal of beauty currently accepted by a given segment of the population.

**2.2.4** A style that is accepted and used by the majority of a group at any one time, no matter how small that group is a fashion.

**2.2.5** Fashion is "follow the leader" process.

## **2.3 Difference between Style, Fashion and Trend:**

### **2.3.1 Style:**

A style is a distinctive characteristic of an individual. It is an innovative or different mode of presenting oneself among others. It exists in the distinctive appearance of garments, speech, walking style, home decor, table manners, writing or behaviour of a person. It may be for a short term or a longer period of time. A style may come and go in fashion, but that particular style always remains the same whether it is in fashion or not.

The meaning of style may vary from person to person. Like, a style for one person may be reflected in his/her garments, makeup and footwear, and for another person, a style may be reflected in his/her speech, in the words chosen by that person, or in the way he/she behaves among the people. So, it may happen that a person may not be particularly fashionable, but he/she can be stylish by any of the ways.

In the fashion industry, the meaning of style for manufacturers and retailers can be a number assigned to each individual product manufactured. For e.g., style number 123 of a kurti can be utilized to identify it for manufacturing and ordering purpose. As the style of any particular garment becomes popular, variations of it are produced by other manufacturers.

No one can identify an exact period of any style to be in fashion. It can last longer for any particular garment or it may last for a short period of time. The elements that define style include colour, cut, texture, pattern, silhouette, details, etc. The designers, marketers, retailers use their experience, knowledge, creativity, and training to classify people's style.

### **2.3.2 Fashion:**

Fashion is a force, a powerful force that influences everyone's life. Fashion is ever-changing. It is as old as time and as new as tomorrow.

A specific fashion is a particular style that is popular at a given time. A particular segment/ group of people approach and accept any particular fashion for some period of time. The influence of fashion may be from celebrities like actor, actress, singers, political leaders, etc. The people who want to be the first to adopt the newest fashion and designs are known as early adopters. Those who reject the current fashion are either labeled old fashioned or anti-fashioned.

Some of the examples of latest fashion are – long jacket style kurta set, pant style salwar set, palazzo and flared kurti , ready to wear sarees, asymmetrical hemline, etc.

Fashion is not static, there is always a movement and that movement always has a direction. The direction in which fashion is moving is called fashion trend.

### **2.3.3 Trend:**

A fashion trend is a direction in which fashion is moving. It can be towards the acceptance of people or away from the acceptance of people. A fashion trend may last for a longer period of time if a large number of people adopt that particular fashion, or it can be for moderate to short period of time.

Fashion trends play a very important role in forecasting market demand and sales. The designers, manufacturers, and marketers try to determine the

direction of fashion trends. The important decisions like whether to actively promote fashion, to wait or to abandon the product can be made on the basis of trends.

Some of the examples of latest trends in garments and details are – ruffled and layered palazzo, denim palazzo with slits, printed lehenga set, bell sleeves in western tops, kurti, and blouses, etc.

## **2.4 Fashion Cycle:**

Every human being has a life cycle and they pass through different stages of life from birth to death. The same way fashion also has a life cycle and it also passes through various stage of life.

Fashion cycle means the time period during which the fashion exists. The word "cycle" suggests a circle. However, the fashion life cycle is represented by a bell-shaped curve. Every fashion passes through main five stages of its life which are given below.

- Introduction Stage
- Rise / Growth Stage
- Peak
- Decline
- Rejection / Obsolescence

At every different stage of fashion life cycle, there are various factors that play a very important role. So the designers, manufacturers, retailers, marketers, etc. have to pay attention towards all these factors.

Those important factors are the design and style of garment, production quantity, quality, advertisement, awareness of people regarding fashion, sales and profit, etc. At every individual stage of fashion life cycle, different factors can play different roles.

The time span of stages of the fashion life cycle can vary as per the acceptance of any particular fashion by the people. So no one can exactly estimate the exact time duration for a particular fashion and the stage regarding it. Any stage can last for a long time or it may last for a short period of time.

The fashion cycle is an important guide for designers and fashion merchandising. The rise and fall in the fashion cycle may be gradual or sharp; the peak may be narrow or wide. Although no one graph can depict the life story of all fashions accurately, all would have a wave-like

appearance. It is impossible to pinpoint the exact starting or end of a specific fashion.

**Diagram of fashion life cycle:**

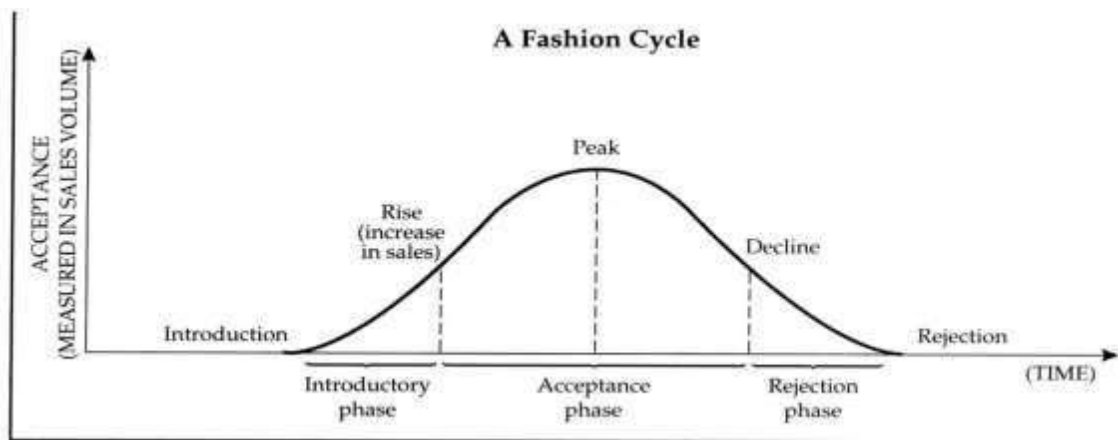


Fig. 1 Fashion Lifecycle

**Introduction Stage:**

The new fashion may be introduced by a designer in the form of a new style, pattern, colour, or texture. These new styles are almost always introduced at a very high price. The quantity of garment is very limited to test the new style's appeal to the targeted customers. In the beginning stage, fashion leaders and early adopters start accepting the new fashion.

The test period ends when the new style is either accepted and gets a rise in selling or when it is rejected by the customers. In the first stage of introduction, fashion is adopted by the people who like it or who can afford to be the first with what is new.

**Rise or Growth Stage:**

When the new original design is accepted by an increasing number of customers, it is considered to be in its rising stage.

More number of people want to buy those newly designed garments. At this stage, the manufacturers copy the designer apparels with some modifications, less costly fabrics, minimal details and start the mass production. Because of mass production, the cost of the garments reduces and majority of the customers can afford it at a less price. So it results in more sales and profit.

**Peak Stage:**

Fashion is at its most popular and accepted stage. At this stage of the fashion cycle more and more number of people purchase it. The prices are

not necessarily low at this stage but are in the range of most customers; so mass production, distribution, selling takes place.

The additional efforts like advertising can be helpful to sustain fashion longer at the peak stage. The change in details, design, the addition of more colours and texture can fetch more fruitful results and if the fashion survives longer in the peak stage then it can become classic.

### **Decline Stage:**

When boredom with a specific fashion sets in, result will be the decrease in customer demands for that fashion. This is known as the decline stage.

It is a principle of fashion that all fashion ends in excess. It is also that excess ends the fashion. In this stage, the consumers may still be wearing it, but they are no longer willing to purchase it.

The merchandisers and manufacturers recognize the end of peak stage and decrease the production quantities, mark down the price of merchandise and promote more sales promotion activities and offers.

### **Rejection or Obsolescence Stage:**

This stage is the end of fashion cycle. The price of the merchandise is low, but the consumers are no longer willing to buy it. When the merchandise can no longer be sold at any given price, the fashion is in its obsolescence stage. Customers start searching for a new look, design, and style. It is the stage of the end of prevailing fashion; meanwhile, other newer fashions are going through an earlier stage of their fashion cycle.

### **Check Your Progress: I**

Q-1 Define fashion.

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Q-2 What is fashion cycle?

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Q-3 Describe introduction task of fashion cycle

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Q-4 What is trend?

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## **2.5 Factors affecting Fashion:**

Fashion is a constant and dynamic process. There are many different internal and external factors which affect fashion. The result generally lead either acceptance of fashion by people or change in it. Everything that one purchases, uses, acquires, wears or owns has to be innovative and creative. The fashion scenario is a reflection of current market trends and the taste, preferences, likes or dislikes of people. So, various factors which affect fashion are as below.

### **Age and Gender:**

The age and gender play an important role as affecting factors to fashion. Gender wise people approach the fashion that prevails in the market.

Age also influences the selection of clothing and fashion. An individual usually selects the fashion which is in line with his/her age category in their life cycle. For e.g., a teenager might purchase the clothing which is of the latest fashion whereas an elderly person would go for clothing selection which offers more comfort. Whereas professionals pay attention to the latest fashion yet they would tend to prefer the clothing which is decent and makes them appear well-groomed.

### **Culture and Religion:**

The culture and religion of any country play a significant role in the acceptance of any fashion. In some culture and religion, people are free to wear clothing which is suitable in the society as per the choice of individuals. In some case, people tend to follow the traditions and religious laws which regulate the behaviour of people.

In India, there are different states available with their unique style of clothing. Each state has its own clothing style, with distinct decorative

styles too. For example, in Gujarat, famous clothing for females are saree, chaniya choli, kurta salwar, etc and for males - dhoti and jabhha. In Rajasthan traditional costumes for females are ghaghra, choli, and for males, it is kurta and pajama with paghadi (turban of cotton fabric). In WestBengal, females wear saree (white coloured saree with red border) and males wear kurta with ankle length dhoti with tucks at the front or backside of the dhoti.

Thus, various states have their own style dressing, but as the fashion moves in a new direction with the latest trends and styles, people usually incorporate it in their costumes.

### **Geographical:**

Geographical factor affects fashion in many ways. It can be divided into two parts as rural and urban area. Fashion can be accepted and generalized in an urban area at a higher speed than the rural area. The reason behind it can be more accessible to the information and entertainment media in the urban area. So, the people who live in urban area can become aware of the latest fashion and can accept & adapt it easily. At the rural area, the reach of fashion is slow and low too.

### **Psychological:**

Psychological factors are all about the individual's perception, likes, dislikes, taste, preferences, values, and beliefs. It includes self-confidence, awareness about the latest fashion, fashion leadership, shopping behaviour, spending ability, and habit, etc.

Latest fashion and styles are the means through which an individual can express unique personalities. Fashion leaders are more fashion-forward and approach and adopt the latest fashion in a very early stage of fashion cycle. Fashion followers are the people who accept the fashion when it reaches to the peak stage of the fashion cycle. Thus, the psychological behaviour of people affects the fashion

### **Socio-economy Class:**

Income plays an important role in society. Higher the income, more the purchasing power. So, with high income, people can spare more money on stylish and fashionable apparel. The designer clothes are relatively more expensive than mass-produced apparels. So, the people with high socio-economy class can go for designer labeled clothes where the people with medium to low income may go for the mass-produced clothes at reasonable prices which are fashionable also.

**Environmental:**

The selection of clothing and fashion changes as per the environment. The different environmental conditions include too hot, too cold, rains, normal temperature, etc. In this factor, one person will not use the same kind of clothing in different climatic conditions. The selection of clothing and fashion depends upon the environmental condition.

**Technology:**

The world is moving in direction of latest technologies every day. In the fashion industry, technology plays a very significant role. Latest machines for designing and production make it easy to produce designer dresses very precisely. The different medium of technologies like smart phones, computers, internet, television, etc. make people aware regarding the latest fashion and style. Nowadays, different social media platforms are booming and people use it to know about current fashion and then accept it.

**Celebrities:**

Celebrities influence the general public. Celebrities can be from the entertainment industry (actor, actress, model, singer, dancer, designer, etc.), political leader, and business tycoons. Celebrities use to wear the latest and unique fashioned clothes which appeal to common people. People usually copy the clothing style, hair style, makeup, etc. from the celebrities.

**Time period:**

Men and women are complex creatures to understand. People usually get bored with what they already have. They get tired of the same designs, patterns, lines, colours, fabrics, and textures. So, there must be something new and different offered to people from time to time. The new fashion appears refreshing to people. That's why there is always some change in fashion as time passes and what is new for today will become old or outdated tomorrow.

**Occupation:**

Occupation is an important factor which affects fashion. Different people may engage in different occupation, so their clothing should be according to their occupation. For example, a doctor wears simple clothes with a white long overcoat, and a nurse wears a white or light coloured uniform. A gym instructor should wear loose and comfortable clothes, which can be suitable for them to demonstrate the exercise. The costumes for dance academy should be comfortable and in proper fitting, very loose clothes or clothes with much flare may disturb the person at the time of dance practice. Office wear should be simple, sober, neat and clean.

Thus, different occupation requires different types of clothes as per their work demand. All people used to select fashionable garments according to their occupation. So, their work won't get disturbed because of unsuitable clothes.

**Occasion:**

An occasion is a factor which affects fashion directly. One should select the clothes as per the occasion. Different occasion requires different types of garments. So it is not enough to wear the latest fashionable clothes only, but that clothes must be in accordance with the occasion.

For example, heavy, bright coloured & embroidered costumes are suitable for wedding and festival celebrations, where as simple and comfortable clothes are suitable for travelling. They should be easily washable. At the time of mourning or death, one should wear white, black or dull coloured clothes.

**Check Your Progress: II**

Q-5 How geographical conditions affect fashion?

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Q-6 Describe the effect of age on fashion.

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**Multiple Choice Questions**

1) People who establish fashion by accepting or rejecting the styles presented to them are \_\_\_\_\_

- (a) Producers
- (b) Sellers
- (c) Consumers
- (d) Buyers

2) Fashion is “follow the \_\_\_\_\_” process.

- (a) Customer
- (b) Leader
- (c) Trend
- (d) Style

- 3) A fashion trend is a \_\_\_\_\_ in which fashion is moving.
- (a) Line (b) Guideline  
(c) Plan (d) Direction
- 4) Fashion cycle means the time period during which the fashion \_\_\_\_\_.
- (a) Exists (b) Ends  
(c) Fads (d) Stars
- 5) Fashion passes through main \_\_\_\_\_ stages of life cycle.
- (a) Three (b) Five  
(c) Four (d) Six
- 6) When fashion is at its most popular and accepted stage it is known as \_\_\_\_\_ stage.
- (a) Introduction (b) Growth  
(c) Rejection (d) Peak
- 7) \_\_\_\_\_ stage is the end of the fashion cycle.
- (a) Obsolescence (b) Decline  
(c) Peak (d) Growth
- 8) Fashion can be accepted and generalized in an urban area at a \_\_\_\_\_ speed than the rural area.
- (a) Lower (b) Constant  
(c) Higher (d) Same
- 9) Different occupation requires \_\_\_\_\_ types of clothes as per their work demand.
- (a) Same (b) New  
(c) Stylish (d) Different
- 10) It is not enough to wear the latest fashionable clothes only, but the clothes must be in accordance with the \_\_\_\_\_.
- (a) Style (b) Occasion  
(c) Choice (d) Selection
- 11) The \_\_\_\_\_ stage is the second stage of fashion cycle.
- (a) Growth (b) Peak  
(c) Introduction (d) Decline

## 2.6 Let Us Sum Up

By now you must have gained several aspects of fashion, styles, trends, various factors that affect fashion and different stages of fashion cycle. The important points to remember are:

- Fashion can be anything that is approached and utilized by a group of people together for a particular thing at a particular time.
- Fashion changes from country to country and region wise as people have their own fashion and style. India is a diversified country with many different religions, traditions, cultures, etc. So, in India, there is a large scope for different types of fashion and trend.
- The meaning of style may vary from person to person.
- A style may come and go in fashion, but that particular style always remains that style whether it is in fashion or not.
- No one can identify an exact period of any style to be in fashion. It can last longer for any particular garment or it may last for a short period of time.
- A fashion trend is a direction in which fashion is moving. It can be towards the acceptance of people or away from the acceptance of people.
- Fashion cycle means the time period during which fashion exists.
- Every fashion passes through main five stages of its life which are - Introduction stage, Rise / Growth stage, Peak, Decline, Rejection / Obsolescence
- Introduction stage is the first stage of fashion cycle. A style introduced at this first stage is either accepted by people and rise in selling is noticed or it is rejected by the customers.
- In rise or growth stage more number of people –accept the newly introduced design and as increase in buying behaviour of customers can be noticed.
- Fashion is at its most accepted stage, when additional advertising and promotional efforts should be done at this stage to sustain at the peak stage.
- At the decline stage, customer may still be wearing the fashion clothes which they have already bought, but no longer willing to buy the same designed/styled clothes from the market.

- The rejection or obsolescence stage is the end of fashion cycle. Customers start search for new look, design or style. The prevailing fashion ends, and newer fashions are going through the earlier stage of their fashion cycle.
- There are various internal and external factors which affect fashion differently. The factors are – age and gender, culture and religion, geographical, psychological, socio-economy class, environmental, technological, celebrities, time period, occupation, occasion, etc.

## 2.7 Keywords

**Adopt:** to accept/ agree or approve something

**Characteristic:** some quality/ feature/ attribute or trait

**Distinctive:** different from others/ unique

**Diversifying:** to expand or broaden your horizon

**Facere:** a Latin word „Facere“ which means to make/do

**Forecast:** to predict or estimate something for future

**Innovative:** something new/ original/ modern

**Manufacturer:** the one who make/ produce something

**Prominent:** major / famous / well known

**Retailer:** a seller/ vendor/ merchant – who sells products

**Segment:** a group/ part/ section

**Texture:** the surface of anything which one can touch, feel or see

**Vibrant:** something which is energetic or lively

**Visualize:** to imagine or to think about

## 2.8 Suggested Books

A Practical Guide to Sustainable Fashion, Alison Gwilt, First Edition, 2014.

Introduction to Fashion Technology, Pooja Khurana, Monika Sethi, First Edition, 2007.

Fashion: A Very Short Introduction, Rebecca Arnold, First Edition, 2009.

Indian Fashion: Tradition, Innovation, Style, Arti Sandhu, First Edition, 2015.

Changing Fashion – Annette Lynch and Mitchell D. Strauss, first edition 2007, Berg Publishers.

Fashion-ology: An Introduction to Fashion Studies, Yuniya Kawamura, First Edition, 2004.

Factors Influencing Clothing Selection And Buying Practices Among Primary School Teachers: A Case Of Mwimbi Division, Meru South District, Dorothy M. Riungu, Nov, 2009.

## **Answers**

### **Check Your Progress – I**

1) "We are defining fashion as a changing style of dress and appearance that are adopted by a group of people at any given time and place." – Linda Welters and Abby Lillethun

Fashion can be defined as the ideal of beauty currently accepted by a given segment of the population.

2) The fashion cycle is a process through which a fashion passes during its existence. Fashion cycle moves in different five stages which are - Introduction stage, Rise / Growth stage, Peak, Decline, Rejection / Obsolescence

3) The introduction stage is the first stage of the fashion cycle. In this stage, the designers introduce new fashion with a distinct style, colour, patterns, etc. at a very high price and very limited quantity. The fashion leaders and early adopters accept the fashion in the introduction stage who can afford it at high prices.

4) Fashion trend is the direction in which fashion is moving. It can last for short, medium or long period of time. If a large number of people accepts it then it can last for a long time and if people do not accept the fashion much then the trend for that particular fashion last for a short period of time only.

### **Check Your Progress – II**

5) The geographical conditions affect fashion. The fashion criteria in the urban and rural area are very different. In the urban area, information about the latest fashion and trends are easily available and acceptable. Whereas in a rural area it takes time to reach the information about fashion. The acceptance level of people who lives in a rural area is also low with comparison to the urban area.

6) The age factor affects fashion. The people of different age categories select and adopt fashion according to their age. For example, a teenager will prefer to wear the latest and trendy clothes whereas an elder person will go for fashionable yet comfortable clothes.

### **Answers - Multiple Choice Questions**

1) (c) Consumers

2) (b) Leader

3) (d) Direction

4) (a) Exists

5) (b) Five

6) (d) Peak

7) (a) Obsolescence

8) (c) Higher

9) (d) Different

10) (b) Occasion

11) (a) Growth

### **Image Reference:**

Fig. 1: [TextileLearner](#)

## **UNIT - 3 ELEMENTS OF FASHION**

### **STRUCTURE**

#### **3.0 Objectives**

#### **3.1 Introduction**

#### **3.2 Elements of Fashion**

##### **3.2.1 Fabric**

##### **3.2.2 Colour**

##### **3.2.3 Fit**

#### **Check Your Progress- I**

##### **3.2.4 Texture**

##### **3.2.5 Dress Details and Decorative Designs**

##### **3.2.6 Body Shape**

##### **3.2.7 Silhouette**

#### **Check Your Progress- II**

#### **Multiple Choice Questions**

#### **3.3 Let Us Sum Up**

#### **3.4 Keywords**

#### **3.5 Suggested books**

#### **Answers**

### **3.0 Objectives**

After studying this unit, the student will be able to:

- Understand the importance and types of elements of fashion;
- Identify the elements that influence clothing's design development;
- Apply the relevant fashion elements in various dress designing aspects;
- Identify different types of body shapes and design and create appropriate silhouette according to body shape.

### **3.1 Introduction**

Fashion is forever but it changes from time to time, season to season since years and centuries. Fashion can be forever but with new and different trends. It is simply the perception of people according to the current styles

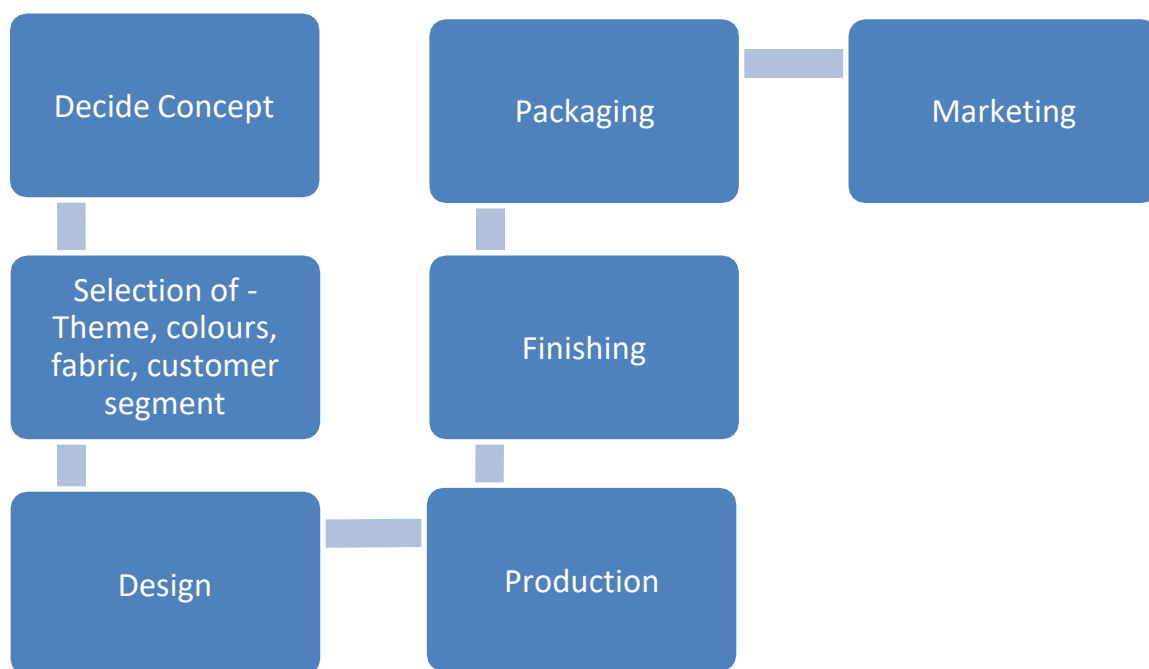
and trends in the market. It depends on the visualization of people, and it's the representation of inner feeling and thoughts that how one presents herself or himself.

The leading fashion designers, fashion and textile experts, garment manufacturers are all concerned about a bunch of common things, season after season and year after year. These are the fashion elements which are ever-changing in nature. The fashion elements combine together in the fashion design process to create new-fashioned garments and accessories. There are various elements of fashion which play a very important role.

### 3.2 Elements of fashion

Fashion designing is a beautiful art which requires inspiration, innovation, and creativity. Hence, some important elements of fashion design like fabric, colour, texture, etc. need to be considered while designing.

A designer needs to pass through a process to prepare a collection, it involves the following steps.



The elements of fashion are the key components of fashion. The design of a garment depends upon the elements. It also depends upon the creative and innovative use of different elements jointly. There are various things to be kept in mind at the time of utilization of elements of design, to create a fresh and eye-catching costume. Important elements are as below.

#### 3.2.1 Fabric:

Fabric is the artistic medium for the designer. One can create a soothing and beautiful garment from different fabrics. The main concern about fabric

is the proper utilization of it as per the body type and requirements of the design of garment.

## **FABRIC**

There are various things to be considered at the time of selection and use of fabric. Which are...

Quality

Type

Fabric prints & patterns

### **Type:**

Fabrics are of different types. It can be made from natural or man-made yarns. There can be different characteristics of different types of fabrics. The type of fabric you choose for design is very important in how it will shape up.

The types of fabrics can be cotton, linen, silk, satin, leather, denim, rayon, georgette, chiffon, brocade, organza, tissue, taffeta, wool, corduroy, and many more. Different fabrics have different fit, fall, texture, etc. So, the use of it depends on the requirement of design, designer, and customer too.

Fabric is a cloth or material which can be made from natural or man-made yarns. There are different methods and techniques to produce the fabric; which are known as weaving, knitting, bonding, crocheting, felting, knotting, etc. Most of the apparel fabrics are woven or knitted fabrics. The woven fabric is made by the interlacing of warp and weft yarns. The different kinds of weaves are – plain weave, rib weave, twill weave, satin weave, basket weave, etc.

### **Quality:**

Quality plays a vital role nowadays. Consumer demand for quality has risen in recent years. Some consumers may look for a particular brand or name on the basis of a reputation for quality products. If the quality is good and as per the demand of consumer, then there are many chances to convert a consumer into a loyal consumer.

### **Fabric prints and patterns:**

At the time of designing one should pay attention to the designs inherent in the fabric. In fact, the prints and patterns on fabric play a very important role. If proper care is taken at the time of designing, then the result can be a beautiful dress. But if proper attention is not provided towards the available inherent prints of fabric, then the result may be a design disaster.

### 3.2.2 Colour

Colour is the most beautiful element of fashion as it catches the attention of people. It is a medium of visual communication on which costume selection is dependent.

Colour is a pigment which gives the appearance to an object other than its form. Fabric/ garment selection depends on colours as it is the first thing noticed by people. Colours do have psychological connections, different people perceive colours differently.

The look of the garment can be enhanced through effective colour schemes. The way in which colours are combined together does not depend on any one rule. It can be creatively utilized in various combinations to complement each other or it can be used as contrasts.

**Hue** is the name given to a specific colour. The original colour without an addition of any other colour in it is hue. It is helpful to differentiate one colour from another. For example, orange from green or black or yellow etc. so the colour is known by its hue.

**Value** is related with the lightness or darkness of the hue or colour. For example, white colour has a pure light, when it is added to any other colour it lightens it. Black has no light at all, so by adding black colour to any other colour it darkens that colour.

**Intensity** is all about brightness or dullness. The purity of a colour is its intensity. More the purity, more is its intensity or brightness. The bright colours have more intensity and pale colours have low intensity. For example, tiger orange has more intensity and honey orange has low.

Basically, colours are classified under three headings.

**Warm colours** – red, orange, yellow all are warm colours. They are associated with the sun and its rays. It depicts a different mood and gives different effects.

**Cool colours** – green, blue, purple, etc. are cool colours. It denotes the feeling of calm, cool, young, fresh, royalty, etc.

**Neutrals** – white, black, grey, brown, etc. are neutral. They are fashion colours which create a strong colour palette which is all-season favorite.

Some colours are deemed as fashionable during different fashion cycles and the fashion designers usually follow it. The fashion forecasts also predict the colour for the next fashion cycle.

A fashion designer or manufacturer has to take special care while selecting the colours for garments. It depends on various factors like – age, gender, occasion, season, current trend, culture, etc.

### **3.2.3 Fit:**

The appropriate size of the garment can give a proper fit to the person. It is an important element of fashion design. The designer garments should look beautiful on the wearer, as people usually notice the look / appearance of the garment first. The comfort also plays a vital role with appearance and proper fitting of the dress. Exact and accurate body measurement should be taken and then the garment should be constructed as per the measurement to get proper fitting of the garment. It can be achieved through various techniques like – darts, tucks, etc.

### **Check Your Progress - I:**

Q-1 Explain fabric as an important element of fashion.

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Q-2 What is warm colour?

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Q-3 Define hue.

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Q-4 Define fit of a garment.

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### **3.2.4 Texture:**

Texture means surface of the fabric. It can be seen and felt through touch. Different types of fabrics have different texture. It depends on the making process of the fabric that adds texture to the fabric.

One of the most important components of designing a garment is texture. Texture refers to the way the surface of fabric/ garment feels or appears. It can be smooth, rough, soft, glossy, shiny, bumpy, coarse, lightweight, heavyweight, etc.

There are many different ways to incorporate texture into your garment design. The fabric can be self textured, for example, brocade (texture through weaving), satin silk (shiny and glossy texture), denim (rough texture), etc. or texture can be added in it through various techniques, for example, appliqué work, patchwork, embroidery, beadwork and many more. It is a part of surface ornamentation with the help of which one can give a textured effect to the garment.

A swatch of the fabric is kept in the design board so that the texture of the fabric is at the forefront of the design process.

### **3.2.5 Dress Details and Decorative Designs:**

Dress details and decorative designs are two effective factors which help in beautifying the garment. Dress details are given to enhance the look of the garment like collars, pleats, panels, ruffles, yokes, sleeve hems, bands, frills, tucks, darts, gathers, smocking, shirring, etc.

The decorative designs include surface ornamentation done on fabric or garment through various techniques. Ornamentation is also known as surface embellishment. It requires interest and creativity. It can be done by various techniques like – printing, painting, embroidery, patchwork, etc.

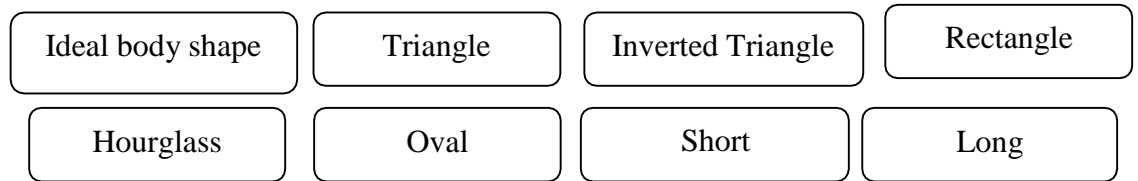
Printing can be done through – screen printing, stencil printing, block printing, spray printing, roller printing, photo printing, etc. Embroidery can be done through special embroidery machines or hand embroidery.

Other ornamentation techniques can be – mirror work, embossed work, decorative pleats, fabric flowers, fabric bow, dyeing, ruffles, decorative hem finishes, beading/beadwork, macramé, piping, ribbon work, gold work and zari work, sequins work, etc.

### **3.2.6 Body Shape**

Everyone has a different body shape and different figure type. There cannot be a specific measurement for all, but some categorization is required to design a suitable garment according to different body shape. Some of the body shapes are categorized as per the figure type which is as below.

The most important body shapes as per this categorization are...



Out of these all, an hourglass figure is deemed as the ideal figure type though it can also be different according to time, season, and fashion, social and cultural influences, etc. Most of the people want to look good and fashionable when they wear clothes and accessories, but if it is selected according to the appropriate body type, it can look more beautiful. So, the fashion designers design costumes that will give an ideal body shape to the wearer or which suits their body type.

### **How to determine your body shape?**

To determine the body shape, one needs to take three measurements with the help of measuring tape. The required measurements are - around the bust, waist, and hip. To measure the bust line place the tape measure on the fullest part of the bust and then measure the circumference. To measure the waistline place the measuring tape on the narrowest part and on the hip line measures the fullest part of the hip.

If one knows the actual figure type, it ultimately helps in selecting styles that will emphasize the positive features and compliment you and can creatively hide the negative aspects of your figure.

### **Types of Body Shapes:**

#### **Ideal body shape:**

Ideal body shape has the bust, waist, and hip in correct proportion. This figure is in shape without being too much curvy or angular.

#### **Dressing for Ideal body shape**

A garment with a sheath silhouette can perfectly suit to ideal body shape; as this silhouette closely fits and traces the body of the wearer.

#### **Triangle:**

Triangle body shape is also known as Pear body shape.

In this body type, the upper part of the body is narrower than the lower body part. It is because either the bust area is less than hip area or the figure has narrow shoulders and wide hips. Thus the upper body is smaller than the lower body. It creates the shape of a triangle or a pear.

### **Dressing for Triangle body shape:**

For triangle body shape, there is a need to create a visual balance between the narrow upper body and wider lower body. It can be nicely done with the help of drawing attention towards upper body or emphasizing upper body part.

Boat necks, V or deep V neck, scoop necks, off shoulder styles, bold jewelry, ruffled collars, ruffled or patterned tops, embellishment on upper clothes, etc can draw attention towards the upper body and it can create an illusion of wide upper body. One of the good options is a shirt; it suits this type of body shape. Do not use large or eye-catching print for the lower body clothes, rather a plain skirt or jeans can suit well. Dhobi pant, Patiala pant or layered palazzo can be a good option with fitted tunic or kurta. If this type of body shape is balanced well with appropriate outfits then it can create an illusion of hourglass body shape.

### **Inverted Triangle:**

An inverted triangle is also known as apple body shape or V shape or Cone shape.

In this type of body shape, upper body part is larger than lower body part. It may be because of broad shoulders, heavy bustline than the hip line.

### **Dressing for Inverted Triangle body shape:**

For inverted body shape, there is a need to create a balance between the heavy upper part and narrow lower body part. V neckline, cowl dress with medium cowls can make an illusion of slimmer upper body. A-line or empire cuts can help in creating an illusion of balance. Dark colours and  $\frac{3}{4}$  th or full sleeves dresses will help. For the lower body the flared pants, Palazzo, etc can help in creating balance.

### **Rectangle:**

The rectangle body shape is also known as H frame body shape or Banana figure, boyish figure or athletic figure.

In this body type, there is no defined waistline. The shoulders and hips are with almost same width with slightly smaller waistline.

### **Dressing for Rectangle body shape:**

The boat necks, scoop necks, U neckline, off shoulder necklines, etc are suitable. The use of a belt at the waistline can create an effect of a more defined waistline. Skinny jeans, tulip skirt, pencil skirt, pleated skirt, etc can give the effect of fullness at the hip line.

**Hourglass:**

Hourglass is also known as figure 8. It is a dream body type for most women. In this body type, the upper and lower body is in well-balanced proportion. This type of body has bust and hip area with almost same width with a well-defined waistline which may be 10 or more inches thinner.

**Dressing for Hourglass body shape:**

Hourglass body is a well-balanced body shape; almost all styles look good on it. The well-balanced curves of the body should be highlighted with appropriate garments. V necks, deep V, sweetheart necklines will catch the attention towards the upper body. The defined waistline can be emphasized with a belt. The mermaid styled dress or skirt will be suitable for this body type. A loose fitting dress or a garment which do not give any shape to the body should be avoided.

**Oval:**

The oval body shape is also known as apple shape or diamond body shape.

This body shape has narrow shoulder and hip with a heavy bust line and waistline too. Usually, the upper and lower part is narrow or small and the bust line is wide with heavy waist and bulky stomach. This figure will have skinny legs.

**Dressing for Oval body shape:**

At the time of dressing for oval body shape, the main aim will be to draw attention away from the waist and stomach area. The shoulder pads can be helpful to create an illusion of wide shoulders. The V-shaped neckline, long necklaces, long jackets can create an effect of vertical lines.

Avoid tight tunics, kurti or tight skinny jeans and leggings as this can draw attention towards the heavy upper body. Knee length skirts and calf-length skirts go well with this body type. Avoid using very short skirt as it also catches the attention towards skinny legs and high light the heavy upper body.

**Short:**

The short body type is the one with less height. This body type is with less height and sometimes heavy figure.

**Dressing for Short body shape:**

The best silhouette for short body type is A-line. The princess line style, gored skirt, narrow panels, etc. will suit this body shape. The vertical lines can add an element of height, same coloured dress can create an illusion of

height, small prints and patterns with light to medium fabric with light colours will be suitable.

The horizontal lines should be avoided, heavy fabrics like velvet and layered garment should be avoided as it gives the effect of width in the figure. Wide belts, broad borders, and large prints should be avoided.

### **Long:**

Long body type is the one with more height, and this body type is with odd height and thin figure.

### **Dressing for Long body shape:**

A boat neckline is a good option for a tall figure. A different colour combination for upper and lower body will be helpful. A contrast colour bottom wear will work very well, also a plain coloured dress with contrast scarf or shawl. Avoid using vertical lines in the garment as it gives the effect of extra height. Use horizontal lines, checks, plaids, etc. pleated and gathered skirts, full sleeves, ruffled collar, etc. suits tall body shape.

### **3.2.7 Silhouette**

The silhouette of the dress is one of the most important elements of fashion designing. It is the basic shape, outline, and style of a garment. Another famous term used for silhouette is „bodice'. The shape and size of a garment are judged from the silhouette.

Silhouettes can be changed as the fashion changes and it is repetitive in nature. At a certain period of time hourglass silhouette was very popular, then the inverted triangle silhouette and then tubular. The main and most constant silhouette is a natural silhouette which represents the basic body figure.

The silhouette of the garment depends upon the body type of the wearer. There are different silhouettes and many different body types of people. At the time of designing, a designer always keeps in mind about the body type of the wearer and suitable silhouette which can be as per the current fashion in the market. One must wear a silhouette that suits their particular body shape.

Different types of silhouettes are- A-line, sheath, column / rectangular silhouette, hourglass, bell silhouette, asymmetrical, empire, mermaid / trumpet, tent or trapezoid, egg-shaped silhouette, etc.

## Check Your Progress II –

Q-5 Write about the types of texture.

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Q-6 Which techniques are used for dress details?

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Q-7 Which techniques are used as decorative designs?

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Q-8 Give different names of silhouettes.

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Q-9 Define body type: „figure 8“.

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## Multiple Choice Questions

1) Fabric is a cloth or material which can be made from \_\_\_\_\_ or man-made yarns.

(a) Original

(b) Natural

(c) Dyed

(d) Cotton

2) The designs \_\_\_\_\_ in the fabric is important to be considered at the time of garment design.

(a)

Inherent (b) Floral

- (c) Plain (d) Geometrical
- 3) \_\_\_\_\_ is related with the lightness or darkness.
- (a) Hue (b) Intensity  
(c) Value (d) Pigment
- 4) \_\_\_\_\_ is all about brightness or dullness.
- (a) Intensity (b) Value  
(c) Colours (d) Neutrals
- 5) Red, orange, yellow all are \_\_\_\_\_ Colours.
- (a) Cool (b) Neutral  
(c) Dark (d) warm
- 6) The appropriate size of the garment can give a proper \_\_\_\_\_ for the person.
- (a) Look (b) Fit  
(c) Appearance (d) Shape
- 7) \_\_\_\_\_ means the surface of the fabric. It can be seen and felt through touch.
- (a) Shape (b) Ornamentation  
(c) Texture (d) Space
- 8) Dress details and decorative designs are two effective factors which help in \_\_\_\_\_ the garment.
- (a) Beautifying (b) Designing  
(c) Deciding (d) fitting
- 9) \_\_\_\_\_ body shape is also known as Pear body shape.
- (a) Inverted triangle (b) Triangle  
(c) Hourglass (d) Ideal
- 10) Hourglass is also called as \_\_\_\_\_.
- (a) Ideal (b) Apple shape  
(c) Thin shape (d) Figure 8

- 11) \_\_\_\_\_ is the basic shape, outline, and style of a garment.
- (a) Design (b) Embellishment  
(c) Silhouette (d) Texture
- 12) A-line, Sheath, Asymmetrical etc. are the names of \_\_\_\_\_.
- (a) Body shape (b) Silhouette  
(c) Texture (d) Designs

### 3.3 Let Us Sum Up

Fashion can be forever but with new and different trends. It is simply perception of people according to the current styles and trends in the market.

The leading fashion designers, fashion and textile experts, garment manufacturers are all concerned about a bunch of common things of fashion, season after season and year after year. These are the fashion elements which are ever-changing in nature.

The elements of fashion are the key components of fashion. The design of a garment depends upon these elements.

Various elements of fashion are – Fabric, Colour, Fit, Texture, Dress details and decorative designs, Body Shape, and Silhouettes.

Fabric can be of different types, quality, prints and patterns. The appropriate utilisation of fabric as per the requirement of design can fetch good results.

Colour is the most beautiful element of fashion. The appearance of garment can be enhanced by proper mix and match and selection of suitable colour.

Colours can be classified in three categories as- warm colours, cool colours, and neutrals.

Colours can be defined and utilized by their hue, value and intensity.

Fit of designer garments should be perfect as well as comfortable too. It should look elegant and beautiful as people usually notice the appearance of the garment first, and it should be eye catching.

Texture of fabric/ garment is the outer surface which can be seen and felt through touch. There is availability of different types of textures like- soft, smooth, shiny, coarse, rough, etc. The use of it should be in accordance with the design and body shape of wearer.

Dress details and decorative designs are the elements which help in enhancing the appearance of the garment. It adds value in it.

Different people have different body shapes. The designs of the garment, fabric and pattern selection, texture, etc. are based on the body shape of the wearer.

Various types of body shapes are - Ideal body shape, Triangle, Inverted Triangle, Rectangle, Hourglass, Oval, Short, Long, etc.

Silhouette is the basic shape, outline, and style of a garment. The silhouette of the garment depends upon the body type of the wearer.

Different types of silhouettes are- A-line, sheath, column / rectangular silhouette, hourglass, bell silhouette, asymmetrical, empire, mermaid / trumpet, tent or trapezoid, egg-shaped silhouette, etc.

### **3.4 Keywords:**

**Asymmetrical** – lacking symmetry or having parts or aspects which are not equal or equivalent

**Bodice** - the close-fitting upper part of a dress, covering the chest and upper back

**Bonding** - the action of joining things securely

**Component** - a part or element or piece of a larger whole

**Consider** - think carefully about (something), typically before making a decision

**Costume** - a set of clothes in a style typical of a particular country or historical period

**Crocheting** – make a garment or piece of fabric using crochet

**Design board** - can help designers to figure out how to create unified styles or themes for a design project

**Design disaster** – badly designed or a design that has unfortunate consequences

**Drape** - arrange (cloth or clothing) loosely or casually on or round something

**Embellishment** - a decorative detail or feature added to something to make it more attractive

**Expert** - a person who is very knowledgeable about or skilful in a particular area

**Eye-catching** - immediately appealing or noticeable

**Felting** - a nonwoven fabric of wool, fur, or hair, matted together by heat, moisture, and great pressure

**Fetch** – to get or bring back

**Flaw** – some mistake, error or imperfection

**Forefront** - a leading or most important position or place

**Gored skirt** - a popular skirt style that offers a flattering shape and gives ease of movement to the wearer

**Hem** - the edge of a piece of cloth or clothing which has been turned under and sewn

**Influence** - the capacity to have an effect on someone or something

**Inherent** - existing in something as a permanent and essential feature or characteristic

**Innovative** - introducing new ideas; original and creative in thinking

**Interlace** - cross or be crossed intricately together; interweave

**Knitting** - to make clothes, etc. by using two long needles to connect wool or another type of thread into joined rows

**Knotting** - the action or craft of tying knots in yarn to make fabric

**Loyal customer** – who consistently purchase a certain product or brand over an extended period of time

**Ornamentation** - decorative elements added to something to enhance its appearance

**Perception** - the way in which something is understood or interpreted

**Representation** - the description or portrayal of someone or something in a particular way

**Rib weave** - it is a variation of Plain weave

**Segment** - divide something into separate parts or sections

**Sheath** – a close fitting cover/ case

**Surface** - the outside part or uppermost layer of something

**Swatches** - a small sample of fabric intended to demonstrate the look of a larger piece

**Theme** - the subject or topic of a design

**Tracing** - a copy of a drawing, map, or design made by tracing

**Utilization** - the action of making practical and effective use of something

**Visualization** - the formation of a mental image of something

**Warp** - in weaving process the threads on a loom over and under which other threads (the weft) are passed to make cloth

**Weft** - in weaving process the crosswise threads on a loom that are passed over and under the warp threads to make cloth

**Woven** - to interlace threads, yarns, strips, fibrous material, etc. so as to form a fabric or material

### **3.5 Suggested Books**

Elements of Fashion and Apparel Design – Sumathi G.J. First edition 2002, reprint – 2004.

Designing Apparel for Consumers: The Impact of Body Shape and Size – Marie-Eve Faust, Serge Carrier, Woodhead Publishing, 2014.

The Fashion Design Manual – Pamela Stecker , 2006 , Macmillan Education, Australia.

## **Answers**

### **Check Your Progress - I**

1) Fabric is an important element of fashion. Any garment can be designed and constructed on the basis of use of appropriate fabric. There is various types of fabrics available like cotton, silk, wool, taffeta, georgette etc. and many more. Different fabric has different texture, colour, and it can be plain or with various inherent prints and patterns. A beautiful garment can be made through utilisation of appropriate fabric. Thus, it plays a vital role as an important element of fashion.

2) Colour is the eye catching element of fashion. Warm colours are associated with the sun and its rays. It depicts different mood and gives different effects. Red, yellow, orange etc. are the warm colours.

3) The original colour without adding any colour in it is known as Hue. It is the name of specific colour. It differentiates one colour from another. For example, orange from red, green or black etc.

4) Fit is an important element of fashion. It gives proper look and comfort to the wearer. The garment should be with appropriate fitting, as the first impression is the last impression. Proper fitting of the garment requires an accurate body measurement and the garment construction according to it.

### **3.3 Check Your Progress - II**

5) There are different types of textures available in fabric. Types of texture are – smooth, soft, rough, coarse, glossy, bumpy, lightweight, heavyweight etc.

6) Dress details are effective factors which are used to beautify the garment. Different techniques for dress details are - collars, pleats, panels, ruffles, yokes, sleeve hems, bands, frills, tucks, darts, gathers, smocking, shirring, etc.

7) Decorative designs are used for surface ornamentation. Various techniques are used for decorative design are - printing, painting, embroidery, patchwork, mirror work, embossed work, decorative pleats, fabric flowers, fabric bow, dyeing, ruffles, decorative hem finishes, beading/beadwork, macramé, piping, ribbon work, gold work and zari work, sequins work, etc.

8) Silhouette is the basic shape, outline or style of the garment. Different names of popular silhouettes are- A-line, sheath, column / rectangular silhouette, hourglass, bell silhouette, asymmetrical, empire, mermaid / trumpet, tent or trapezoid, egg-shaped silhouette etc.

9) ‘Figure 8’ is also known as hour glass body shape. In this body type, the upper and lower body is in well-balanced proportion. This type of body has bust and hip with almost same width with a well-defined waistline which may be 10 or more inches thinner. It is a dream body type of most women.

### **Answers - Multiple Choice Questions**

- 1) (b) Natural
- 2) (a) Inherent
- 3) (c) Value
- 4) (a) Intensity
- 5) (d) warm
- 6) (b) Fit
- 7) (c) Texture

- 8) (a) Beautifying
- 9) (b) Triangle
- 10) (d) Figure 8
- 11) (c) Silhouette
- 12) (b) Silhouette

# **UNIT – 4 FASHION TERMINOLOGY**

## **STRUCTURE**

### **4.0 Objectives**

### **4.1 Introduction**

### **4.2 Fashion terminology**

#### **4.2.1 Basic Fashion terminology**

#### **4.2.2 Basic Sketching terminology**

#### **4.2.3 Basic Face shapes terminology**

#### **4.2.4 Basic Garments terminology**

#### **4.2.5 Basic Stitching terminology**

#### **4.2.6 Ornamentation / Embellishment terminology**

#### **4.2.7 Other**

### **Check Your Progress**

### **Multiple Choice Questions**

### **4.3 Let Us Sum Up**

### **4.4 Keywords**

### **4.5 Suggested Books**

### **Answers**

### **4.0 Objectives**

After studying this unit, students will be able to:

- Understand about fashion terminologies;
- Know about meaning of different terminologies and how to properly use it;
- Apply an appropriate terminology as per the requirement.

### **4.1 Introduction**

Fashion is an important and major force that affects our daily lives in many different aspects. Fashion is creative and complex concept; involving much more than apparel, accessories, make-up and hair style.

Fashion is crucial, ever-changing and a challenging force. It is a mode of currently prevailing styles and trends. It affects people in many ways.

People who are fond of fashion, usually try to be in vogue. They try to seek new fashion trends and accept it in their lives.

The ones who are in business of fashion; whether they are designers, merchandisers, manufacturers, wholesalers, retailers, stylists, visual merchandisers etc. have to be in touch of current market information related to fashion.

Understanding fashion includes knowing many specific terms related to fashion, apparel and many more things. So, different fashion related terminologies one should know about.

## **4.2 Fashion Terminology**

### **4.2.1 Basic Fashion terminology**

**Accessories** – Any of the articles which are required to complete the look, such as – watch, jewellery, hats, shoes, tie, belt etc.

**Adaptation** – A design which reflects the wonderful features of another design, but it is not the exact copy.

**Be spoke** - A tailor who makes custom clothes individually, to your specific personal measurements, design requirements and creates a custom pattern for that garment is called “bespoke”.

**Apparel** – An apparel refers to any of the men’s, women’s or children’s clothing.

**Avant-garde** – The design which is most daring, wild and experimental. It is unconventional and startling idea, design or technique in particular time .

**Boutique** – A free standing shop devoted to specialized sells for the customer with special interest.

**Bridge fashion** – It is a less expensive alternative; it is simply a step down in price from designer, achieved by using less expensive fabric or different production method.

**Cine mode** – A style of fashion that is originated in movies.

**Classic** - An item of clothing that lasts for very longer period of time unaffected by any fashion change. It is always acceptable and can be worn year after year. For example, Saree, Denim, the little black dress, white shirt, dark business suits, etc.

**Couture** – It means dress making, needle work or sewing.

**Costume** - It is the distinctive style of dress of an individual or group that reflects their class, gender, profession, ethnicity, nationality or activity.

**Design** – A design is a drawing or a plan created to show the look and function or working of a garment, building or any other object.

**Designer** – A person who manipulates and arranges the fabric, colour and line, or a person who designs dresses (Illustration).

**Diffusion line** – it is also known as Bridge line; it is a secondary line of merchandise created by a high-end-fashion house or fashion designer that retails at lower prices.

**Early adaptors** – The people who adapt the newly introduced fashion very fast, when the fashion is in its introduction stage.

**Fad** – A temporary, passing fashion which lasts for very short time span. It is a look or an item that gets popularized very fast and dies also very quickly.

**Fashion** – The display of contemporary style of clothing. A fashion is currently popular style of clothing, favoured by large number of people at any given period of time and influence by social, geographical, political, economical and artistic media.

**Fashion adaptors** – The people who adapts the newly introduced fashion in the market.

**Fashion cycle** - Fashion cycle means the time period during which the fashion exists. The word “cycle” suggests a circle. However, the fashion life cycle is represented by a bell-shaped curve, and five stages.

**Fashion Forward** – A style that is currently not in fashion but it is good enough to be in trend in near future. The term fashion forward is also used for the people who are with good fashion sense, and know what will become a fashion trend in near future.

**Fashion leaders** – These are the men or women who have the credibility to start a new style.

**Garment** - A particular article of apparel. For example: coat, suit, palazzo, shirt, or sweater etc.

**Hi fashion** - High fashion are the latest or newest fashions. They are usually of top quality, with fine workmanship and beautiful fabrics. Because of the quality, they are expensive. High fashion styles originate from top notch designers of leading fashion cities.

**Haute** – It means high or elegant.

**Haute couture** – In French it means “Finest Dressmaking”.

It refers to the high fashion industry or fashion houses with a designer who originally creates the individual designer fashion garments.

**In Vogue** – In vogue means something that is currently in trend or in style.

**Knock-off** – A design that is copy of high priced garments.

**Knock-off or High street** – The garments which are copy of Haute Couture garments. The mass quantity produced at lower prices.

**Label** – The term fashion label refers to upcoming designers who make ready-to-wear outfits in limited numbers. These outfits are high on style and are often expensive than regular store garments but lesser than established designer wear.

**Made-to-measure** – A garment made by taking measurements, use the pre-existing basic templates pattern, adjusting it to the measurements of the customer. For example, Raymond's

**Mass fashion** – Also known as ready-to-wear, Off-the-rack. The clothes that cater large number of customers, producing ready to wear garments at a lower cost, in large quantities and standard sizes, still try to keep the designer look. For example: Global desi, Westside, Aakriti etc.

**Mass production** – Production of goods in a bulk quantity at fashion industry

**Monochrome** – In fashion term, monochrome is a dress/ look or outfit that is only in black and white in colour. It can be teamed up with accessories of the same tone.

**Pret-a-Porter** - It is a French term which means ready-to-wear apparels.

**Style** – A particular design, pattern, shape, silhouette, type of apparel item. Defined by a specific distinct feature. For example, burmuda shorts, ruffled saree, boyfriend t-shirt, rugged denim etc.

**Stylist** – A person who advises, converting styles in clothes, finishing and so on.

**Tailored garments** – A customized garment made by taking measurement of an individual, cutting the pieces and then sewing together to fit the shape of the body of that particular person.

**Theme** – A theme selected by designer represents a collection. A theme can be a range of colours, type of fabric, any particular pattern, a historic period, any foreign place etc.

**Trend** - A fashion trend is a direction in which the fashion is moving. It can be towards the acceptance of people or away from the acceptance of people.

**Wardrobe** – All the garments/apparel owned by a person. The wardrobe includes all of your garments and accessories.

#### 4.2.2 Basic Sketching terminology

**Bodice** - The area above the waist in a garment. It is the upper part of the dress or jumpsuit. The bodice is usually fitted and can be distinguished by a seam at the waist line.

**CAD** - Computer Aided Design

**Croquis** – A rough, preliminary drawing or sketch.

**Fit** - Refers to how tight or loose a garment is on the person wearing it. The garment can be designed to be loose, semi-fitted or fitted to achieve desired fashion looks.

**Motif** - a decorative image or design, especially a repeated one, forming a pattern.

**Pattern** - a repeated decorative design.

**Ready-to-wear garments** - The garments that are mass produced or produced in a bulk quantity in factories.

**Repeat** - Motif gets repeated to create a pattern.

**Silhouette** – The basic shape of a clothing style. It is formed by the length and width of neckline, sleeves, waist line, and skirt or pant. Some of the silhouettes are - A-line, sheath, column / rectangular silhouette, hourglass, bell silhouette, asymmetrical, empire, mermaid / trumpet, tent or trapezoid, egg-shaped silhouette etc.

#### 4.2.3 Basic Face Shapes terminology

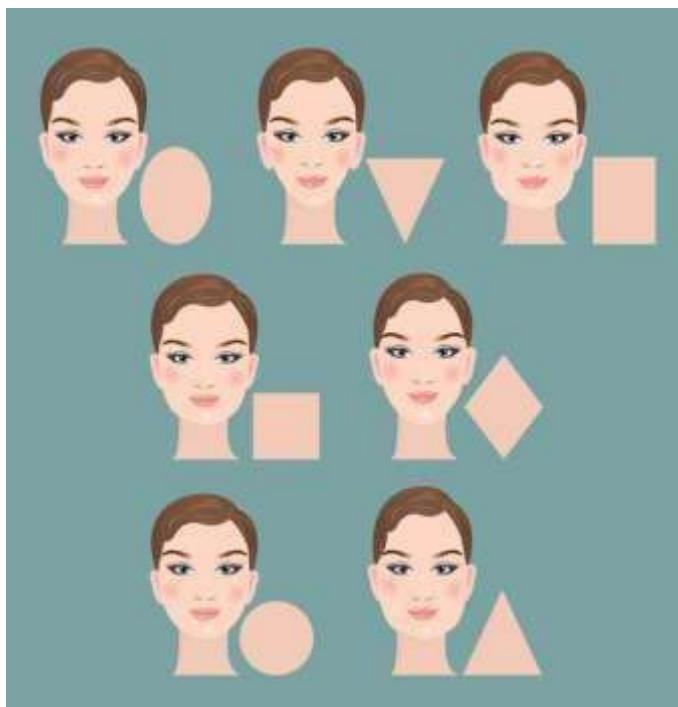


Fig. 1 Face shapes

**Oval** – A face that is slightly narrow at the jaw line and temples, it is a longer version of round face.

**Heart** – A wider face and forehead with a narrow and delicate chin. It also known as **inverted triangle** face shape, because it is wide at forehead with pointed chin.

**Rectangular or Oblong face** – A long and slender face. Forehead and area below cheekbones are of the same width in a square face.

**Square** – A face with strong jaw line as well as a strong hairline. A proportional face with comparatively straight sides and minimal curve at chin.

- A square face is with the nearly same width of forehead, cheeks and jaw line. The chin is slightly curved.

**Diamond** – A face with narrow forehead, probably high cheekbones and a narrow and pointed chin.

**Round** - This face shape is fuller with a round hairline, a vertical and horizontal ratio is equal.

**Triangular** – A face that is narrow at forehead and broader at chin.

#### **4.2.4 Basic Garments terminology**

**Peplum** - A ruffle or flared section in the construction of a jacket or blouse that extends a short distance below the waistline. Peplums may be sewn to the bodice, cut in one with the bodice, or may be a separate section attached to a belt.

**Hemline** - Also referred to as the hem of an outfit, the hemline refers to the lower edge of a garment.

**Pattern grading** - is the scaling of a pattern to a different size by implementing important points of the pattern using an algorithm in the clothing and footwear industry.

**Pattern making** - is the template from which the parts of a garment are traced onto fabric before being cut out and assembled.

**Toile** - an early version of a finished garment made up in cheap material so that the design can be tested and perfected. A translucent linen or cotton fabric, used for making clothes.

**Ethnic** – An outfit which is traditional or native.

**Draping** - A technique of pattern making where the fabric is placed on the dress form and pinned to create a design. It is 3-dimensional.

**Empire waist garment** – A garment with location of the waistline just under the bust line.

**Composite garment** – A garment which is made with the combination of tailored method and draped method. Garment parts are cut and sewn. Some parts may fit close to the body and some parts may drape.

- For example, Japanese Kimono, bathrobes etc.

#### **4.2.5 Basic Stitching terminology**

**A line** - A-line skirt is a skirt that is fitted at the hips and gradually widens towards the hem, giving the impression of the shape of a capital letter A. The term is also used to describe dresses and coats with a similar shape.

**Garment components** – Any part or section of garment like pocket, sleeve, collar, waist band, cuff etc.

**Gathers** - A means of distributing fullness in some part of a garment by sewing a loose row of stitches, pulling the thread, and sliding the fabric along the thread to make soft folds in order to decrease the width of the fabric.

**Placket** – An opening or slit in the garment which allows room to the garment to put it on wear it. Plackets are generally placed at neck, wrist, top of the skirt, or front of the trouser. Types – buttons, hooks, zipper, Velcro etc.

**Pleat** – A fold of fabric that is either stitched down or held in place by another construction feature to get fullness. Types of pleats: knife pleat, accordion pleat, box pleat, inverted box pleat. Pleat may be a part of skirt, blouse, sleeve, neckline, pant etc.

**Princess line** – A garment style in which parts of garments are cut from the shoulder to waist line hem. Close body fit is achieved by cutting the pieces so that the seams create a shape.

**Raglan** – A sleeve construction in which the underarm seam of the sleeve is extended to the neckline at the front and the back.

**Shirring** - Three or more rows of gathers are placed in parallel lines to achieve a decorative effect while also manipulating fullness.

**Leg-of-mutton sleeve** - A sleeve that is cut with a very full top that is gathered or pleated into the armhole, then tapers gradually to fit closely at the wrist.

**Seam** - In sewing, the lines of stitches that join two pieces of fabric together is called seam. This creates a more or less visible line on the surface of a garment.

**Bustle** – It is a general term used for back fullness in a skirt.

**Macramé** - A hand technique for making small pieces of fabric and trimmings by knotting two to four or more yarns, strings, or cords into a variety of decorative patterns. It is most often seen in belts, handbags, vests, or as trimmings. Sometimes beads are incorporated into the design of the fabric.

**Tuck** - A means of manipulating fullness in garments by folding the fabric and sewing a row parallel to the fold. Fullness is released at the end of the stitching.

**Dart** - V-shaped tuck that is sewn into a garment in order to shape the fabric so that the garment fits the rounded parts of the body. Darts are most often found at the bust line, the back shoulder, the waistline, and the hip line.

#### **4.2.6 Ornamentation / Embellishment terminology**

**Shibori** - A method of fabric ornamentation / embellishment by stitching and forming gathers in the fabric before it is dyed. After dyeing, the stitching is removed and the crinkled areas are released. The areas protected from the dye by stitching and gathering absorb the dye in irregular patterns that form a characteristic of these fabrics.

**Tie-dye** - A method of decorating a garment or fabric by tying string or other material around pre-selected areas in order to prevent dye from being absorbed by these areas. The unprotected area takes up the dye, the tied area does not. To get multicoloured effects, the fabric can be tied in other areas and dipped in another coloured dye. This process can be repeated as often as desired. When tie-dyed fabrics become fashionable, imitations of these designs are often made by machine printing.

**Animal print** – Print inspired from the skin texture of an animal or its foot prints.

For example, leopard print, snake skin, paw spots etc.

**Class print** – Prints and patterns which are not affected by fashion trends. For example, paisley.

#### **4.2.7 Other**

**Apparel Industry** – The enterprise which manufactures garments.

**CAM**- Computer Aided Manufacturing .

**CIM** – Computer Integrated Manufacturing.

**Consumers** – The people who buy and wear the garments. Consumers are very important, because they are the people who decide that which fashion will or will not be popular.

**EBO** – Exclusive Brand Outlet, have their own outlet or franchise store where it can display and sell merchandise of own brand category.

**Knitting** - Knitting is the formation of fabrics from yarns by creating interconnected loops.

**LFS** – Large Format Stores, have large area to display and sell different brands on one floor to attract and improve customers / customer walk in.

**MBO**- Multi Brands Outlet, is engaged into catering apparels of many brands through advertising and other promotional activities.

**Resource** – A retailer’s term for wholesale suppliers.

**Retail store** – A store which advertises and sells the products directly to the public.

**Sourcing** - Determining where textiles and/or apparel can be obtained, and how and when this will be done. In the global economy, sources may be domestic or international.

**Weave type** - Fabrics made from yarns that are woven on a loom can be constructed in various ways. Lengthwise or warp yarns are placed on the loom first, and crosswise or weft (also called filling) yarns are interlaced with the warps. There are three basic weaves: plain weave, twill weave, and satin weave.

**Yarn** - Yarns are made by twisting or otherwise binding fibers together and are used to construct fabrics.

**Visual merchandising** - refers to anything that can be seen by the customer inside and outside a store, including displays, decorations, signs and layout of space. The overall purpose of visual merchandising is to get customers to come into the store and spend money.

**Non-woven** - Fabric that is not constructed by weaving, knitting, knotting, or crocheting. Many nonwovens are webs of fiber held together by mechanical action, thermal bonding, chemical solvents, or adhesive agents.

**Soft goods** - Textiles/ the subclass of nondurable goods as represented especially by textile products, as clothing, fabrics, and bedding.

## Check Your Progress

1. What is Hi Fashion?

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2. What is tie-dye?

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3. What is LFS?

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4. Explain Fashion Cycle.

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5. What is mass-fashion? Explain with example.

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6. Make a list of basic face shape terminology.

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7. Explain silhouette with example.

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8. How to create gathers in a garment?

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### Multiple Choice Questions

1. Fashion\_\_\_\_\_are the people who adapt the newly introduced fashion in the market.  
(a) Leaders (b) Adaptors  
(c) Followers (d) Imitators
2. CAD means Computer Aided\_\_\_\_\_.  
(a) Drafting (b) Drawing  
(c) Design (d) Designer
3. \_\_\_\_\_ stages are there in a fashion cycle.  
(a) 7 (b) 3  
(c) 4 (d) 5
4. MBO means Multi\_\_\_\_\_Outlet.  
(a) Brands (b) Boutique  
(c) Bulletin (d) Batch
5. CIM means Computer Integrated\_\_\_\_\_.  
(a) Manufacturing (b) Market  
(c) Manual (d) Merchandising
6. Cine mode is a style of fashion that originated in \_\_\_\_\_.  
(a) media (b) movies  
(c) T.V. show (d) boutique

7. Composite garment is made with the combination of tailored method and \_\_\_\_\_ method.
- (a) drafting (b) slash  
(c) draped (d) flat pattern
8. \_\_\_\_\_ is a sleeve that is cut with a very full top that is gathered or pleated into the armhole, then tapers gradually to fit closely at the wrist.
- (a) Bell (b) Kimono  
(c) Ruffled (d) Leg-of-mutton
9. An inverted triangle shape face is also known as \_\_\_\_\_.
- (a) triangular (B) heart  
(c) diamond (d) oblong
10. A \_\_\_\_\_ face is with narrow forehead, probably high cheekbones and a narrow and pointed chin.
- (a) square (b) rectangular  
(c) oval (d) Diamond

### 4.3 Let Us Sum Up

Fashion is creative and complex concept; involving much more than apparel, accessories, make-up and hair style. People usually like to be in vogue, it means they usually try to cope-up with latest fashion trends which appears in their dressing styles, accessories, make-up, footwear etc.

The fashion world is very huge, and there are various fashion terminologies which are helpful to the people. Understanding and knowing about various fashion terminologies can be ultimately advantageous to the people who are connected with fashion field.

Here in this unit, various terminology regarding fashion, sketching, face shape, garment, stitching etc are given. To know about it and to use it at appropriate place in an appropriate manner can be beneficial.

### 4.4 Keywords

**Bedding** – bed clothes, bed covers, blankets, etc.

**Cater** – to provide something or to make available

**Inverted** – reversed, wrong side up or upturned

**Sense** – Common sense / intelligence

**Template** – a guide; pattern; stencil or cut-out

**Slender** - slim, slight or small

**Span** – the duration or extension

**Startling** – something which is surprising / shocking

## 4.5 Suggested Books

Elements of Fashion and Apparel design – Sumathi G.J. First edition 2002, reprint – 2004.

## Answers

### Check Your Progress

1. Hi fashion - High fashions are the latest or newest fashions. They are usually of top quality, with fine workmanship and beautiful fabrics. Because of the quality, they are expensive. High fashion styles originate from top name designers in leading fashion cities
2. Tie-dye is a method of decorating a garment or fabric by tying string or other material around pre-selected areas in order to prevent dye from being absorbed by these areas. The unprotected area takes up the dye, the tied area does not. To get multicoloured effects, the fabric can be tied in other areas and dipped in another coloured dye. This process can be repeated as often as desired. When tie-dyed fabrics become fashionable, imitations of these designs are often made by machine printing
3. LFS means Large Format Stores, have large area to display and sell different brands on one floor to attract and improve customers / customer walk in
4. Fashion cycle means the time period during which the fashion exists. The word “cycle” suggests a circle. However, the fashion lifecycle is represented by a bell-shaped curve, and five stages.
5. Mass fashion is also known as ready-to-wear and Off-the-rack. The clothes that cater large number of customers, producing ready to wear garments at a lower cost, in large quantities and standard sizes, still try to keep the designer look. For example: Global desi, Westside, Akkriti etc.
6. Basic face shape terminology:
  - Oval
  - Heart
  - Rectangular
  - Square
  - Diamond
  - Round

- Triangular
- 7. Silhouette is the basic shape of a clothing style. It is formed by the length and width of neckline, sleeves, waist line, and skirt or pant. Some of the silhouettes are - A-line, Sheath, Column / rectangular silhouette, Hourglass, Bell silhouette, asymmetrical, Empire, Mermaid / Trumpet, tent or trapezoid, egg-shaped silhouette etc.
- 8. Gathers is a technique of distributing fullness in some part of a garment by sewing a loose row of stitches, pulling the thread, and sliding the fabric along the thread to make soft folds in order to decrease the width of the fabric.

### **Answers - Multiple Choice Questions**

1. (b) adaptors
2. (c) Design
3. (d) 5
4. (a) Brands
5. (a) Manufacturing
6. (b) movies
7. (c) draped
8. (d) Leg-of-mutton
9. (b) heart
10. (d) Diamond

### **Image References –**

Fig. 1 - [ShoreEyeAssociates](#)

# **UNIT – 5 FASHION INDUSTRY**

## **STRUCTURE:**

### **5.0 Objectives**

### **5.1 Introduction**

### **5.2 Fashion Industry**

### **5.3 Leading Fashion Designers of India**

### **Check Your Progress - I**

### **5.4 Leading Fashion Designers of World**

### **Check Your Progress - II**

### **Multiple Choice Questions**

### **5.5 Let Us Sum Up**

### **5.6 Keywords**

### **5.7 Suggested Books**

### **Answers**

## **5.0 Objectives**

After studying this unit, the student will be able to:

- Understand about fashion and fashion industry;
- Identify the career options available in the fashion industry;
- Get information regarding leading designers of India and the world;
- Know about the working style and designing specialty of different leading fashion designers.

## **5.1 Introduction**

Fashion is a term used for a famous and popular style or trend, particularly for garments, accessories, make-up, hair-style and footwear. It usually adopted and followed by majority of the people, who would like to wear things that are stylish and trendy.

Fashion also refers to a new, fresh and creative collection of textile designers and fashion designers. There is a whole fashion industry working together, behind the door to create new fashionable articles and they try to serve it to people at the right time, at the right place and at the best price too.

The fashion industry is very huge and large. Many people are working in synchronization, for different aspects of fashion. It takes many serious efforts to create a collection, whether it is highly expensive designer pieces or the designs for mass production of garments, and to represent it to customers.

## **5.2 Fashion Industry**

The fashion industry is the outcome of the modern era. Before the mid 19th century, people used to wear custom made clothes only. The clothes were hand-made either produced at home, or order made by the tailors or dressmakers. By the beginning of the 20th century, the new technological development took place with major changes in many aspects.

The technological advancement was seen in the form of availability of sewing machines, the introduction of global capitalism, the factory system came into the market, mass production of garments and other products, retail outlets came into existence, etc. The mass-produced goods were made in standard sizes and sold at fixed prices.

The fashion industry developed first in Europe and America. Today, it is one of the most globally growing industries. The fashion industry has been one of the largest industries which provide a large number of employment opportunities. There are various people engaged in this industry, working at different levels to contribute to the industry's expansion.

The fashion industry is mainly divided into four divisions:

- 1) The production of raw material (fibers, yarns, fabric, etc.)
- 2) The production of fashion and apparel goods by designers, manufacturers, etc.
- 3) Wholesale and retail sales of goods.
- 4) Marketing through different types of advertisements and sales promotion activities.

These divisions work separately but they are interdependent. All are working with a major goal of satisfying customer's apparel needs and demands, with a reasonable profit. There are many people engaged in all these four divisions. Various career opportunities are available at different levels. The people who like to be in the fashion industry can select their career from below mentioned available opportunities.

- Fashion design
- Accessories design (jewellery, footwear, hats, belts, etc. and many more)
- Fiber manufacturing

- Textile and fabric design
- Textile and fabric manufacturing
- Printing (block printing, stencil printing, Digital printing, Hand printing and painting, etc.)
- Hand and machine embroidery, beadwork, ribbon work, etc.
- Computerized embroidery work
- Patternmaking
- Dyeing (tie-dye, machine dyeing, etc.)
- Fashion modelling
- Fashion make-up artist
- Merchandiser (fashion merchandiser, visual merchandiser, production/export merchandiser, etc.)
- Fashion show and trade show exhibitor/organizer
- Wholesale, fashion retail, distribution, etc.
- Marketing, advertising, and sales promotion field, etc. and many more.

### **5.3 Leading Fashion Designers of India**

India has a precious and rich heritage for clothing and garments. Earlier the garments were designed and made for Kings, Queens and royal family members from various fabrics like original silk, velvet, mulmul, etc. The embroidery work was done with original gold strands. Eventually the new technological advancements took place, people's lifestyles and choices changed, new types of fabrics and designs got introduced in the market.

Today, India has many famous fashion designers who are investing their craftsmanship, creativity, and efforts to contribute to the growing fashion industry.

Some of the leading fashion designers of India are as below.

#### **1. Manish Malhotra**

Manish Malhotra the famous fashion designer of India started his career as a model. He started his career as a fashion designer when he failed in modelling. At the age of 25, he entered Bollywood by designing garments for Juhi Chawla for movie Swarg. In 1998, he jumped into the mainstream of fashion by starting high-profile couture named Reverie – Manish Malhotra. He has designed garments for many leading actresses of the film industry from Sridevi, Urmila Matondkar, Karishma Kapoor, Kajol, Raveena Tandon, Manisha Koirala, Madhuri Dixit, Twinkle Khanna, Shilpa Shetty, Kareena Kapoor, to Aishwarya Rai, Rani Mukherjee, Preity Zinta, Priyanka Chopra, Deepika Padukone, and Alia Bhatt, etc.

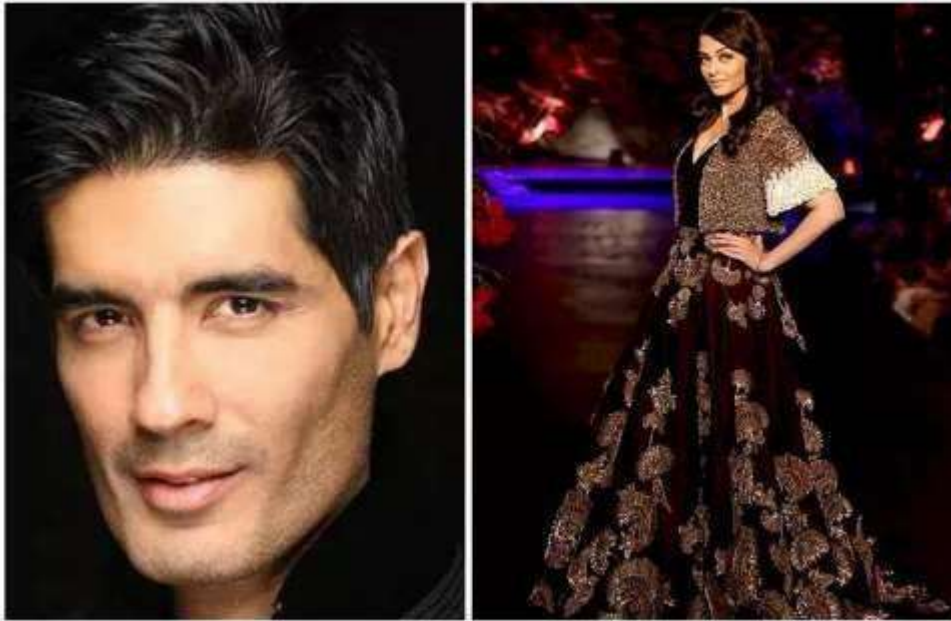


Fig. 1 Manish Malhotra and Aishwarya Rai

He won awards in 1996, 1999, 2002, 2004, 2005, 2006, 2007, 2008, 2011 etc. He is best known for giving traditional wear designs an ultra-modern look. Some of his signature styles are - intricate embroideries, unique western-inspired trends like off-shoulder blouses or floor-length ponchos, etc.

## 2. Rohit Bal

Rohit Bal is a well-known fashion designer who is famous for his attention towards details at work. He started working as a fashion designer in 1990 and also launched his label "Rohit Bal Couture". He is associated with many Indian and International brands like - Christian Louboutin, Kirtilal Jewellers, Zippo Lighters and Reid & Taylor. He is titled as the „India“s Master of Fabric and Fantasy“ by Time Magazine in 1996.



Fig. 2 Rohit Bal



Fig. 3 Ranveer Singh

## 3. Anita Dongre

Anita Dongre is a fantastic designer inspired by Indian culture, handloom, heritage, and craftsmanship. She has four major brands named Anita Dongre, Anita Dongre Grassroot, AND, Global desi. Her brands provide Indian Bridal wear, Men's wear, Western wear and Ethnic wear. There are 13 brand stores all over India and 2 stores at the international level.



Fig. 4 Anita Dongre

#### 4. Sabyasachi Mukherjee

Sabyasachi Mukherjee is a Bengali designer from Kolkata. He started his career in 1999, his roots, Indian culture, and heritage are reflected in his designs. He is inspired by the scenic views and backdrops of Kolkata. His label is Sabyasachi, 18 stores in India and 6 international stores. He designs bridal wear, men's wear, embroidered shoes, clutches, and jewellery. He designed wedding clothes for Vidya Balan, Asin, Sagrika Ghatge, Amruta Puri, Soha Ali Khan, Bipasa Basu, Anushka Sharma and Virat Kohli, Deepika Padukone and Ranveer Singh, etc.

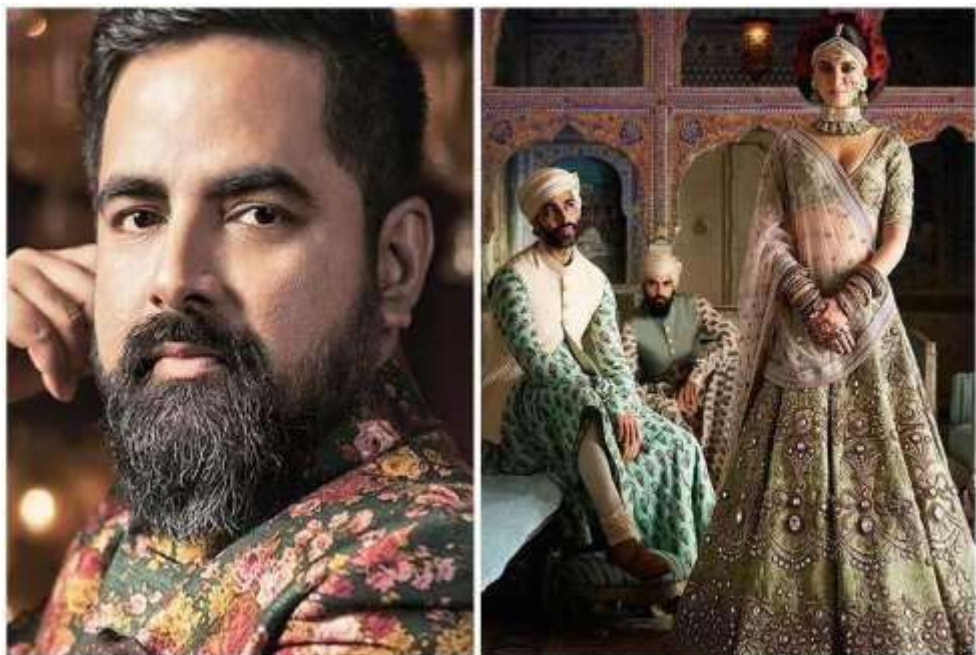


Fig. 5 Sabyasachi Mukherjee



Fig. 6 Priyanka Chopra Wearing a saree designed by Sabyasachi Mukherjee

## 5. Wendell Rodricks

Wendell Rodricks started his career as a catering graduate, but he found fashion designing more interesting and suitable for him. He is known for his "passion for white". He is from Goa, he also writes columns in Femina, Goa Today and freelance fashion journalism in major Indian news media. The designer is an art lover and promotes Goan artists at the Wendell Rodricks Couture Salon.



Fig. 7 Wendell Rodricks & Deepika Padukone

## 6. Neeta Lulla

Neeta Lulla a very well known Indian fashion designer, she says 'Fashion is not constant, style is'. She has been designing wedding dresses since 1985. She is a designer who is designing costumes for celebrities for movie appearance. She has designed for many actors and actresses for more than 300 movies. She designed garments for Aishwarya Rai and Madhuri Dixit for the trendsetting movie 'Devdas'. She also designed the garments for the movie 'Jodha Akbar'. She recently designed costumes for Kangana Ranaut for the movie 'Manikarnika'. She is engaged with Bollywood and the fashion industry over 3 decades and has styled more than 90 celebrities.



Fig. 8 Neeta Lulla And Aishwarya Rai

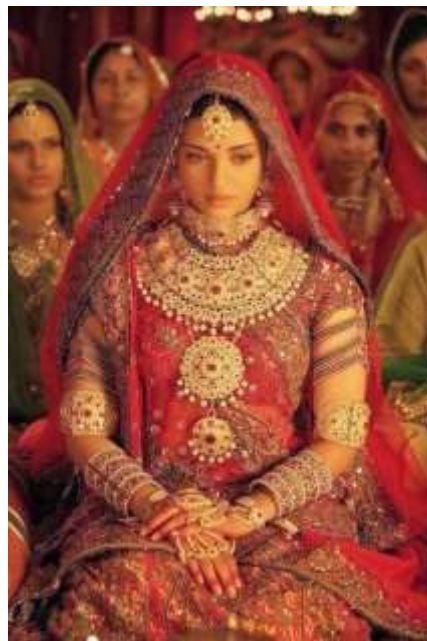


Fig. 9 Aishwarya Rai wearing garment designed by Neeta Lulla



Fig. 10 Neeta Lulla with Kangana Ranaut

#### 7. **Tarun Tahiliani**

Tarun Tahiliani is a leading fashion designer in India; he has acquired a degree from the Fashion Institute of Technology, New York. He co-founded 'Ensemble', India's first multi-designer boutique in 1987, and then in 1990, he established 'Tahiliani Designstudio' situated at New Delhi. His brand label is known as 'Ahilian', it is famous for its uniqueness and creative style. The designer is famous for designing couture, bridal wear, occasion wear, men's sherwani, ready-to-wear, accessories, hand embroidered clutches, etc.

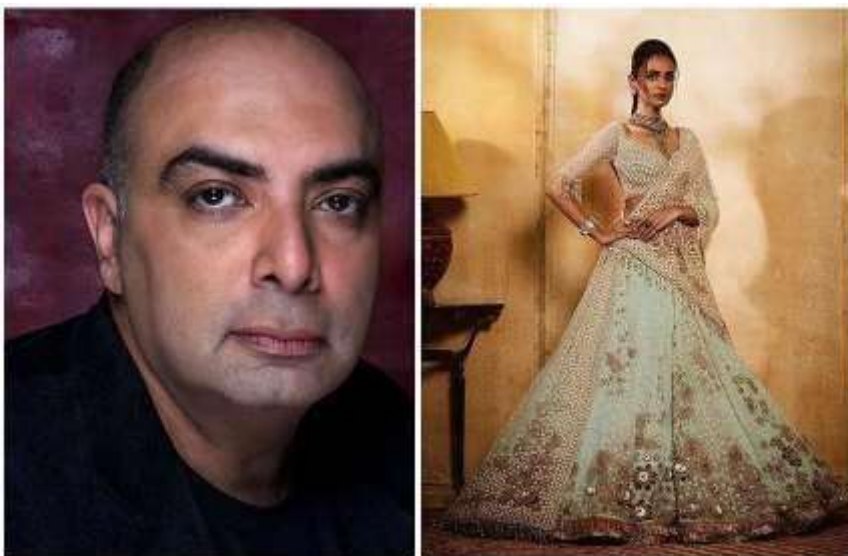


Fig. 11 Tarun Tahiliani

## 8. Anju Modi

Anju Modi is a famous Indian fashion designer, who is an integral part of the fashion industry since 1990. She designed costumes for Deepika Padukone for the movie *Bajirao Mastani*. The label for her brand is named 'Anju Modi'. She has put major efforts for reviving traditional Indian crafts and textile, age-old techniques that were long forgotten. The designer has created an extensive library for research and development techniques for weaving, vegetable dyeing, block-printing, and traditional embroidery. She won Filmfare award for 'Best Costume Designer' for '*Bajirao Mastani*'. Other than this, the designer also won many awards in the years 2008, 2010, 2012, 2013, 2014, and 2015.

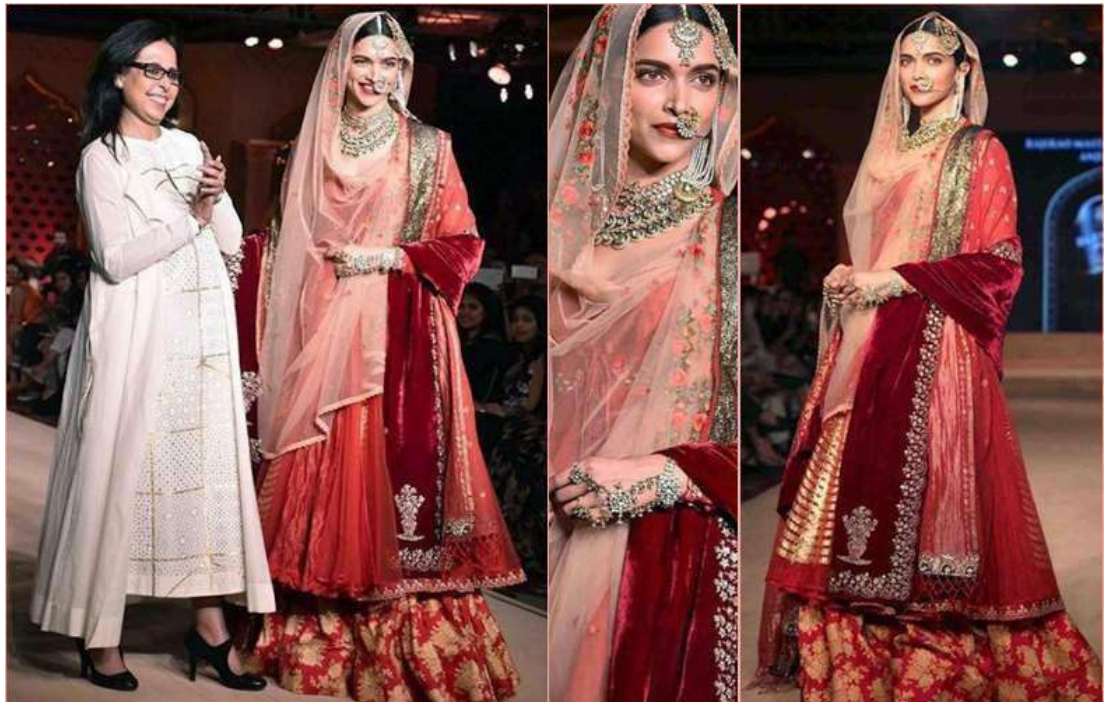


Fig. 12 Anju Modi & Deepika Padukone

## 9. Raghavendra Rathore

Raghavendra Rathore is India's very famous name for luxury men's wear. He is born and brought up in a royal family of Jodhpur, Rajasthan. He has acquired a degree from Parsons School of Design in New York, and has worked with high-end brands such as DKNY and Oscar de la Renta. He returned to Jodhpur to set up his label 'Raghavendra Rathore' in 1994. He is a specialist in traditional men's wear. He introduced 'Jodhpur Bandhgala Jackets' in the fashion industry, and it has been recognized at national and international level too. The Bandhgala jackets are the prime choice of celebrity grooms that include Virat Kohli, Akash Ambani - Reliance Industries and actor Sonam K Ahuja's businessman husband, Anand Ahuja, etc.



Fig. 13 A Model wearing Costumes designed by Raghavendra Rathore



Fig. 14 A Model wearing Costumes designed by Raghavendra Rathore

Raghavendra Brand brand stores cater to men's wear, women's wear, made-to-order, etc. He is also engaged in working for interior design, wedding and events design, accessories and jewellery. His prestigious and precious clients are Shahrukh Khan, Saif Ali Khan, HH Padmanabh Singh (Maharaja of Jaipur), Amitabh Bachchan, Virat Kohli, Anil Kapoor, Sanjay Kapoor, HH Maharaja Manujendra Shah (Maharaja of Tehri Garhwal), etc.



Fig. 15 Raghavendra Rathore

Some other famous fashion designers who have contributed to the fashion industry remarkably are - J.J. Valaya, Abu Jani & Sandeep Khosla, Khanna, Rina Dhaka, Ritu Kumar, Shantanu & Nikhil, Shyamal Bhumika, Monisha Jaising, Anushree Reddy, Rimple and Harpreet Narula, Rahul Mishra, etc.

### Check Your Progress – I

1. What is the fashion industry?

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2. How many main divisions of the fashion industry are there?

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3. Write about Wendell Rodricks. He is known for what?

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4. Write about Raghavendra Rathore.

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5. Who is Neeta Lulla? What is her contribution to the fashion industry?

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### **5.4 Leading Fashion Designers of the World**

Fashion designers are known for their ability to reinvent and capture the hearts of many around the globe. Some of these designers become so popular that their designs are appreciated across the globe, and they often become the trendsetters for the rest to follow.

Here's a list of some of the most notable fashion designers who are known to have changed the clothing style of the entire world.

## 1. Ralph Lauren



Fig. 16 Ralph Lauren



Fig. 17 T-shirt of brand Polo

The man behind the popular American brand of the same name, Ralph Lauren is credited for developing timeless and authentic American lifestyle. Since the debut in 1972, his brand „Polo“ is now a part of an international empire consisting of perfumes, furniture, luxury clothing, and even dining. Ralph is known for his distinctive fashion sense. His signature mesh sport shirt featuring his trademark emblem of the polo player attracts a wide spectrum of people all across the globe today. With countless awards to his credit, Ralph’s net worth as of 2018 is US\$ 7.2 billion, making him the 91st richest person in America.

## 2. Giorgio Armani



Fig. 18 iorgio Armani

The Italian fashion designer, Giorgio Armani, is best known as the first Red Carpet fashion designer. Armani launched his fashion business in 1975 and today his net worth has surpassed US\$ 6 billion. His signature style of luxurious, ready-to-wear minimalist clothing influenced the late 20th

century dressing. The living legend brought the minimalist style to high- end menswear. He also designed the uniforms of Italian Olympic and Paralympic teams. His success led him to expand into accessories, perfumes, real estate, interiors, and even hotels.

### 3. Jimmy Choo



Fig. 19 Jimmy Choo



Fig. 20 A product of Jimmy Choo

Jimmy Choo is a Chinese-Malaysian fashion designer who co-founded Jimmy Choo Ltd., a brand known for its handmade shoes for women. Jimmy was 11 years old when he made his first pair of slippers by learning from his father. He gained popularity in 1988, when Vogue magazine featured him, followed by the support from Princess Lady Diana who wore Choo's shoes wherever she went. Jimmy's shoe designs are feminine and he likes to use crystal hues and luxurious fabrics in his designs. His shoes are worn by many popular celebrities today, including Madonna, Kim Kardashian, Jennifer Lopez and more.

### 4. Roberto Cavalli



Fig. 21 Roberto Cavalli

Roberto Cavalli began his career in the early 1970s when he invented the procedure to print on leather and started creating patchworks using different materials. The Italian designer's signature style of flamboyant and intricately embellished clothes has attracted both men and women globally. He presented his first collection in Paris at the age of 30. Known for exotic prints and sand-blasted jeans, the high-end Italian fashion designer appealed to the new generation of celebrities including Jennifer Lopez, Christina Aguilera, and the soccer player David Beckham.

### **Calvin Klein**



Fig. 22 Calvin Klein

Calvin Klein is an American fashion designer well-known for his range of clothing lines for men and women, including apparel, denim, and underwear. His design philosophy is about making simple, comfortable and yet stylish clothes. This signature style resonated well with the buyers in the United States and across the globe. The legendary designer designed tight-fitting jeans in 1974, which brought sales of \$200,000 within the first week of its launch. Klein sold his company to Philips-Van Heusen in 2003, but his signature classical style and streamlined look is appreciated by a large mass even today.

Other notable fashion designers around the globe:

5. Miuccia Prada
6. Dolce & Gabbana
7. Donatella Versace

8. Coco Chanel
9. Karl Lagerfeld
10. Marc Jacobs
11. Tommy Hilfiger

### Check Your Progress – II

6. Make a list of leading fashion designers of the world.

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7. Who is Ralph Lauren?

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8. Jimmy Choo brand is famous for what?

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### Multiple Choice Questions

1. \_\_\_\_\_ is a co-founder of 'Ensemble', India's first multi-designer boutique.
- |                 |                        |
|-----------------|------------------------|
| a) Rahul Mishra | b) Tarun Tahiliani     |
| c) Neeta Lulla  | d) Raghuvendra Rathore |

2. \_\_\_\_\_ has created an extensive library for research and development techniques for weaving, vegetable dyeing, block-printing, and traditional embroidery.
  - a) Anju Modi
  - b) Manish Malhotra
  - c) J.J. Valaya
  - d) Anita Dongre
3. The famous designer \_\_\_\_\_ is known for his "passion for white".
  - a) Monisha Jaising
  - b) Anju Modi
  - c) Wendell Rodricks
  - d) Rohir Bal
4. \_\_\_\_\_ is a Bengali designer from Kolkata.
  - a) Shantanu & Nikhil
  - b) Rohit Bal
  - c) Anita Dongre
  - d) Sabyasachi Mukherjee
5. The Bandhgala jackets are made famous by \_\_\_\_\_.
  - a) Raghevendra Rathore
  - b) Tarun Tahiliani
  - c) Wendell Rodricks
  - d) Anushree Reddy
6. In 1970 the Italian designer \_\_\_\_\_ invented the procedure to print on leather and started creating patchworks using different materials.
  - a) Calvin Klein
  - b) Roberto Cavalli
  - c) Donnatella Versace
  - d) Coco Chanel
7. A famous name Polo is a brand of \_\_\_\_\_.
  - a) Ralph Lauren
  - b) Giorgio Armani
  - c) Marc Jacobs
  - d) Miuccia Prada
8. \_\_\_\_\_ is a Chinese-Malaysian fashion designer famous for designing women's shoes.
  - a) Karl Lagerfeld
  - b) Roberto Cavalli
  - c) Jimmy Choo
  - d) Tommy Hilfiger
9. The costumes of trendsetting movie Devdas were designed by \_\_\_\_\_.
  - a) Ritu Kumar
  - b) Rina Dhaka
  - c) Anushree Reddy
  - d) Neeta Lulla

10. The leading fashion designer \_\_\_\_\_ has started his career as a model.

a) J.J. Valaya

b) Manish Malhotra

c) Rohit Bal

d) Manish Arora

## 5.5 Let Us Sum Up

Fashion industry is the outcome of modern era. Today, it is one of the most globally growing industries. Fashion industry has been one of the largest industries which provide a large number of employment opportunities.

Fashion industry is mainly divided into four divisions:

- The production of raw material (fibers, yarns, fabric, etc.)
- The production of fashion and apparel goods by designers, manufacturers, etc.
- Wholesale and retail sales of goods.
- Marketing through different types of advertisements and sales promotion activities.

These divisions work separately but they are interdependent. People who like to be in the fashion industry can select their careers from numerous available opportunities.

There are a lot many efforts and a huge contribution of various leading fashion designers to grow and make the fashion industry successful.

Some of the notable fashion designers from India are - Manish Malhotra, Neeta Lulla, Tarun Tahiliani, Raghavendra Rathore, Abu Jani and Sandeep Khosla, Anju Modi, Ritu Kumar, Anita Dongre, and many more.

Some of the leading fashion designers from the world are - Giorgio Armani, Ralph Lauren, Coco Chanel, Jimmy Choo, Roberto Cavalli, Calvin Klein, Donatella Versace, etc. and many more.

Fashion designers are known for their ability to reinvent and capture the hearts of many around the globe. Some of these designers become so popular that their designs are appreciated across the globe, and they often become the trendsetters for the rest to follow.

## 5.6 Keywords

**Adopt** - choose to take up, follow, or use

**Employment** - the state of having a paid work

**Huge** - extremely large; enormous / extremely popular or successful

**Interdependent** - two or more people or things dependent on each other

**Intricate** - very complicated or detailed / complex

**Mass production** - production of large quantities of a standardized article by an automated mechanical process

**Synchronization** - operation or activity of two or more things at the same time or rate

**Trendy** - very fashionable or up to date

**Remarkably** – in a way that is worthy of attention

**Mesh** - material made of a network of wire or thread / an interlaced structure

## 5.7 Suggested Books

Webliography

<https://www.anjumodi.com/pages/about-anju-modi>

<https://www.taruntahiliani.com/pages/about>

<https://shilpaahuja.com/20-top-fashion-designers-india/>

[www.anjumodi.com](http://www.anjumodi.com)

[www.taruntahiliani.com](http://www.taruntahiliani.com)

<https://shilpaahuja.com/20-top-fashion-designers-india/>

## Answers

### Check Your Progress - I

1. The fashion industry is one of the most globally growing industries. Fashion industry works to meet the needs and demand of the market for clothing, accessories, footwear, etc. and also identify the latest and new emerging trends in fashion. It has been one of the largest industries which provide a large number of employment opportunities.
2. The Fashion industry mainly divided into four divisions:
  - 1) The production of raw material (fibers, yarns, fabric, etc.)
  - 2) The production of fashion and apparel goods by designers, manufacturers, etc.
  - 3) Wholesale and retail sales of goods and

- 4) Marketing through different types of advertisements and sales promotion activities.

These divisions work separately but they are interdependent.

3. Wendell Rodricks is a famous Indian fashion designer. He is known for his "passion for white". He is from Goa, he also writes columns in Femina, Goa Today and freelance fashion journalism in major Indian news media. The designer is an art lover by heart and promotes Goan artists at the Wendell Rodricks Couture Salon.
4. Raghavendra Rathore is India's very famous name for luxury men's wear. He is born and brought up in a royal family of Jodhpur, Rajasthan. His label is 'Raghavendra Rathore' established in 1994 at Jodhpur Rajasthan. He introduced 'Jodhpur Bandhgala Jackets' in the fashion industry, and it has been recognized at national and international level too.
5. Neeta Lulla a very well known Indian fashion designer designs clothes for celebrities for more than 300 movies. She designed garments for Aishwarya Rai and Madhuri Dixit for the trendsetting movie 'Devdas'. She also designed the garments for the movie 'Jodha Akbar' and many more. She is engaged with Bollywood and the fashion industry over 3 decades and styled for more than 90 celebrities.

## **Check Your Progress – II**

6. The list of leading fashion designers of the world is as below.
  - 1) Ralph Lawren
  - 2) Giorgio Armani
  - 3) Jimmy Choo
  - 4) Roberto Cavalli
  - 5) Calvin Klein
  - 6) Coco Chanel
  - 7) Tommy Hilfiger, etc.
7. Ralph Lauren is an American fashion designer, debut in 1972. his brand 'Polo' Polo' is now a part of an international empire consisting of perfumes, furniture, luxury clothing, and even dining. Ralph is known for his distinctive fashion sense. His signature mesh sport shirt featuring his trademark emblem of the polo player attracts a wide spectrum of people all across the globe today.
8. Jimmy Choo is a Chinese-Malaysian fashion designer who co-founded Jimmy Choo Ltd., a brand known for its handmade shoes for women. He gained popularity in 1988, when Vogue magazine featured him, followed by the support from Princess Lady Diana who wore Choo's shoes wherever she went. Jimmy's shoe designs

are feminine and he likes to use crystal hues and luxurious fabrics in his designs.

### **Answers - Multiple Choice Questions**

1. b) Tarun Tahiliani
2. a) Anju Modi
3. c) Wendell Rodricks
4. d) Sabyasachi Mukherjee
5. a) Raghevendra Rathore
6. b) Roberto Cavalli
7. a) Ralph Lauren
8. c) Jimmy Choo
9. d) Neeta Lulla
10. b) Manish Malhotra

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Fig. 1 [shilpaahuja](#)

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Fig. 3 [Rohitbal](#)

Fig. 4 [Shilpaahuja](#)

Fig. 5 [Shilpaahuja](#)

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Fig. 17 [Amazon](#)

Fig. 18 [Queerty](#)

Fig. 19 [Zimbio](#)

Fig. 20 [YourNextShoes](#)

Fig. 21 [Hellomagazine](#)

Fig. 22 [Biografie](#)

# **UNIT- 6 SELECTION OF CLOTHES**

## **STRUCTURE**

### **6.0 Objectives**

### **6.1 Introduction**

### **6.2 Selection of Clothes for Different End Uses**

### **Check Your Progress – I**

### **6.3 Factors Affecting Clothing Selection**

#### **6.3.1 Social Factor**

#### **6.3.2 Economic Factor**

#### **6.3.3 Environmental Factor**

#### **6.3.4 Physiological Factor**

### **Check Your Progress – II**

### **Multiple Choice Questions**

### **6.4 Let Us Sum Up**

### **6.5 Keywords**

### **6.6 Suggested Books**

### **6.7 Answers**

## **6.0 Objectives**

After studying this unit, the students will be able to:

- Understand and explain the selection of fabrics and clothes for different end uses;
- Get information regarding various factors influencing the selection of clothing.

## **6.1 Introduction**

At the time of dress designing and making, it is very important to select a suitable fabric. There are various kinds of fabric available in the market for different end uses. Various types of clothes are required by people for

different purposes like - uniform, casual wear, wedding wear, festive garments, infant wear, etc. and many more. So, for all these different types of clothes, there is a requirement of the selection of particular fabric, that can be suitable and it fulfils its objective behind making the clothes. The selection of clothes depends on various factors and it is also influenced by various factors too.

The cloth is a textile material, either natural or man-made. It is made up of fibers and yarns. Fibers are twisted or spun to make yarns. Yarns together are either woven/knitted in a long fabric, or they are arranged into a web and glued together or heat pressed to make non-woven fabric. Different fabrics and clothes have different properties. The selection of cloth depends upon the end-use of it.

## 6.2 Selection of Clothes for Different End Uses

Clothes are used for the primary purpose of covering and protecting the body. The selection of clothes depends upon its end-use. The application of clothing varies according to different people, work, requirements, and situations. So, the clothing selection should be according to its final application and end-use of it.

The clothing selection requirements are different for different age groups. In the case of infants, the clothes should be soft, soothing and ones which dry up easily. The clothes for the toddlers should be colourful, eye-catching and durable. For teenagers, it should be creative and new-fashioned. The adults prefer simple, elegant and sober clothes. The clothes for old age people should be comfortable, soft, easily washable, etc. The people of different age groups have different requirements for clothing, so the selection of it is based on it too.



Fig. 1 Clothes for Infants



Fig. 2 Clothes for teenagers

Different work environment and working conditions can be seen at different workplaces. So, it requires having a unique and different dress

code and uniform for various jobs. For example, a uniform for the army man should be durable and strong enough to protect. A lawyer's dress code at the court is in black and white as per the norms. A chef wears a long jacket and pants, an apron with a white hat.



Fig. 3 Army Uniform



Fig. 4 Uniform of Chef

The clothing selection for different occasions and festivals are also different. At the time of wedding, the clothing choices are more of ethnic wear with embroidery work and bright colours. At the time of the festival celebration, the clothes selected by people are more traditional, eye-catching and colourful, etc.



Fig. 5 Colourful and embroidered ethnic wear for women

Thus, the clothing selection depends on its end-use and as per the different application requirements of people. Various factors are there that affect the selection of clothing.

### Check Your Progress – I

Q- 1 The selection of clothes should be according to its end-use. Why?

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Q-2 How the selection of clothes is different for different age groups?

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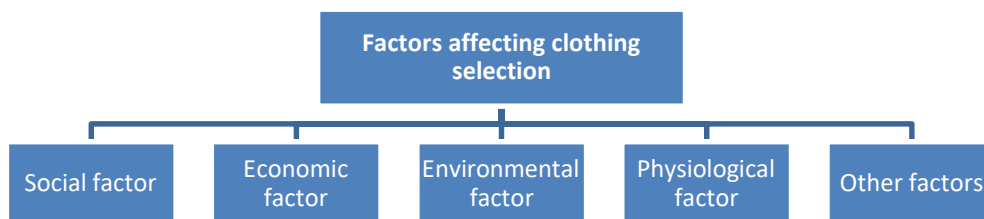
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### 6.3 Factors Affecting Clothing Selection

Clothing is one of the basic needs of human beings. It is necessary to wear clothes according to the occasion, profession, weather, etc. The clothing style of a person reflects the choice, image, and personality of a wearer. To select suitable and desirable clothes depends upon various factors. Several factors affect the clothing selection of a person. The factors influencing the clothing selection are described below.



### 6.3.1 Social Factor -

The society plays a vital role in human being's life. Several factors affect and influence personality, behaviour, choice, selection, thought process, and many more things. When it comes to the part of clothing selection, it is also not an exceptional case. Various social factors that affect the clothing selection of a person are given below.

- Family
- Reference group
- The place where a person lives (urban or rural)
- Cultural background
- Gender
- Age
- Occasion
- Occupation

**Family** - Family plays a very important role in shaping the personality, behaviour, and choice of a person. It is the main environment wherein the person evolves and learns many things and acquires values. So, the family and family members affect the choice and selection of clothing of a person.

**Reference group** - Some people usually seek aid for taking various decisions or usually follow someone's choices and preferences. The reference group includes people like - family members, co-workers, friends, teachers, peers, celebrities, sports heroes, political leaders, etc. The choice for selection of clothing of a person can depend on the reference group.

**The place where a person lives (urban or rural)** - The clothing selection is greatly influenced by the area and place where a person lives. It can be an urban place or a rural area. The choice of a person who lives in an urban place is more cosmopolitan because of multi-cultural interaction between the various parts of society, awareness about the latest trends and styles in fashion, accessibility, etc. On the other hand, the choice of clothing in a rural area is more affected by regional factors.

**Cultural background** - The cultural background of a person influences the clothing selection at large. India is a nation with a rich culture and various sub-cultures in different states and regions can be seen. Different cultures have different preferences, styles of clothing, food, etc. The cultural background and upbringing of a person influences the clothing selection.

**Gender** - We are living in a modern era, where people do not believe in gender biasness. Yet, when it comes to the part of clothes, people still feel comfortable maintaining a difference between males and females. There are

various types of beautiful and fashionable garment ranges available to people.

**Occasion-** The selection of clothing depends on the occasion. Generally, people select clothes as per the situation and requirement of an occasion. Different types of clothes should be worn on different occasions like - weddings, festival celebrations, school, office, vacation, travelling, etc.

**Occupation-** The occupation affects the choice and selection of clothing of people. Different occupations have their separate uniforms and articles of clothing like - a doctor, nurse, lawyer, judge, teacher, policeman, army man, etc.

### **6.3.2 Economic Factor –**

Economic factor plays a very crucial role in the selection and buying of clothing articles. Money is the main factor through which one can buy products and services. Several economic factors like income, savings, purchasing power, socio-economic condition, economic status of an individual, availability of things, etc. influence the selection of clothing articles.

**Socio-economic condition** - The economic condition of the society reflects in the selection and purchasing patterns of the people. High growth in socio-economic conditions leads to more income, savings, and more purchasing power to the people. On the other hand, the slow growth of economic conditions in society leads towards low income, fewer savings, and less purchasing power to the people.

**Income** - Income is a major economic factor that directly influences the choice and selection of garments. Generally, people from the high-income group can spend more money on expensive and fashionable garments compared to the low-income group. The people from the low-income group prefer durable and low priced garments.

**Economic status** - Economic status affects the selection of garments of the people. A person with high economic status can afford and buy exclusively designed and expensive garments that suit his/her economic status.

### **6.3.3 Environmental Factor –**

The environmental factors play a very crucial role in the selection of clothing. The clothes are a primary need of a human being to protect the body from climatic conditions. Various environmental factors that affect the choice of clothing are given below.

**Climate** - Different places have different climatic conditions. Generally, the climate changes as per the season and the selection of clothing depends

on it. The clothes should be worn according to the season and weather to protect the body from the adverse effects.

E.g. Soft, light-coloured, and cool clothes should be selected in summer. Thick, warm, and dark or bright coloured clothes should be selected for the winter season. In the monsoon season, one should select such clothes that can dry up quickly and are wrinkle-free. For example, garments from nylon fabric can be suitable in the rainy season. A person cannot wear the same type of clothes in different climatic conditions. So, the selection of clothing is depended and influenced by environmental factors.

**Protection from extreme conditions** - In some places, there are extreme weather conditions like too cold, too hot, too rainy, or chilling wind, etc. So, to protect the body from such extreme climatic conditions, one should select the clothing accordingly.

**Unusual places** - Some unusual places like underwater, space, etc. need some special featured clothing.

#### **6.3.4 Physiological Factor –**

The physiological factor affects the selection of clothing of a person. It includes many factors like – age of a person, strength level, body type and structure, activity level, etc.

**Age** - Clothing selection is affected by an important factor i.e. age of a person. Different types of clothes are available with a variety of fabrics, styles, cut, patterns, colours, etc. for the different age groups. The clothes selection should be suitable and according to age like - infants, toddlers, school-going children, teenagers, adults, and old people, etc.

**Body/ figure type** – Every person has a different and unique figure. The selection of clothes should be according to the body type of a person. All types of garments cannot be suitable for all. So it is necessary to choose clothes as per the body type to highlight specific body features and to conceal some flaws.

Some are tall, some are short, some have normal height and body width, some are fat, some are thin. So, the selection of a garment should be based on the figure type of an individual.

For example, to look taller one should wear plain or single coloured clothes with vertical lines. Similarly to create an illusion of less height one should wear two or multi-coloured clothes with horizontal lines.

### 6.3.5 Other Factors –

Some of the other factors like the personality of an individual, fashion in the market, celebrity influence, media, television, advertisements, etc. are also important factors that affect the clothing selection.

**Personality** - Various personal aspects like- nature, values, beliefs, ethics, etc. reflects the personality of an individual. Different people have different unique personalities and their choice of clothing gets affected by it.

For example, an introvert personality may like to wear a cool, sober, simple type of clothes. Whereas, an extrovert person may like bold colours, large prints, and patterns, etc.

**Fashion** - Fashion is a very essential factor that influences clothing selection. Usually, people like to follow fashion and to wear the latest, stylish and trendy clothes.

**Celebrities** – Celebrities have a great impact on the mind and choice of people. Celebrities include - television actors and actresses, Bollywood celebrities, political leaders, sportspersons, singers, etc. The choices of people for clothing selection get influenced by celebrities. The celebrities endorse the ads nowadays that ultimately affect people's clothing choices.

### Check Your Progress – II

Q- 3 Make a list of factors affecting clothing selection.

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Q- 4 What are the social factors influencing the selection of clothing?

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**Seek** – to look for/ ask for

**Several** – more than a few/ a number of

**Vital** – very important/ crucial/ fundamental/ essential

## **6.6 Suggested Books**

1. Consumer Behaviour: Insights from Indian Market, By Ramanuj Majumdar, 2010- PHI Learning Private Limited, New Delhi

2. Indian Fashion: Tradition, Innovation, Style, By Arti Sandhu, First edition 2015 – Bloomsbury Publishing

3. Shaping Sustainable Fashion: Changing the Way We Make and Use Clothes

edited by Alison Gwilt, Timo Rissanen, Earthscan – first edition 2011

4. Selection of Cotton Fabrics, By Ruth O'Brien, U.S. Department of Agriculture

## **6.7 Answers**

### **Check Your Progress – I**

1. The application and the requirements of clothes are different as per the different age groups, personalities, personal choices, occasions, occupations, etc. So the selection of clothes should be according to its end- use.

2. The clothing selection requirements are different for different age groups. In the case of infants, the clothes should be soft, soothing and dry up easily. The clothes for the toddlers should be colourful, eye-catching and durable. For teenagers, it should be creative and new-fashioned. The adults prefer simple, elegant and sober clothes. The clothes for old age people should be comfortable, soft, easily washable, etc. The people of different age groups have different requirements for clothing, so the selection of clothes is different for different age groups.

### **Check Your Progress – II**

3. A list of factors affecting clothing selection is as below.

- Social factor
- Economic factor
- Environmental factor
- Physiological factor

4. Various social factors that affect the clothing selection of a person are given below.

- Family
- Reference group
- The place where a person lives (urban or rural)
- Cultural background
- Gender
- Age
- Occasion
- Occupation

5. The physiological factors related to choice of clothing are as below.

- Age of a person
- Strength level
- Body/ figure type and structure
- Activity level etc.

6. Celebrities have a great impact on the mind and choice of people. Celebrities include - television actors and actresses, Bollywood celebrities, political leaders, sportspersons, singers, etc. The choices of people for clothing selection get influenced by celebrities. The celebrities endorse the ads nowadays that ultimately affect people's clothing choices.

### **Answers - Multiple Choice Questions**

1. b) Comfortable
2. b) Reference group
3. c) social
4. d) physiological
5. b) yarns
6. a) Urban
7. b) Low-income

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## **Unit – 7 Traditional Textiles of India**

### **STRUCTURE**

#### **7.0 Objectives**

#### **7.1 Introduction**

#### **7.2 Embroidered Textiles**

##### **7.2.1 Kashida**

##### **7.2.2 Phulkari**

##### **7.2.3 Chamba Rumal**

##### **7.2.4 Embroidery from Gujarat**

##### **7.2.5 Parsi Embroidery**

##### **7.2.6 Chikankari**

##### **7.2.7 Zardosi**

##### **7.2.8 Kasuti**

##### **7.2.9 Kantha**

##### **7.2.10 Sujani**

#### **7.3 Resist Dyed Textiles**

##### **7.3.1 Yarn Resist Dyed (Ikat Textiles)**

###### **a. Patola of Gujarat**

###### **b. Ikat of Odisha**

###### **c. Ikat Textiles of Andhra Pradesh**

##### **7.3.2 Cloth Resist Dyed (Bandhani)**

###### **a. Bandhani of Gujarat**

###### **b. Bandhej and Lehriya of Rajasthan**

#### **7.4 Check Your Progress-I**

#### **7.5 Painted and Printed Textiles**

##### **7.5.1 Painted Textiles**

### **7.5.2 Printed Textiles**

## **7.6 Hand- Woven Textiles (Saris)**

### **7.6.1 Banarsi**

### **7.6.2 Baluchari**

### **7.6.3 Jamdani**

### **7.6.4 Paithani**

### **7.6.5 Chanderi**

### **7.6.6 Maheshwari**

### **7.6.7 Kanjeevaram**

## **7.7 Let Us Sum Up**

## **7.8 Key Words**

## **7.9 Check Your Progress-II**

### **Multiple Choice Questions**

## **7.10 Suggested Books**

### **Answers**

## **7.0 Objectives**

**7.0.1** To introduce various traditional textiles from different parts of India

**7.0.2** To impart knowledge of origin, history, tools and technique used, its manufacturing process, motifs and colours used in traditional textiles

**7.0.3** To create awareness about rich heritage of traditional Indian textiles

## **7.1 Introduction**

India has a rich heritage of traditional textiles. Each region in India has different culture and tradition due to the climatic condition of the particular region, the life style of particular community, available resources and daily needs. Therefore it shows diversity in craft practices of people living in that region such as textile craft, pottery, leather crafts, wood work, metal crafts and many more.

These crafts are the daily practices of the people and every craft has its unique process, significant motifs and colours.

Since ancient times India is known for its age old textile tradition. As a student of Fashion design one should have knowledge about traditional textiles as they are very good examples of creativity, innovation and design development. This will help in creating a base for developing new designs and become a source of inspiration for creating new designs. Here the traditional textiles have been classified as the technique used such as, embroidery, weaving, printing, painting etc.

## 7.2 Embroidered Textiles

### 7.2.1 *Kashida* of Kashmir:

*Kashida* is embroidery from Kashmir and practiced by men. It is done on cotton, silk or wool. The embroidery threads used for *Kashida* are wool or silk depending on the product. The main stitches used are darning stitch, stem stitch, satin stitch and chain stitch. The motifs used in *Kashida* are inspired from rich flora and fauna of the region. Such as birds like kingfisher; flowers, butterflies, maple leaves, almonds, cherries, grapes and plums. There are three styles of embroidery followed in Kashmir.



*Sujani* (Fig 1), *Aari* / Chain stitch (Fig 2) and Kashmiri Couching with zari (Fig 3).

Kashmiri embroidery is primarily done on shawls and regional garments like *Phiran*. Chain stitch embroidery is done on woolen floor rugs called *Gabbas* and *Namdas*. Today *Kashida* is also used to decorate household items like *kurtis*, bed covers, cushion covers, lamp-shades, bags and other accessories such as purses, key-chains.



Fig.1: *Sujani* embroidery



Fig.2: *Aari* embroidery



Fig.3: Kashmiri couching

### 7.2.2 *Phulkari* of Punjab

*Phulkari* is an embroidery style from Punjab.

The material used for *Phulkari* is handspun and hand woven; *Khaddar* that is dyed in red, rust, brown, blue and darker shades. Soft untwisted silk thread „*Pat*’ is used for the embroidery. The colours of the thread are red, green, golden yellow, orange, blue, etc. The basic stitch employed for



Fig.4: *Phulkari*

*Phulkari* is darning stitch, which is done from the reverse side of the fabric. It is done by counting the yarn. No tracing is done for motif. There are different types of *Phulkari* such as *Bagh*, *Chope*, *Sainchi*, *Darshan Dwar* etc.

(Fig. 4).

*Phulkari* is an important part of the bridal trousseau and is worn as a veil or wrap by women on special occasions like „*Karva Chauth*“. Presently, *Phulkari* is being done on bed linen and apparel like tops, tunics, skirts etc.

### 7.2.3 *Chamba Rumal*

The *Chamba Rumal* embroidery is from Himachal Pradesh. *Chamba* was known for the most pictorial needle work. The embroidery is tried out on two types of unbleached cotton cloth: lightweight, delicate muslin or handspun, hand-woven, coarser *khaddar*. Untwisted, dyed silk threads ‘*Pat*’ in bright colours like red, yellow, green, blue, crimson and purple are used for the embroidery. The embroidery uses double satin stitch which at the same time fills in the motif on both sides of the fabric, making it reversible. The motifs used are inspired from Pahari paintings depicting Lord Krishna and his playful antics, flora and fauna, tiger, goat, deer, horse, peacock, parrot; flowers, shrubs and plants, willow and cypress trees; and musical

Fig.5: *Chamba rumal*

instruments like *sitar*, *veena*, etc.

#### 7.2.4 Embroideries from Gujarat

The embroidery of Gujarat is colourful and vibrant practiced by different communities of the state. The most popular embroidery styles originated from Kutch and Kathiawar region of Gujarat. The embroidery is done with multi-coloured threads, usually cotton or silk embroidery threads. Different stitches are used depending on the style of embroidery, namely chain stitch, herringbone stitch, satin stitch, interlace stitch, buttonhole stitch and darning stitch. There is also use of mirrors that are fixed on the fabric with an embroidery stitch. Another technique used in Gujarat is appliqué where scraps of fabric are cut into a form and stitched onto the base fabric. The different types of embroidery are shown in the images below:



Fig.6: Mochi Bharat



Fig.7: Soof Bharat



Kachchi Bharat, sindhi taropa



Fig.9: Aabhla Bharat



Fig.10: Moti Bharat

**7.2.5 Parsi Embroidery** As the name suggests, the Parsi embroidery is practiced by the Parsi community. The material used for Parsi embroidery is silk fabric in bright red, purple, blue, magenta and black colour. The embroidery is done with silk threads in light pastel colours like off- white, pink and cream. The stitch used in Parsi embroidery is satin stitch and its variations to fill-in motifs.

French knots are also used. The motifs used are flowers

like lily and lotus; foliage like cherry, weeping willow and pine; birds like crane and peacock, and butterflies (Fig. 11). The Parsi embroidery is done on *Garas* (sari) and *Jhablas*. It is time consuming embroidery.



Fig.11: Parsi Embroidery

### 7.2.6 Chikankari

Chikankari is white work embroidery practiced in Lucknow, Uttar Pradesh. The embroidery is done on fine white cotton fabric with untwisted white cotton or silk thread. There are three types of stitches used in Chikankari: stem stitch, herringbone stitch, bullion and French knots. The motifs used are flowers, creepers and lace-like patterns. A common style present in each piece of Chikankari is the shadow work (Fig. 12).



Fig.12: Chikankari Embroidery



Fig.13: Zardosi Embroidery

### 7.2.7 Zardosi

Zardosi, also known as gold and silver embroidery is practiced in Lucknow, Agra, Varanasi, Bareilly, Bhopal, Delhi and Chennai. The embroidery is done on different fabrics such as velvet, satin and silk with a variety of zari threads and materials like *badla* (the untwisted wire), *salma* (stiff finely twisted circular wire) *gijai* (twisted metallic wire), *dabka* (zig-zag coiled

wire), *sitara* (small circular disc), pearls and coloured beads (Fig.13). The different stitches used in Zardosi are chain stitch, stem stitch and satin stitch. The fabric is first stretched on a rectangular wooden frame supported on two tripods called a *karchob*. A hook or an awl is used to execute the embroidery. The motifs used are mainly floral and geometrical.

### 7.2.8 Kasuti

Kasuti embroidery is practiced in Karnataka. The embroidery is executed by women and believed to be auspicious. The embroidery is done on hand-woven cloth of darker colour usually black with cotton threads in different colours like red, orange, purple, green, yellow and blue.

The threads used are drawn from the old silk sari borders. The motifs are inspired from religion, architecture, flora and fauna, and objects of daily use. Some examples are star shaped designs, *tulsi* pot, cradle, deer, elephant, peacock, horse and lotus (Fig. 14).



Fig.14: Kasuti Embroidery

### 7.2.9 Kantha

Kantha is an embroidery style that originated in West Bengal. In the past, it was used to transform old or used fabric into an embroidered textile. The embroidery was carried out on layers of old white cotton saris that are stitched together with simple running stitch in white thread. The motifs are traced and embroidered using different coloured threads. The embroidery threads used were drawn from the old sari borders. The basic stitch used is running stitch along with satin stitch (Fig.15)



Fig.15: Kantha Embroidery

The motifs used in Kantha are lotus flowers, floral scrolls, tree of life, creepers; animal and bird forms; fish, sea-monsters, mermaids, ships, submarine scenes; domestic articles like mirrors, pitcher, nut cracker, umbrella, musical instruments and human figures like gods and goddesses, horse man, fisherwoman, etc. Now-a-days Kantha embroidered sarees, stoles, dupatta, blouses, accessories are available.

#### **7.2.10 Sujani**

Sujani is an embroidery style practiced in parts of Bihar. Similar to Kantha, the embroidery was traditionally carried out on layers of old saris and converted into a quilt. In the past, Sujanis or embroidered quilts were made on the birth of a baby. The motifs are filled-in with rows of running stitch in coloured threads drawn from the old sari borders. The outlines of the motifs are done with chain stitch. The motifs used in Sujani are flowers, plants, elephants, birds, fishes, gods and goddesses (Fig.16). The contemporary Sujanis are also representing social concerns like, women empowerment, girl child education and domestic violence. The motifs are simpler and bolder in comparison to the Kantha embroidery.



Fig. 16: Sujani Embroidery

### **7.3 Resist Dyed Textiles**

The meaning of resist is to block. Resist dyeing is a technique of colouring yarn or fabric in order to create a pattern by blocking or resisting the certain areas, so that only the unblocked areas receive colour.

Thread, wax, rice, mud paste can be used as resist materials. Traditional resist dyed textile of India can be classified in two categories:

- Yarn resist dyed textiles
- Cloth resist dyed textiles

#### **7.3.1 Yarn Resist Dyed (Ikat textiles)**

Yarn resist dyed textiles are also known as Ikat textiles. The technique in which the yarns were tied to create the pattern is called yarn resist. In this

technique yarns are first tied and then dyed according to the design before weaving. That is why it is called yarn dyed. After dyeing the thread or resist material is removed. These are classified under two categories:

**a. Single Ikat:**

There are two kinds of single Ikat namely warp Ikat and weft Ikat. As the name suggests, in warp Ikat, only the warp yarns are tie-dyed and woven with plain solid coloured weft yarns and similarly and in weft Ikat, the weft yarns are tie-dyed and woven with plain warp yarns. For example Bandhas from Odisha

**b. Double Ikat:**

It is a more complex form of Ikats. In double Ikat, both warp and weft yarns are tie-dyed with such precision that the patterns of the warp and weft yarns match each other. For example: Patola of Patan, Gujarat, Telia Ruma of Andhra Pradesh.

**Patola of Gujarat:**

The double Ikat weaving tradition of Gujarat is called „Patola“. The textile is produced by the weavers of the Salvi community using expensive silk yarns. In the past, Patolas were manufactured in Patan, Khambhat and Baroda in Gujarat. Today, there are only two families in Patan who continue to practice this craft. In India, Patola saris are believed to be auspicious and worn on very special occasions like weddings and festivals (Fig.17).



Fig.17: Patan Patola

The process of producing Patola is very much time consuming and laborious. The design is planned very carefully because both warp and weft yarns are tie-dyed repeatedly to get more than one colour. After the yarns are tied and dyed; the warp and weft are woven in plain weave. A sari takes almost one month to weave. Patola textiles use intense colours like bright red, golden yellow, green, dark blue, reddish brown, etc. The traditional Patola motifs are flowers, jewels, elephants, birds and dancing women for

the Hindu and Jain communities. The Patola motifs are named as (elephant – Parrot) Nari Kunjar, Popat Bhat (lady – elephant – Parrot), Navratan Bhat (Jewel Mosaic), Phool Wali Bhat (Floral), etc.

### ➤ **Telia Rumal of Andhra Pradesh**

The traditional Ikat textile known as Telia Rumal is from the coastal village Chirala in Andhra Pradesh. It is a square double Ikat rumal or handkerchief of fine cotton measuring 75 sq.cm. Oil (tel) is an important element used in the making of the rumal, it is known as telia rumal. Traditionally the telia rumal was produced by the weavers of the Padmasali community. The telia rumal were worn by fishermen as a turban or as a lower garment called lungi. The traditional colours used were terracotta red and black, using natural dyes. The traditional telia rumal represent a geometrical grid-like pattern with borders; in such a way that it makes small squares at the four corners (Fig. 18).



Fig.18: Telia rumal

### ➤ **Pochampalli Ikat /Sarees of Telangana**

In the early 20<sup>th</sup> century, the weavers of telia rumal introduced the Ikat technique to the Devang and Padmasali weavers of Pochampalli, a village near Hyderabad. The Pochampalli weavers applied the technique of Ikat weaving to saris, dupattas and yardage. The Pochampalli Ikat is basically inspired from Telia rumal. The Pochampalli Ikats are found in variety of colours such as; magenta, brown, parrot green, bright golden yellow, orange, off-white, black, etc. (Fig.19).



Fig.19: Pochampalli ikat

### **Bandhas from Odisha:**

The Ikat textiles called „bandhas“ are from Odisha and manufactured in Cuttack, Nuapatna, Sonepur, Bargarh and Sambalpur. Both Cotton and silk Ikats are available. These textiles are distinguished by curved forms with hazy outlines. The hazy lines are created because of one set of yarns in the fabric are tie-dyed, mainly weft Ikat is done in Odisha. The traditional motifs are *shankha* or conch shell, *swastika*, creepers, flowers like lotus, intertwined snake, fish, tortoise and elephant. The Ikat saris of Odisha are the popular clothing of the local women, and are also preferred by the modern women of India (Fig.20).



Fig.20: Bandhas of Odisha

### **7.3.2 Fabric Resist Dyed Textiles:**

In the fabric resist dyeing technique, the particular areas on the fabric are tied tightly with thread or any other object to prevent it from dyeing. After dyeing thread or the objects used are removed and we get an interesting pattern created on fabric. The fabric resist dyed textiles are mainly categorized as they are produced in the region of Gujarat and Rajasthan.

#### **a. Bandhani of Gujarat:**

The tie-dye from Gujarat is called Bandhani. The meaning of *bandhani* is to tie. The Bandhanis are famous for its fine resist dots and intricate

designs. Traditionally it is done on silk, cotton and wool. The outlines of the motifs are tied and it creates the tiny dots of animal and human figures, flowers, plants and trees. The wide ranges of products are *odhanis*, saris, shawls to stitched garments like *kurta* and skirts (Fig. 21). The main centres of Bandhani in Gujarat are Jamnagar, Bhavnagar, Porbandar and Kutch.

- **Gharcholu:** It is a popular Bandhani textile from Gujarat. It is called *gharchola* or *gharcholu*, a traditional *odhani* for Hindu brides, which is nowadays available as a sari worn on auspicious occasions. It is available in cotton or silk is red in colour and the layout of checkerboard created with woven gold threads. Each square contains a different tie-dyed motif like dancing lady, parrot, elephant, peacock, flowering shrub and geometric forms (Fig.21).



Fig.21: Bandhani of Gujarat



Fig.22: Gharcholu

#### b. Bandhej and Lehriya of Rajasthan:

- The tie-dyed textiles from Rajasthan are known as *bandhej* and are similar to the bandhani of Gujarat in terms of production process. The fine resist dots seen in *bandhej* are tiny boxes called *dabbi* and sweetmeats termed *laddu*. The geometrical and floral designs are used as motifs. It is available in cotton, silk, chiffon and used as *odhani* for women, turban cloth for men and stitched into garments like skirt/*ghaghra* and bodice/*choli*. (Fig. 23).



Fig.23: Bandhej of Rajasthan



➤ **Lahariya:**

The diagonal or zigzag lines are created by wrap-resist technique. The fabric is diagonally rolled into a tight rope and tied with thread at regular intervals to obtain stripes on dyeing. The fabric may be rolled again and re-tied to add another colour in the Laheriya pattern. After dyeing, the fabric is opened and the diagonal white and different light coloured lines are created on a darker background. Laheriyas are used as Saris, and head cloth or *safa* by men, worn on special occasions like festivals and weddings (Fig. 24).



Fig.24: Laheriya

## 7.4 Check Your Progress-I

Q: 1 Name the different motifs used in Kantha embroidery?

Ans:.....  
.....  
.....

Q:2 Write a note on Phulkari embroidery.

Ans.....  
.....  
.....

Q: 3 What do you mean by resist dyeing? What are the two types of resist dyed techniques and name the textiles.

Ans.....  
.....  
.....

Q: 4 Explain the fabric resist technique. Write a brief note on Laheriya of Rajasthan.

Ans.....  
.....  
.....

Q: 5 Explain *Gharcholu*.

Ans.  
.....  
.....  
.....

## 7.5 Painted and Printed Textiles

India has a rich heritage in the art of decorating textiles by weaving, painting, printing and dyeing from nearly 5000 years. The traditional way of getting a pattern on to woven fabric was mainly done by painting with a brush or *kalam* and printing using wooden blocks.

### 7.5.1 Painted Textiles

Painted textiles can be classified into two categories according to the colouring groups used. They are:

#### a. Pigment-painted:

The fabrics are painted using pigments, which are obtained from minerals or plants and by applying direct method of painting. These painted textiles were traditionally in the form of scrolls. They depicted themes from various religious stories or based on Hindu, Jain and Buddhist gods, goddesses, local heroes and saints.

The pigment painted textiles are found in Andhra Pradesh, Odisha, Gujarat, Rajasthan, Madhya Pradesh and West Bengal. These are shown below with the name and images.



Fig.25: Patachitra of Odisha



Fig.26: Pichhawai of Rajasthan



Fig.27: Phad paintings of Rajasthan

### b. Mordant Painted textiles

The main example of mordant painted textiles is Kalamkari. In kalamkari, *kalam* means pen and *kari* means work. Kalamkari was used for decorative hangings in domestic and monumental structures.

The mordant painted textiles are found in Tamilnadu, Gujarat, Telangana and Andhra Pradesh. Refer the images given below with its name.



Fig.28: Kalamkari of Masulipatnam



Fig.29: Kalamkari of Srikalahasti



Fig.30: Kalamkari of Ahmedabad, Mata-ni-pachhedi

## 7.5.2 Printed Textiles

Printing is done traditionally by wooden blocks. Printing blocks have been used in India since 3000 BC. The Indian dyer is renowned for his expertise in printing cloth, especially cotton, using wooden blocks with dyes and pigments. Block printing is practiced even today in many different geographical regions of India. The hand block printed textiles are classified here according to its region. Apart from this there are other centers also, here in this chapter we have covered these textiles.

### Hand Block Printed Textiles of India:

#### a. Rajasthan

- Bagru print
- Sanganeri print

#### b. Gujarat

- Ajrakh
- Rogan

#### c. Madhyapradesh

- Bagh

#### a. Rajasthan

##### - Bagru:

Bagru is a small village in Rajasthan, which is known for its mud-resist block prints.

The traditional method followed for printing designs in red, maroon and black on a cream background by the Chippas of Bagru is called *syahi- begar*. Bagru is also famous for its mud resist style of printing known as *dabu* printing.

Process: The fabrics used are cotton, silk, cotton and silk blends etc. First the fabric is processed and then printed with mordant in paste form. The printing is done by using outline and filling blocks. The prints are then covered with a resist paste „dabu“, made of clay and gum. After that it is dried and dyed in vegetable dye. The mud resist paste is used to resist the penetration of dyes, mainly vegetable dyes on cotton fabric as per the design. After dyeing the fabric is washed thoroughly. The mud resist paste is washed off exposing printed motifs on white background surrounded by the base colour. Thus the effect of dark and deep background with light coloured prints is achieved by resisting and mordanting.

## Motifs:

The motifs are inspired by the 17th century Persian motifs and are classified into the following five categories:

- Single motifs like flowers, leaves and buds. Some examples are *suraj ka phool*, *chakri*, *anguthi*, *gende ka phool*.
- Entwined tendrils that include all over *jaal* of leaves, flowers and buds.
- Trellis patterns include *jaalis* from the Mughul period.
- Figurative designs that include animal and human figures such as elephant, deer, lion, peacock, dancing women, warrior men, etc.
- Geometric designs include waves (*lehariya*), chess (*chaupad*), Fortress wall projections (*kangura*), lines (*dhariya*), dots (*bindi*), etc. (Fig.31)



Fig.31: Bagru print saree



Fig.32: Sanganer print on kota saree

### - Sanganer Print:

Sanganer, near Jaipur is a large centre for printing on fabrics. Many block printing and screen printing units are located here.

The technique used by the printers in Sanganer is simpler than Bagru. The bright vibrant colours are printed on white, off white or light colour background. Firstly the outlines are printed with fine blocks and then varied colours are filled in with other set of blocks. For each colour, a separate block is required. The motifs seen in Sanganer prints are floral, animal and bird, food motifs such as *Pataasi*, *laddu*, *revdi*, *kairi*, *mirchi*. (Fig.32)

## b. Gujarat

### - Ajrakh

Ajrakh, a resist-and mordant-dyed, block printed cotton fabric, is recognized by its bold geometric repeats with a centre field and cross-borders. It was traditionally practiced in Sindh, Pakistan then brought to Kutch in Gujarat. Barmer, Rajasthan is also a centre for Ajrakh printing.

#### **Process:**

Ajrakh printing is labour intensive and sequential process. There are ten to fourteen different stages to get the final fabric. Firstly the impurities are removed, then the fabric is bleached and softened followed by washing and drying. After that the scoured fabric is immersed in cold solution of myrobalan and dried in the sun. Then the printing of outline is done using the paste of gum Arabic and lime and the fabric is again dried under the sun. After that the printing with black colour is done on myrobalan treated fabric. The black colour is prepared by fermenting theiron scraps, jaggery and gram flour. Then the small red areas are printed with alum. After that it is the dyeing stage where the fabric is dyed with indigo followed by washing and drying. Then the fabric is boiled in the alizarine solution and all the areas except blue are again resisted. The second dyeing with indigo and then dyed with alizarine. Finally the Ajrakh printed fabric is ready. (Fig.33& 34)

The popular Ajrakh motifs are *kankharek* (dates), *riyaal* (coins), *char sitara* (star shaped), *manek mohar* (circular gems), *champakali* (flower buds of champa tree), *athaans* (eight petal of lotus) etc.



Fig.33: Ajrakh in red



Fig.34: Ajrakh in indigo

### - Rogan Printing

The word „rogan“ is the Persian word; it means „oil-based painting“. This art form is believed to be one of the oldest forms of direct style of printing. In this style of printing method neither brushes nor blocks are used for printing. It is practiced in the Nirona village of Kutch. The rogan printed fabric was used for skirts and *odhanis* by women. The raised effect is achieved by the application of the thickened oil and the

pigment on the thick hand woven fabric. Castor oil was used as the main ingredient for the rogan and the colours were obtained from different minerals.

The motifs found in rogan printing are influenced by Persian motifs; include geometrical patterns, Islamic calligraphy and floral vegetable patterns. (Fig.35)



Fig.35: Rogan printing

Source: <https://www.livemint.com/>

### c. Bagh of Madhya Pradesh

Bagh is a small village famous for its hand-block printed textiles. The Bagh-printed textiles are famous for their simple outline motifs in black and red. The bagh printing is done mainly on cotton, silk or cotton blend fabric such as, Chanderi or Maheshwari. The designs of bagh prints cover floral and geometrical compositions using black and red alternatively on white background. The motifs of the bagh print include floral, mango, patterns like *dana chameli*, *genda phul*, *ambi buta*, etc.



Fig.35: Bagh printing

## 7.6 Woven Textiles

Weaving is a craft that dates back to the beginning of human history and is known as one of the oldest surviving crafts in the world. Weaving initially was an activity associated only with family. Every household produced their own cloth.

Handloom sector is the second largest sector after Agriculture in India. Design, colour and texture play an important role in woven textiles. This is mainly done on simple handloom with the variation in the weave such as plain, twill, satin or more complicated tapestry, and/or by the used of extra weft and warp yarns to create simple or complex textile. Each region in India has their distinct woven textile. Here the woven textiles have been classified according to their end use such as saris, shawls and carpets.

### 7.6.1 Saris

#### a. Banarasi Brocades

Banarasi brocade saris are from Varanasi/Banaras, a small town in the state of Uttar Pradesh. The brocaded fabrics from Banaras are measured to be one of the finest saris in India and are known for their gold and silver brocade or 'zari'. These saris are made of fine silk, decorated with intricate design.

Extra warp/weft or both are woven into the fabric. It is woven with attachments like jacquard or dobby or by jala weaving. It can be silk on silk, cotton on cotton, silk on cotton, zari on silk. The brocade designs are made with extra yarns other than the ground threads.

A very special technique of Banaras is the „Minakari“. In this technique an additional untwisted coloured yarns are added in the design which stands out and resembles the enameling in jewellery and hence appears raised.

The most commonly used motifs are *Keri* (paisley) *buta*, *Ganga jamuni* style (half gold and half silver *zari*), *Ari jhari* (diagonal stripes) (Fig.36).



Fig.36: Banarasi brocade

## b. Baluchari

Baluchari saris are beautiful saris, produced in Murshidabad district of West Bengal.

Earlier, Baluchari saris were made on *jala* looms which were gradually replaced by the modern jacquard attachment. In this technique, the design is drawn on a graph paper and then coloured and punched on the jacquard cards. After punching, these cards are put in order and fixed in the jacquard machine on top of the loom.

The special part of the Baluchari sari is *pallu*. It is divided into border and rectangular space in the center. In rectangle space, a human figure is depicted. Rows of three, five or seven ornate paisley (*kalkas*) are seen in the centre of the *pallu*, around with woven human figures (Fig.37). The motifs used in Baluchari saris are patterning of sun, moon, stars, natural motifs as well as scenes depicted from Ramayana and Mahabharata.

The field of the saris is embellished with small *buttis*. The colours used are maroon, blue, red and dull dark terracotta were used as the base colour. Ornamentation of *butidar* Baluchari saris is done with extra weft motifs in off-white, white, yellow and dull orange coloured yarn.

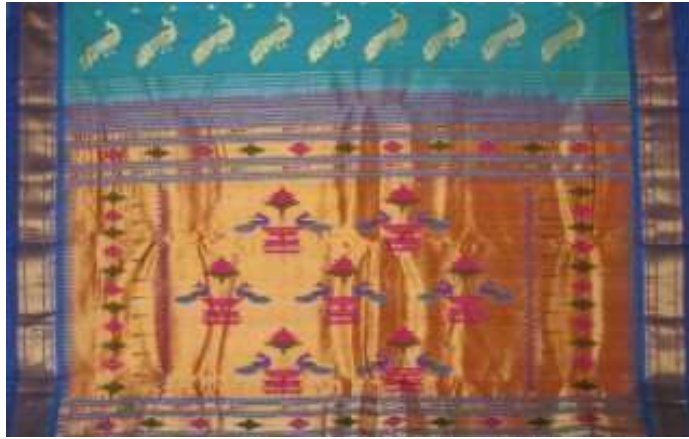


Fig.37: Baluchari sari

## c. Jamdani

The Jamdani saris are from West Bengal. These are made in combination of cotton, silk and cotton with silk. The technique used in creating motifs is interlocking of extra weft yarns

These are woven on traditional handlooms. Floral geometric creepers, paisleys and leaves are the most common motifs of the Jamdani saris (Fig 38).



#### d. Paithani

Paithani saris are produced in Paithan and Yevla villages of Aurangabad in Maharashtra. These saris are heavy silk saris which are used for wedding trousseau and festive wear. The Paithani saris are available in traditional colours in bright jewel tones such as emerald green, ruby red and yellow coloured; midnight blue coloured saris were most widely used. The traditional motifs are floral, paisleys, parrots, peacocks and lotus flowers. The *pallu* used to have a broad band of zari. At present the *pallu* band is ornamented with lotuses and peacocks woven in very bright colours. Paithani is popular in India as a precious heirloom passing on from generation to generation (Fig. 39).



Fig.39: Paithani sari

Source: <http://www.paithani.info/designs.html>

#### e. Chanderi

Chanderi, near Gwalior, in Madhya Pradesh is famous for its woven saris. The sari is woven in a blend of cotton and degummed silk. It is almost transparent and is woven in pastel colours with small *buties* and a narrow gold border. The *pallu* generally has fine lines of *zari* yarn. The motifs are

very simple. Some examples are gold coin (*asharfi*), mango, brick (*eent*) and rosary beads (*rudraksha*) in the form of small *buties* (Fig. 40).



Fig.40: Chanderi sari

**f. Maheshwari**

The Maheshwari saris are produced in Maheshwar, a small town near Indore, Madhya Pradesh. It is a delicate woven sari. It is woven using cotton weft and silk warp. It is available in plain or tone on tone with a striped or checked border. It has three decorative bands of *zari* in the pallu. It is available in variety of colours, the most popular are the native *haldi- kumkum* combination (yellow and red) and *sabz* (vegetable) colours.

The motifs are inspired from the architectural carvings of the famous Maheshwar's Ahilya Fort.

The architectural carvings done on the fort walls such as *Kangura* (chevron) and *Chatai* (mat) have inspired the patterns for borders of



Maheshwari Saris (Fig.40).

Fig.41: Maheshwari sari

## **g. Kanjeevaram**

Kanjeevaram saris are produced in the town of Kanchipuram in Tamil Nadu. It is one of the most expensive saris and thus used for all special occasions. The sari is woven in pure mulberry silk and gold *zari* on hand operated pit- looms. The colours used are mustard, deep green, maroon, etc. The motifs are inspired from the nature and forms of temple architecture. Some examples are peacock, parrot, rosary beads, bird's eye, *kalash*, temple designs, scenes from Ramayana, Mahabharata and Bhagwad Gita etc. (Fig.42)

Apart from the saris there are many other beautiful hand woven textiles, can be classified as shawls and carpets. Such as *kinnaur* and shawls, Pashmina shawl from kasmir, *mekhla chaddar*. The different types of woven carpets are knotted carpets, needle felt carpets, and hand tufted carpets as well as rugs and durries. Woven carpets are produced in Kashmir, Mirzapur, Bhadohi, Jaipur and Agra. Woven durries are produced in Jodhpur, Hoshiarpur, Bhatinda and Warangal in India.

Fig.42: Kanjeevaram sari

## **7.7 Let Us Sum Up**

India has a rich heritage of textiles. The traditional textiles of India are classified as per the method of technique used such as embroidery, painting, printing, weaving, etc. Each region of India has its own distinct textile. The tradition, culture and environment of the particular region are reflected in the textile of that region.

## **7.8 Keywords**

**Aari** – A small awl or tambour hook with a notch used to embroider in chain stitch.

**Abhla** – Glass mirrors

**Asharfi** – Gold coins

**Bagh** – (garden) fully embroidered with silk floss covering the khaddar background, Punjabi women's shawl usually worn at weddings and at some other ceremonial occasions.

**Baluchari** – A type of silk brocade sari produced in Murshidabad district of West Bengal with elaborate supplementary weft motifs in the *pallu*.

**Bandhani** – A Gujarati word for resist technique of tie and dye, also known as bandhej in rajasthan.

**Buti** – Small floral design in textiles.

**Gara** – Parsi sari

**Gavanti** – double running stitches in counted thread embroidery (Kasuti) of Karnataka.

**Jali** – an openwork pattern in *chaikankari*

**Keri** – Paisley/mango pattern

**Khaddar** – Handspun, hand woven cotton cloth

**Kunjar** – elephant pattern (gujarati term)

**Mekhala** – Traditional golden yellow woven Muga silk fabric worn by women of Assam.

**Pat** – Untwisted silk floss (Punjabi)

**Rekh** – Block used for outlining.

**Rumal** – A square cover for gifts or food (Chamba rumal) and also worn over shoulders or head in western India.

**Soof** – geometric patterned embroidery executed with darning stitches.

**Sujani** – Kantha like quilting and stitchery on quilt done in Bihar.

## 7.9 Check Your Progress- II

Q:1 Name the different painted textiles of India.  
Ans.....

.....

Q:2 Name the different printed textiles.

Ans.....

.....

Q:3 Name the different printed textiles from Gujarat. Explain the Rogan printing.

.....

.....

Q:4 Name the different hand woven traditional saris of India with name and its region.

Ans.....  
.....  
.....

Q:5 What types of motifs are there in Baluchari saree?

Ans.....  
.....  
.....

Q:6 What is the difference between Chanderi and Maheshwari saree?

Ans.....  
.....  
.....

Q:7 Name the different types of carpets.

Ans.....  
.....  
.....

Q:8 Name the places where the woven carpets are produced.

Ans.....  
.....  
.....

**Multiple Choice Questions**

1. The basic stitch used in Kantha is..... stitch.

- a) Cross                      b) Running
- c) Herringbone            d) stem

2. Gavanti and Murgi are stitches used in..... embroidery.

- a) Kasuti                      b) Kantha
- c) Chamba rumal            d) Kashida

3. Soft untwisted silk thread „Pat“ is used for to do ..... embroidery.

- a) Kasuti                      b) kantha
- c) Phulkari                    d) Zardosi

4. The motifs in.....embroidery are inspired from Chinese and Persian cultures.

- a) Chamba rumal      b) Zardosi
- c) Chikankari      d) Parsi

5. The basic stitch used in Sujani is .....stitch.

- a) running      b) cross
- c) Stem      d) chain

6. The interlace stitch used in Gujarat embroidery is called .....

- a) sindhi taropa      b) ari work
- c) Abhla      d) bakhiyo

7. Tie-dye is a..... dyeing technique.

- a) direct      b) resist
- c) bandhani      d) none of above

8. Lehariya textile has .....lines.

- a) diagonal      b) criss-cross
- c)horizontal      d) vertical

9. The famous traditional textile of Patan is known as.....

- a) Patola      b) Bandhani
- c) Gharcholu      d) Paithani

## 7.9 Suggested Books

- CBSE. (2014), *Traditional Indian Textiles*, Handbook and practical manual of class XII, retrieved from <http://www.cbseacademic.nic.in/>
- Dhamija, J. (1985), *Living Traditions of India. Crafts of Gujarat*, Ahmedabad: Mapin International
- Karolia, A. (2019), *Traditional Indian Handcrafted Textiles*, Vol. 1 & 2, New Delhi: Niyogi Books

## Answers

### Check Your Progress - I

**Ans: 1** The motifs used in Kantha are lotus flowers, floral scrolls, tree of life, creepers; animal and bird forms; fish, sea-monsters, mermaids, ships, submarine scenes; domestic articles like mirrors, pitcher, nut cracker, umbrella, musical instruments and human figures like gods and goddesses, horse man, fisherwoman etc.

**Ans. 2** Phulkari is an embroidery style from Punjab.

The material used for Phulkari is handspun and hand woven *Khaddar* that is dyed in red, rust, brown, blue and darker shades. Soft untwisted silk thread „Pat“ is used for the embroidery. The colours of the thread are red, green, golden yellow, orange, blue etc. The basic stitch employed for Phulkari is darning stitch, which is done from the reverse side of the fabric. It is done by counting the yarn. No tracing has been done for motif. There are different types of phulkari such as *Bagh, chope, sainchi, Darshan dwar* etc. Phulkari is an important part of the bridal trousseau and is worn as a veil or wrap by women on special occasions like „Karva Chauth“. Presently, Phulkari is being done on bed linen and apparel like tops, tunics, skirts.

**Ans: 3** Resist dyeing technique in which the particular areas on the fabric are tied tightly with thread or any other object to prevent it from dyeing. After dyeing thread or the objects used were removed and we get an interesting pattern created on fabric.

Two types of resist dyeing techniques are:

- **Yarn Resist Dyeing:** Patola of Patan, Telia Ruamal of Andhrapradesh, Pochampalli Saree, Badhas of Odisha
- **Fabric Resist Dyeing:** Bandhani of Gujarat, Bandhej and Laheriya of Rajasthan

**Ans.4:** In the fabric resist dyeing technique, the particular areas on the fabric are tied tightly with thread or any other object to prevent it from dyeing. After dyeing thread or the objects used were removed and we get an interesting pattern created on fabric.

Laheriya of Rajasthan:

The diagonal or zigzag lines are created by wrap-resist technique. The fabric is diagonally rolled into a tight rope and tied with thread at regular intervals to obtain stripes on dyeing. The fabric may be rolled again and re-tied add another colour in the Laheriya pattern. After dyeing, the fabric is opened and the diagonal white and different light coloured lines created on a darker background. Laheriyas are used as Saris and as turban cloth or *safa* by men, worn on special occasions like festivals and weddings.

**Ans: 5**

Gharcholu:

It is a popular bandhani textile from Gujarat. It is called *gharchola* or *gharcholu*, a traditional *odhani* for Hindu brides, which is nowadays available as a sari worn on auspicious occasions. It is available in cotton or silk is red in colour and the layout of checkerboard created with woven gold threads. Each square contains a different tie-dyed motif like dancing lady, parrot, elephant, peacock, flowering shrub and geometric forms.

**Answers**

### **Check Your Progress - II**

**Ans:1** The painted textiles are classified under the two categories according to colouring material used:

1. Pigment painted textiles:

- Pattchira from Odisha
- Pichhvaiof Rajasthan
- Phad painting of Rajasthan

2. Mordant painted textiles:

- Kalamkari of Masulipatnam
- Kalamkari of Shrikalahasti
- Mata-ni-Pachhedi, kalamkari of Ahmedabad, Gujarat.

**Ans: 2** The printed textiles are categorized as per the regional centres and are as follows.

1. Handblock printed textiles of Gujarat

- Ajrakh printing
- Rogan printing

2. Hand block printed textiles of Rajasthan

- Bagru print
- Sanganeri print

3. Hand block printed textiles of Madhyapradesh

- Bagh print

**Ans:3** The printed textiles from Guajarat are:

- **Ajrakh**
- **Rogan**

**Rogan Printing:**

The word „rogan“ is the Persian word; it means „oil-based painting“. This art form is believed to be one of the oldest forms of direct style of printing. In this style of printing method neither brushes nor blocks are used for printing. It is practiced in the Nirona village of Kutch. The rogan printed fabric was used for skirts and odhanis by women. The raised effect is achieved by the application of the thickened oil and the pigment on the thick hand woven fabric. Castor oil was used as the main ingredient for the rogan and the colours were obtained from different minerals. The motifs used in rogan printing are influenced by Persian motifs; include geometrical patterns, Islamic calligraphy and floral vegetable patterns.

**Ans: 4** The traditional hand-woven Indian saris are:

- i) Banarasi
- ii) Chanderi
- iii) Maheshvari
- iv) Baluchari
- v) Jamdani
- vi) Paithani
- vii) Kanjeevaram

**Ans: 5** The motifs used in Baluchari saris are patterning of sun, moon, stars, natural motifs as well as scenes depicted from Ramayana and Mahabharata.

**Ans:6** The Chanderi saris have warp cotton and weft silk whereas in Maheshvari the warp is silk and weft is cotton. The Chanderi saris are more delicate than Maheshvari. The motifs created in Chanderi are using extra yarn and in Maheshvari the borders are created using weft yarn.

**Ans:7** The different types of woven carpets are knotted carpets, needle felt carpets, and hand tufted carpets.

**Ans: 8** Woven carpets are produced in Kashmir, Mirzapur, Bhadohi, Jaipur and Agra. Woven durries are produced in Jodhpur, Hoshiarpur, Bhatinda and Warangal in India.

## Multiple Choice Questions: Answers:

1. b
2. a
3. c
4. d
5. a
6. a
7. b
8. b
9. a

## References:

Fig.1: Suzoni embroidery, Source: <https://www.tradeindia.com/fp5695684/Pure-Pashmina-Kashmiri-Shawl.html>

Fig.2: Aari embroidery, Source: <https://www.tradeindia.com/fp5695684/Pure-Pashmina-Kashmiri-Shawl.html>

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**Unit 8**

History of Costume

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# UNIT 8 History of Costume

## STRUCTURE

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## 8.0 Objectives

- 8.0.1 To get knowledge of the history and origin of costume;
- 8.0.2 To make students aware of costumes of different ages and different places;
- 8.0.3 To explain the details of costume, its styles and characteristics with relevant terms;
- 8.0.4 To develop understanding of the pattern and designs of the costume of different periods for future reference.

## 8.1 Introduction

Costumes are integral part of our body. Everyone has that question in their mind that how the costumes originated or what changes have taken place in costume through the period of time? We all know that in Stone Age men used to wear leaves to protect body. That time the purpose of clothing was only a need and a protection. If we see today the word “Fashion” has become a buzz word. Thus the story between the ancient times to modern times is called history. It is necessary to study the history of costumes for fashion design students. It will provide knowledge of costumes worn at different ages and places, the fabrics used, the design as well as the pattern used, surface ornamentation techniques and many more. It is very helpful in creating new design. The history of costume is quite interesting.

As a design student one should know the difference between Garment/ Clothes and Costume. Clothes/ garment consists of only a single garment like upper garment or lower garment where as Costume includes all things worn head to toe means accessories, head gears and clothes.

In this unit we will study the history of costume through the different ages.

## **8.2 Mesopotamian Civilization**

Mesopotamian civilization existed between 3500 BCE and 300 BCE. The region was centered between the Tigris and Euphrates Rivers in modern-day Iraq. The two rivers developed the commercial contacts and an international trading network.

The main civilizations were the:

- Sumerians (3000–2300 BCE),
- Akkadians (2350–2100 BCE),
- Babylonians (1900–1600 BCE),
- Assyrians (1100–612 BCE),
- Persians (538–330 BCE)

### **8.2.1 Sumerians:**

#### **➤ Sumerian Culture:**

The Sumerians has provided three great achievements to the society: formalized religion, the body politic of the independent city-state, and writing. Around 3500 BCE, the Sumerians developed

a pictogram form of writing and it was used basically for record keeping of harvests, livestock, taxes etc.

Over a few hundred years it developed to a complex form of writing and included sentence structure and standardized grammar. At that time labor became highly specialized and the daily necessities were mass-produced by the skilled craftsmen such as pottery, basketry, woodworking, cloth, leather goods, etc.

### ➤ **Sumerian Costume:**

Earlier both the genders wore sheepskin skirts with the skin turned inside and the wool combed into decorative tufts called kaunakes. These wraparound skirts were pinned in place and extended from the waist to the knees or, for more important persons, to the ankles.

The upper part of the torso was bare or clothed by another sheepskin cloaking the shoulders. From about 2500 BC a woven woollen and linen fabric replaced the sheepskin, but the tuft effect was retained, either by sewing tufts onto the garment or by weaving loops into the fabric. It later became stylized into borders of decorative fringe or tassels on a variety of garments;

The cloaks worn were long, and materials for garments and head coverings included felted wool and leather (Fig.1).



Fig.1: Sumerian costume

### **Head Gear and Jewellery:**

Sumerians wore a variety of headgear and Jewellery. The hats were round-domed styles with the brim turned up and made up of woven fabrics, molded leather or felted wool. The karakul was tight with tiny curls that were styled into a pattern of swirls all around the hat.

Women often wore elaborate coiffure and wigs rather than hat styles. Unmarried women wore a large rolled band with an open crown and hair worn open over the shoulders. Married women wore various styles of turbans to demonstrate style and social status and the hair were kept covered.

**Military Uniform:** The military uniform consisted of a wrap skirt, a leather helmet, and a leather cloak which had copper or bronze disks affixed to them for added protection.

They did not wear any footwear. Royalty has more elaborate version of dress and headgears.

### **8.2.2 Babylonians**

Babylonian costumes were based on Sumerian styles. A remarkable introduction observed was of a cut-and-sewn knee length tunic with short sleeve. Ankle length versions were worn by men and women of higher class. These were functional and easy to construct. The Sumerian fringe decoration continued in this period. The skill of textile weaving and embroidery was also achieved during this period (Fig.2).

### **8.2.3 Assyrians**

The Assyrians were well-known for their expertise in military. Assyrians followed the Babylonian tradition of costume. Variations on styles were seen within the basic costume components of the tunic and layers of fringed shawls. The royal cloak was wrapped like a spiral several times around the body.

The high priest apron was a richly patterned garment tied around the waist with the opening at the front. It had a curved hem on one side and a straight hem on the other. The king's headdress was a conical hat made up of felt and decorated with gold bands.

Assyrians used iron for production of weapons, shields, mail and helmets. A remarkable addition to the costume of Assyrian soldiers was footwear. Several varieties of shoes, such as sandals, boots were designed for the military and royalty (Fig. 2 & 3).

Women did not have the equal freedom and rights like men in the Mesopotamian civilization. They had strict costume regulations, like requiring a veil in public.



Fig.2: Costumes of Babylonians and Assyrians



Fig.3: Costumes of Assyrians

Source: <http://content.inflibnet.ac.in/>

### 8.2.4 Persians

The Persian Empire covered Asia Minor (north) to the Arabian Sea (south) and from Egypt (west) to India (east). Persians were more religious and open minded.

The Persians wore a distinct two piece outfit: a fitted coat or jacket with trousers. The Persian trouser was cut full about the thighs and narrowed to the ankles, so they could be tucked into boots. They were made of wool. The jackets called Kandys were baggy. The sleeves were fitted at the upper arm and flared gradually towards the wrist. Other version of trouser observed was a fitted style and made up of leather. The need of perfect fitted garments led to the development of advance tailoring.

High priests and royalty wore Kandys colored in a rare dye called murex purple.

Persian wore a greater variety of footwear. They wore ankle boots with long toes that curled up to a point. Other boots that reached mid-calf had rounded toes. Some shoes had straps, slippers and sandal styles were also used.

A cylindrical hat called Khula which was flared and wider at the top. Another hat style was high domed. Few pictures of Persian men and women are shown below (Fig.4).

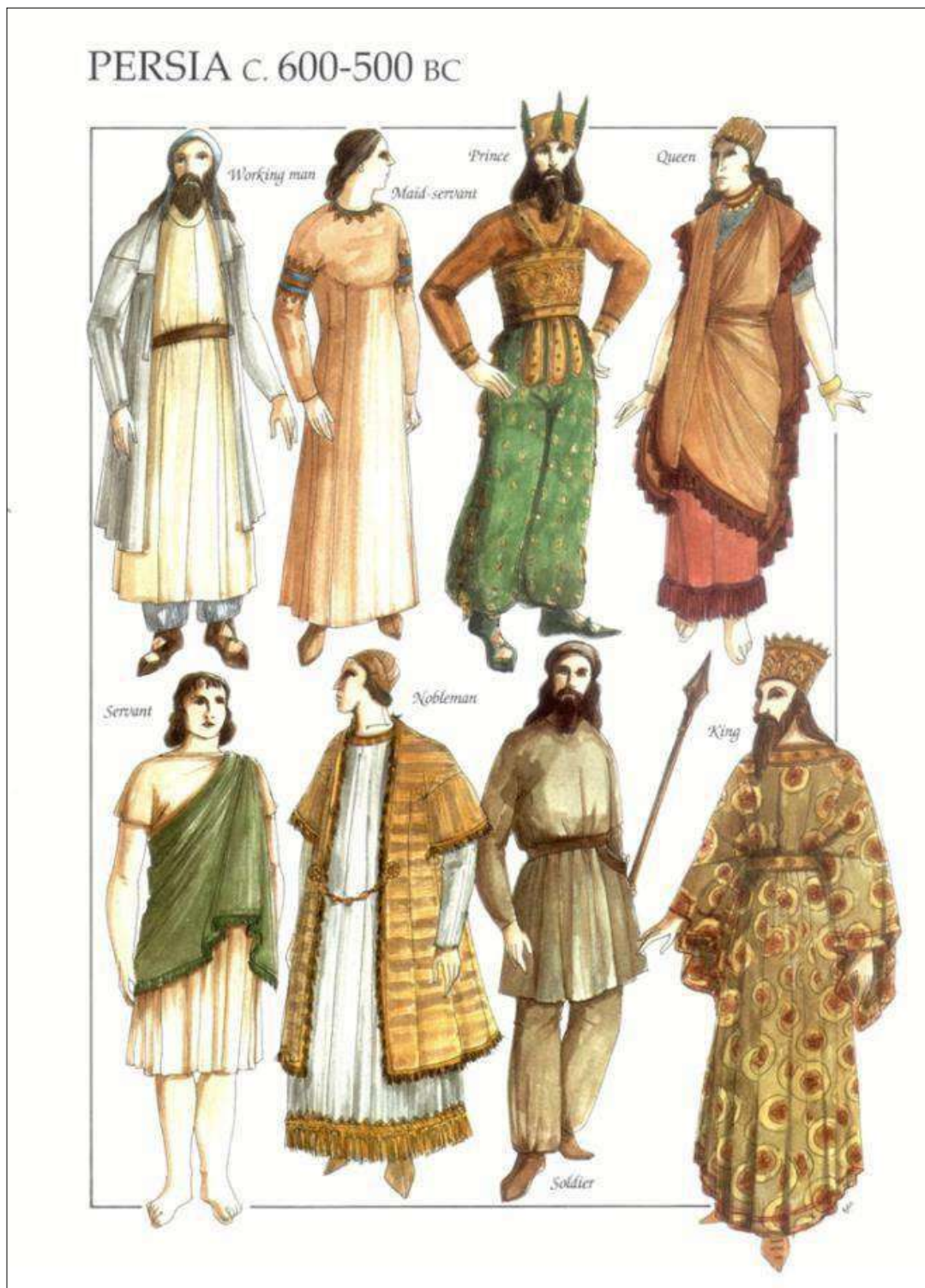


Fig.4: Costumes of Persians  
Source: <http://content.inflibnet.ac.in/>

### **8.3 Ancient Egyptian Costume:**

We know that the ancient Egyptians evidence is found in their tombs and pyramids. Egyptian decorative motifs are derived from natural world or from religious symbolism. They appear in decoration of temples, tombs, or furniture and utilitarian objects and in clothing, jewellery and accessories.

Family was at the center of Egyptian society. Egyptian women had more freedoms and rights than any other civilizations of that time. Egyptian life included a different leisure activities like board games, music and dancing, hunting and sporting activities. Egyptian sculptures and paintings show the beauty that remained same for more than 3000 years.

Both men and women were represented as being very slender and tall. The ideal man had a triangular build with broad shoulders, trim waist and narrow hips. The ideal woman had a small waist and breast but full curvilinear hips and thighs.

#### **Textile Productions:**

The most common fabric used was Linen. Silk and cotton was also used. Wool was believed to be unclean and not worn by priests or by visitors to sanctuaries. It was used as an outer garment. Thus the Egyptian clothing was made in natural, creamy-white and bleached-white color.

Spinning and weaving techniques were well developed as early as the Old Kingdom. Fabrics with variation in width, decorative selvages etc. were produced. Men and women both were the part of the textile production process. Pleating of linen was done elaborately. Fabric embellishment like bead-work, embroidery and appliqué also existed.

#### **➤ Egyptian Costume :**

Most garments consisted of pieces of fabrics, usually squares or rectangles that were draped and tied around the body. The raw edges of the fabric were turned inside and hemmed. Clothing forms for all ages and classes were relatively simple, with less sewing and construction required.

#### **8.3.1 Egyptian Costume for Men**

**Loincloth:** Linen loincloths were under and outer garments shaped and worn like triangular diapers. Strings were attached for tying the garment around the waist. Leather loincloths were also worn over the linen ones as reinforcement.

#### **Wrapped Skirt / Schenti:**

The variation in length, width and fit of the skirt was varied with different time periods and social classes, served as a main garment for men through all of Egyptian time. The Schenti was pleated and draped for ornamental effect. Long transparent skirts were sometimes worn over shorter thick ones. The variation was also seen fitting such as tight fitted to large triangular shaped with decorative paneling (Fig.6).

### **Upper Body Coverings:**

Skin of leopard or lion secured across the shoulders of men are seen in some early period paintings. Later the fabrics were painted and printed in such a way that it resembles animal skin. A wide necklace made from precious or semi-precious stones was worn alone, over a linen gown, over a short cape or with corselet. The corselet was sleeveless. Men were wearing narrow straps around the upper part of the body in different styles. They were used mainly to prevent perspiration reaching the other parts of body.

### **Tunic:**

It was made with or without sleeves, mostly made up of almost transparent linen.

### **Long Wrapped Garments:**

Men used to wear long loose flowing garments of sheer pleated linen.

### **Shawls and Cloaks:**

These are rectangular or square pieces of fabric that wrapped around the upper part of the body and did not extend below the waist.

### ➤ **Egyptian costume for women: (Fig.5)**

Skirts were worn by lower class women at work.

### **Wrapped Dress:**

Close fitting tube of fabric beginning above or below the breasts and ending around the lower calf or ankle, sometimes with one or two straps holding it over the shoulders.

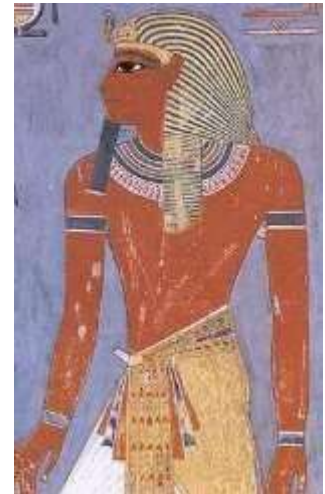
### **Pleated and Draped Long Dress:**

These are the most complex garments worn by Egyptian women.

### **Tunics and V-necked Dresses:**

Shawls and cloaks of similar styles were worn.

**Kalasisiris** was a very close-fitting tube dress, sewn at the side that was held up by two straps that attached behind the neck. The straps came together at



the front and the breasts were exposed. The typical Kalasisiris was white; but, women often dyed their Kalasisirises in bright colours.

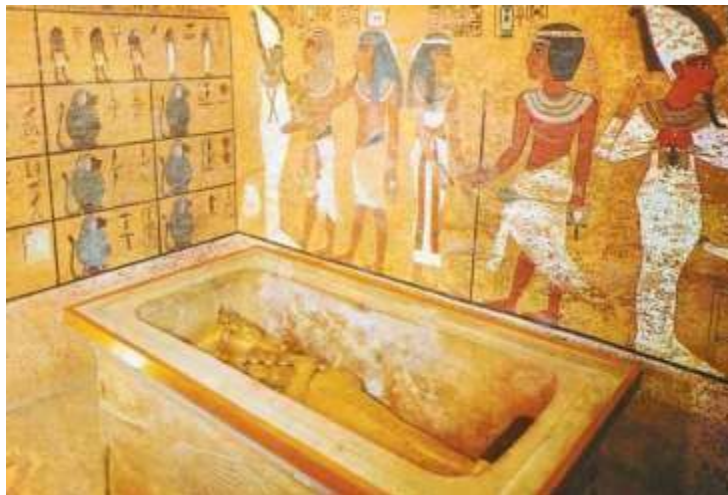


Fig.5: Paintings on the wall of pyramid

Fig.6 Costume of Egyptian men

Source: <http://content.inflibnet.ac.in/>

## 8.4 Vedic Age

Between 1700 and 1500 BCE, i.e. after the decline of the Indus Valley civilization, Aryans were settled in the region. The Aryans introduced cultural changes such as the Sanskrit language, a strict social hierarchy and beliefs in rebirth. These ideas of faith were laid down in Vedas, which became the base of Hinduism at the end of the first millennium BCE.

By the late Vedic period, the use of textiles and apparel was associated with certain ceremonies and it is also mentioned in sacred texts. Silk was also mentioned in the Vedas and was commonly used in Vedic rituals.

### Vedic Costumes:

The source for costume and clothing in this period comes from hinduvedas. Both men and women wore variety of unstitched garments comprising of the *antariya* or lower garment, *uttariya* or upper garment and a multipurpose stole or sash called *kayabandh*. Women also wore a *patka* which was decorative strip made fabric, leather, woollen fringes or strips of yarns and tucked into the *antariya* at the front. The *ushnisa* or turban was used by men. Women also wore the *pratidhi* which was a breast band tied at the back.

There is also a mention of a cut-and-sewn garment called *atka* which was a hip length garment like a *kurta* or tunic, worn by both men and women.

Shoes were initially worn during rituals, by the army and also by the wealthy later on. Dyed leather shoes and boots of many colours like red, yellow, black and magenta, with thick soles or it was padded with cotton wool. The gold and silver shoes were also used with decoration using jewels. The poor class used to wear straw or palm leaves and bamboo as footwear.

The bathing and washing was their daily ritual. Women were fond of decorating themselves. Jewellery was made up of different precious metals such as of *suvarna* or gold, *rajata* or silver, *loha* or bronze, *hasti* or ivory, and *sankha* or mother-of-pearl.

The crowns made of horn were worn, as were *stupa*, a cone like head ornament for men; Women wore fillet called *opasa* and *sraj* in their hair, along with garlands of flowers or gold garlands called *hiranya-sraj*. Earrings were known as *pravatra*, and the *niska* or coin necklace was very popular. Bahu or gold armlets, bracelets or *parihasta*, and ivory bangles or *hasti* were also worn.

Dyes included indigo, yellow, crimson, magenta, black and turmeric or *haldi*, and dyed fabrics were also patterned. Bleaching had been perfected, and clothes had decorated borders of cut-work or *kati kinari*, or embroidery. Many types of buttons were available for fastening garments, made from bones, conch-shells, yarn, gold and silver.

## **8.5 Ancient Greece**

### **8.5.1 Minoans Civilization:**

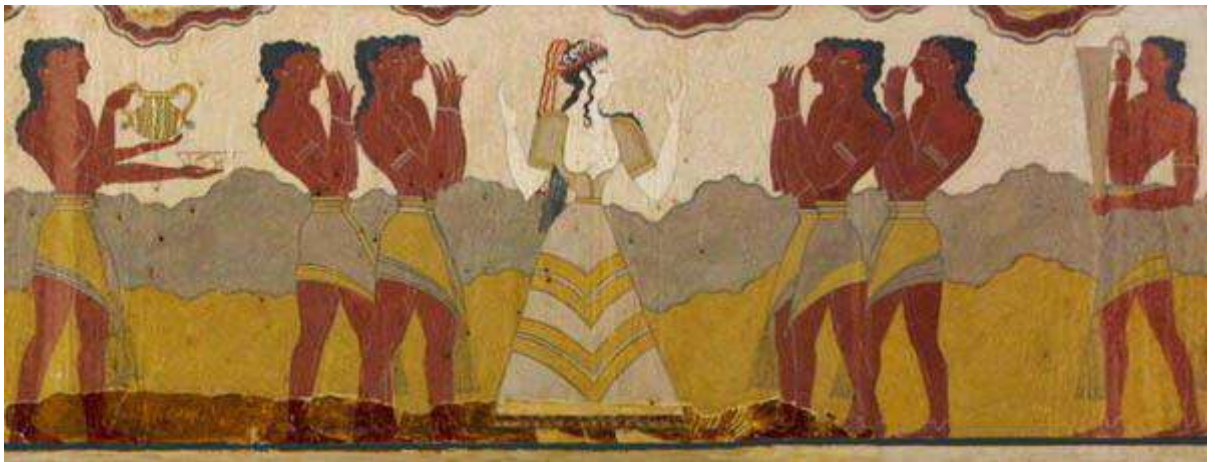
Around 1480 BCE, the Minoan islands were devastated by natural disasters – volcanic eruption, earthquakes, tsunami tidal waves and choking clouds of ash – and did not recover. It later fell under the invasions of the Mycenaeans. The Minoans represented themselves in their artwork with tall and slender youthfulness. Men were always clean shaven. The ideal Minoan men were proportioned with broad shoulders, narrow hips, slim

waist and muscular thighs. The ideal Minoan woman was proportioned with long, lithe limbs, slender waist, and full round breasts.

Minoans had a two class society; common class and high class. Women were given an equal status as men and participated in festivals and public games as equally as men.

### **Costume of Minoan Men:**

Ancient Minoan men wore only loincloths; small pieces of fabric wrapped around the waist. Loincloths were made from a wide variety of materials, such as linen, leather, or wool, and decorated with bright colours and patterns. Men also used to wear skirts which ended at the thigh. They were wrapped around the body and ended in a point with a tassel at the centre front or centre back. Early Minoan men usually were bare-chested; in the later years of the Minoan civilization men often wore simple tunics and



long robes. (Fig. 7)

### **Minoan Costume: Women**

Minoan women wore skirts that were bell shape, with few variations. One version was fitted at the waist, and flared gently to the ground. Women also wore close-fitting blouses that were cut low in the front to expose the breasts. Most of these bodices have close fitting sleeves and sometimes they even had small puffs at the shoulder. They also wore aprons on top of

† Fig. 7: Costumes of Minoan men and women

‡ Source: <http://content.inflibnet.ac.in/>

women also wore animal skins and heavy wool shawls to keep themselves warm.

### **Headgear and Hairstyles:**

Men kept their hair long or cut close to the head. They sometimes tied their hair into a braid or lock at the back of the head. They also used a fillet to hold the hair in place.

Hat styles included ritualistic gear elaborately decorated on high, round and like crown.

### **Minoan Footwear:**

Men and women wore sandals or shoes with pointed toes that fitted the foot closely and ended at the ankle. Athletes wore a soft shoe with what appears to be a short sock or ankle support. Evidence suggests that Minoans went barefoot indoors.

### **Minoan Jewellery and Grooming:**

Both men and women wore rings, bracelets, and armlets. Women also wore necklaces and earrings. Women also used to do eye makeup and used some kind of lip colouring.

## **8.5.2 Mycenaean Civilization**

From the north and the east, migrating people settled into the peninsula of today's modern Greece. They have established a number of kingdoms in this region by the 16th century BCE. Early Mycenaeans battled each other during the early stages of their cultural development.

### **Costume of Mycenaean Men:**

As the Mycenaeans were the warriors most evidences regards to costumes found are of a military. Such as swords, armature, helmet. The helmet was a typical and common part of Mycenaean military costume. A soldier's wrap skirt was sometimes worn with a T-cut tunic. Soldiers also wore shin guards called greaves with short boots.

### **Costume of Mycenaean Women**

There are very less evidences found about the costumes of women. It seems that some women wore tiered flounce skirts like the Minoan women. The differences observed in the dresses were cut in a tunic dress style.

## **8.5.3 Ancient Greek**

The Greeks were believed to be the combination of the Mycenaeans and the tribes of Dorians from the north and Ionians from Asia Minor from the 11th century BCE to the 8th century BCE.

The Greeks have made remarkable achievements in art, architecture, literature, philosophy, mathematics, history and the sciences. Despite the

high level of education and intellectual pursuits of Greek men, the women were not treated as equal as men or restricted. The role of women was to bear and raise children and all household work. Women used to do spinning and weaving for their household needs as well as embroidery or ornamentation to their fabrics.

### ➤ **Greek Costumes**

The draping was the main style of Greek costume. The garments comprise of various sizes of rectangular pieces of cloth tied to the body.

Both men and women used to wear chiton. It was a tubular fabric sewn on one side and tied with brooch at both the shoulders. The variation in lengths of chiton has seen for men starting from mid-thigh to floor length for ceremonial dress.

Women wore floor length chitons. Belts, cords, shawls and scarves were tied in different styles to add variety. Women used to drape a fabric with series of belts to get an exclusive look for draping a blouse.

Ionic chiton was similar to doric chiton only the amount of fabric used and the number of small pins that were required to hold up sleeves differed. Both men and women wore the ionic chiton with variation in sleeve length.

By the 5th century BCE light weight linen was used widely for chitons. The use of light weight material gave possibility for new styling such as pleating, folding, creasing, etc. (Fig. 8).



Fig. 8: Chiton worn by men and women of Greek

Source: <http://content.inflibnet.ac.in/>

### **Headgear**

The hats or head covering were not the part of everyday dress. They were used while working under the sun or for travelling. The hat used was the

**pilos**, a conical hat with a narrow edge. These were made of straw, felt and leather (Fig. 9).



Fig. 9: Pilos, a conical head gear worn by Greek man  
Source: <http://content.inflibnet.ac.in/>

Women wore different kinds of hats and headdresses. A sharply pointed, wide brimmed *tholia* was worn pinned to the hair on top of a veil. Women also used to wear coiffures with different ornaments. They also wore tiaras made of carved ivory, bone, wood, bronze or silver.

### **Footwear**

Both men and women wore sandals having the intricate thongs, straps and decorations. Rustic types of sandals were made with wide pieces of leather sewn to the sides of the sole (Fig.10).



Fig. 10: Footwear worn by Greek men and women  
Source: <http://content.inflibnet.ac.in/>

## **8.6 Satvahana and Kushan Period**

Satvahana or Andhra Empire continued for 460 years. It was parallel to the Kushan Empire. Peaceful period of trade and industry increased extremely, especially with Rome. Thus this brought the foreign influence and sophistication to the life style. The architectural achievements of this period were Ajanta caves, Sanchi gateways and structural *stupas* of Amravati.

### 8.6.1 Early Satvahana Costume

Costumes were the combination of indigenous and foreign garments. The tunics or *kanchuka* in stripes patterns were worn in 1<sup>st</sup> century BC, having mid-thigh length with short or long sleeves and with an opening at the side or front. It was also worn during hunting. A thick *kayabandh* was wound once or twice around the waist and a turban was worn. (Fig.11)

Women used short *antariyas*, large *uttariyas* with elaborate broad borders covering their heads and back, *tikkas* on foreheads, series of conch or ivory bangles.

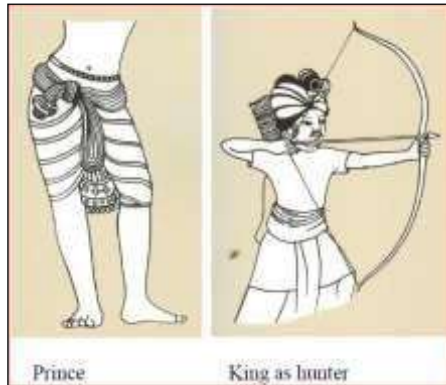


Fig. 11: Costumes of early Satvahana  
Source: <http://content.inflibnet.ac.in/>

The tribal women wore rolls and headbands with peacock feathers attached. The village women and commoners used to tie the hair in simple knot. Court attendants and rich women wore their hair more fashionably with the addition of loop of flowers in a top knot or on the right side of it. Men wore their hair long intertwined with strips of cloth to form an *ushnisa* in different ways.

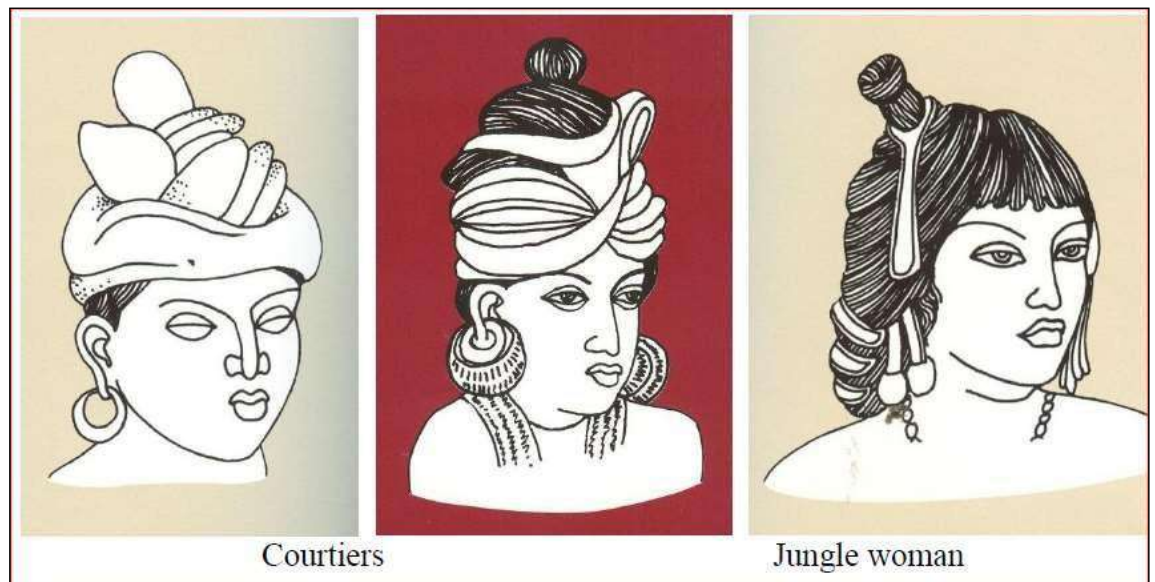


Fig. 12: Hairstyles and head gears of early Satvahana  
Source: <http://content.inflibnet.ac.in/>

### 8.6.2 Late Satvahana Costume

The clothing made up of thin cotton to survive with climatic conditions. *Uttariya*, *antariya* and *kayabandh* still remained as the base of all costume.

- *Pattika* – flat, ribbon shaped pieces of cloth
- *Kakshyabandha* – heavy looking one for men with a thick jeweled roll with hanging tassels

#### Headgears and Hairstyles:

- *Ushnisa* – wrapped around the head 3-4 times after covering the top knot of hair with one end. Usually white but sometimes in dyed cloth.
- *Pattabandhas* – simple turbans were held in position by ornamental gold strips
- *Veni* a small fillet of flowers around it.

#### Jewellery:

- *Kundala* – coil shaped earring
- *Talapatra* small strip of palm leaf rolled and inserted into the lobe; later this shape was made from ivory or gold studded with gemstones.
- *Kanaka-kamala* – a full blown lotus design
- *Yashti* necklace with gems and gold beads
- *Niksha* a gold coin necklace strung on silk thread or plaited gold cord
- *Valaya* men and women wore bracelets of solid gold set with precious stones.
- Bangles of ivory and rhinoceros horn were used.
- Anklets were worn only by women
- *Nupura* was plain and *kinkinis* had small bells hanging.
- *Anguliyaka* finger ring

### 8.6.3 Kushan Costume:

1st century A.D. Kushans came into Punjab and established their empire.

#### Clothes of Men:

The Kushan (Indo-Scythian) dress evolved from a nomadic culture based on the use of horse. It comprises of long sleeved tunic with a slit for the neck opening. A short cloak or a calf length woolen loose coat or *kaftan* worn or crossed over with a belt of leather or metal was used.

*Chugha*, a coat-like garment decorated with a border under chest and hemline and had two slits for enabling ease for movement. The loose or close fitted trouser (*chalana*), tucked into soft padded boots with leather trimmings or *khapusa*.

### **Clothes for Women:**

The sari was believed to be developed from the Roman Palla, with the Indian *kachcha* style *antariya*. The tunic was also adopted and worn underneath the sari.

*Stanamsuka* – mid thigh length tunic worn with *antariya* in lehnga style.

*Ghagri* – simple stitched skirts with a side seam and a nada or string to hold them up at the waist.

### **Headgear and Hairstyles**

Men continued to wear turban known as *mauli* in this period.

### **Jewellery**

The jewellery with coating of Gold, silver and copper were used with agates, coral and pearls. The art of enameling, inlay work in shell and mother of pearl was also developed and. The trend was by far simpler than the previous period.

## **8.7 Ancient Rome**

Romans made a difference between the garments which were “put on” (*indutus*)/ stitched and garments that were “wrapped around” (*amictus*)/ draped. Earlier both men and women wore the *toga*. It was worn only by male Roman citizen.

### **Costume of men:**

**Subligar:** Roman loincloth worn as an undergarment by middle and upper class men. It was also used as a working garment for slaves.

Roman version of the tunics ended around the knee, were short sleeved and T-shaped. Several layers were worn in winters; one as an undergarment (interior tunic) and one as an outer garment (superior tunic).

During 3 A.D. tunics had lengthened and covered the lower leg, reaching to the shin.

Cloaks and capes served as outdoor garments for cold weather and were made with or without hoods.

### Women's Costume

Women's costume consisted of undergarments, several layers of tunics and outer mantels. Undergarments consisted of subligaria – loincloth and a band of fabric, the strophium that supported the breasts. It looks like a two piece bathing suit of present day.

The basic garment for women was tunic and it looked like the Greek chiton. It reached to the ankle or the floor. A shawl (palla) was placed over the outer tunic, which draped across the shoulders or pulled over the head like a veil.

Women used to cover themselves in cloaks while going outside.

**Stola:** a sleeveless outer tunic for married women.

**Veil:** used to cover their heads with pallas while going out.

**Vitta:** a wooden band used to bind her hair.

**Toga:** women divorced on grounds of adultery were not permitted to wear the stola and vitta. Instead, she had to wear the toga.

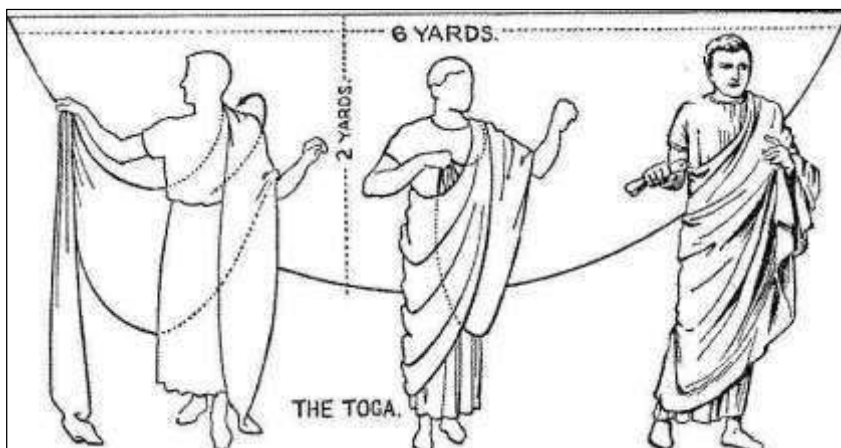


Fig. 13: Toga

Source: <http://content.inflibnet.ac.in/>

### Hairstyles and Headgears:

By the end of 1 A.D. various forms were built up of curls, braids and artificial hair. At that time the blonde hair were in fashion. In the later

empire the hairstyles became simplified, with braids or locks doubled up in back and pinned to the top of the head. Men's hair was cut short.

Sometimes straight hair was favored, sometimes curly hair. Men also dyed the hair in different colour to look young.

### **Accessories**

- **Solae/ sandalis:** sandals
- **Soccus:** slipper like shoe reaching the ankle
- **Sudarium:** handkerchiefs, veiling the face, or holding in front of the mouth to prevent disease.

The Roman women also used to carry handbags and fans.

## **8.8 Gupta Period**

Gupta Period was founded at the beginning of the 4th century A.D up till 2 centuries and expanded to major part of North India and to Balkh in the East. This period was also known as the Golden Era or the Classical Period.

### **Costume**

Stitched garments were most preferred in North. The coat, trouser with boots was used as formal wear and the traditional *antariya*, *uttariya* and *kayabandh* was used as occasional wear.

**Kanchuka** was a brocaded tunic worn by higher officials at court. The others used to wear white calf-length tunic was with a *chaddar* adding dignity to his attire.

**Kings costume** was striped blue, closely woven silk with a floating *uttariya*. Both fabrics were having woven borders. Kings also wore a very elaborate *mukut* or crown. *Antariya* was worn in many different ways. *Lehnga* was wrapped around the hip very tightly to emphasize the curve and till the calf-length.

**Ghagri** – heavily gathered skirt tied with a *nada* or string was used by dancers.

Indian women used to cover the top half of their bodies.

**Cholaka/ choli/ cholika/ kancholika** – It was a kind of blouse having a back opening or strings attached to make it backless.

**Angarakha:** This style of kurta was constructed with cross-over flap and side opening.

## **Headgear and Hairstyle:**

Hairstyles became more elaborate. The trend of short hairs started through foreign influence. The bun was worn high or low on the neck or knotted at the side or top of the head. It was kept simply wound, coiled sometimes in the shape of a figure 8, decorated with flowers or a large lotus tucked into it. Pearl strings were used for hair parting.

## **Jewellery:**

The precious gems were used by the Royal people.

*Kundala* – general term for ear-ring – two types – large ring-type and button type called *karna phula*.

*Bali* – small gold wire circlet with pearls and jewels strung.

*Kancala-kundala* – tremulous ear-ring

## **8.9 Let Us Sum Up**

The costumes of different ages through the Mesopotemian Civilization, Persian, Egyptian, Greece, Rome, Vedic Age and the Gupta Period have been discussed here. The influence of costume of one civilization has also seen on the other. The costume of Mesopotemian civilization includes sheep skin skirts wrapped around lower body and round domed hat was used. Babyloanias introduced cut-stitched knee length tunic with short sleeves. Persians wore a distinct two piece dress: a jacket or coat with trousers with variety of footwear and high domed hat. Egyptian made remarkable developments in textile productions, life style etc. Garments were made up of linen. Spinning and weaving techniques were developed. Roman used to wear Toga. The costumes of Satvahana, Kushan and Gupta periods were more like an ancient Indian Costumes.

## **8.10 Keywords**

Costume: A set of upper and lower garment and the head to toe accessories including footwear

Garment: A piece of clothing like an upper part or lower part

Loincloth: Linen loincloths were under and outer garments shaped and worn like triangular diapers. Strings were attached for tying the garment around the waist.

Schenti: It is a wrapped skirt pleated and draped.

Tunic: An upper garment made with or without sleeves, mostly made up of almost transparent linen.

Coiffure: Headgear

Fillet: A band with flowers around it which used to ornament hair.

Toga: A draped garment of ancient Rome, a semicircular cloth, having 5-6 mt length and 3-2 meter width, draped over the shoulder and around the body.

Chiton: A tubular fabric sewn on one side and tied with brooch at both the shoulders.

Palla: A shawl (palla) was placed over the outer tunic, which draped across the shoulders or pulled over the head like a veil in ancient Rome.

*Antariya*: An unstitched lower garment used to worn by men and women in Vedic age

*Uttariya*: An unstitched upper garment used to worn by men and women in Vedic age

*Kayabandh*: A multipurpose stole or sash

### **8.11 Check Your Progress:**

Q:1 Write a note on Sumerian costume.

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Q:2 Write a note on Persian costume.

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Q:3 Explain the Egyptian costume in detail.

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.....

Q:4 Briefly explain the costume of Greek.

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.....  
.....

Q:5 Write a note on Roman Costume.

.....  
.....  
.....

**Multiple Choice Questions:**

1. civilization existed between 3500 BCE. and 300 BCE.

- a) Mesopotamian                      b) Sumerian
- c) Persian                              d) Babyloanians

2. The ..... wore a distinct two piece outfit: a fitted coat or jacket with trousers.

- a) Assyrians                            b) Persians
- c) Egyptians                            d) Sumerians

3. .... were under and outer garments shaped and worn like triangular diapers in ancient Egypt.

- a) Schenti                                b) Tunics
- c) Loincloths                            d) Chiton

4. .... was as a main garment for men through all of Egyptian history.

- a) Tunic                                  b) Loincloth
- c) Toga                                    d) Schenti

5. women wore skirts that were bell shaped.

- a) Minoan                                b) Myceanean
- c) Egyptian                              d) Greek

6. The key element in ..... style of costume is draping.

- a) Greece                                 b) Greek
- c) Egypt                                  d) Rome

7. was the main costume of both men and women of Greek.

- a) Tunic                                  b) Toga
- c) Chiton                                 d) Loincloth

8. *Uttariya*, *antariya* and *kayabandh* were formed the base of all costume during the ..... Period.

- a) Vedic                                  b) Gupta



### **9.3.3 Chain Departmental Stores**

### **9.3.4 Mail Order Sellers**

### **9.3.5 Boutiques**

## **Check Your Progress**

### **Multiple Choice Questions**

### **9.4 Let Us Sum Up**

### **9.5 Keywords**

### **9.6 Suggested Books**

## **Answers**

## **9.0 Objectives**

After studying this unit, the student will be able to:

- know what is Apparel retail merchandising;
- understand different types of Apparel retail merchandising;
- explain the importance of merchandising in the apparel industry;
- become aware of the latest trends in merchandising.

## **9.1 Introduction**

The apparel industry is also known as the garment industry or clothing industry and it is a part of the fashion industry. It is dealing with fashion garments and designer clothes. The apparel industry is very huge and new trends and fashions are at its base. People like to buy and wear new-fashioned and trendy clothes. Fashion apparels are available and sold at retail stores in small quantities with a wide range of varieties to the final customers.

The apparel industry is a highly growing industry nowadays. The retail sector is becoming a large and important contributor to the economy. The retail merchandise means the goods/products that are available in small quantity to be sold to the end user/ final customer for their use and not for reselling purpose.

Fashion designers and apparel manufacturers produce fashion merchandise and the retail shops sell it to the public. They have to keep one eye on the forecasting, market trends, customer's demand and another eye on planning, designing, production and selling.

The manufacturers produce the products and they sell them to wholesalers in a bulk quantity. The wholesaler sells large quantities of products to the retailers. The retailers sell a small number of products to the final user/ consumers. This is a basic supply chain of goods/ products in the market.

In the apparel industry, the function of merchandising is done by an expert known as merchandiser or fashion merchandiser or apparel merchandiser. The merchandiser plays a role as a mediator between the producer/designer and the customer.

## **9.2 Meaning**

Retail means to sell something in general.

Retail is termed as the sale of products or goods to the final consumers, for consumption purpose and not for the resale.

Apparel means the clothes of a particular type which are sold in a shop.

Merchandise refers to the goods or products that are bought and sold.

Merchandising is a process of buying and selling something to someone.

The term merchandising refers to the planning necessary on the part of a retailer in order to have the right merchandise at the right time, in the right place, in the right quantities and at the right price and with the right promotion.

Merchandising means the activity of promoting and selling of products by a special visual presentation in retail outlets.

Visual Merchandising is a technique of presenting the products in such a way that appeals and motivates people to buy.

Visual Merchandising is an art of presenting the merchandise at its best; display, colour combinations, proper lighting, accessories etc.

Visual Merchandising (VM) is a tool of communication with people, which can attract people and influence the buying decision. VM is a very popular technique used for increase in target sales and to achieve profit.

The Apparel Retail Merchandising means the products/ garments that are available in a retail store for selling to the final customer. It is a process of selling fashion garments with the help of different selling activities like sales promotions, visual merchandising, discounts, advertisements and many more.

## **9.3 Types of Apparel Retail Merchandising**

There are various types of apparel retail merchandising; which are as below:

### **9.3.1 Peddler**

A peddler is a person who goes door-to-door or place-to-place for selling small products.

Peddlers were playing a major role in ancient time for selling the goods. Earlier there was no availability of big shops with proper formats and organised structures for trade. At that time peddlers were the people who used to bring products in their bags and go around door-to-door for selling the products.

The general and retail stores were available in towns, so the people who lived in the town were able to get the necessary thing from that stores. But, the places which were far from the towns, and remote places where there was no availability of general stores, they required another type of retailer. The people from such remote places welcomed peddlers with their bags full of necessities and luxuries.

The peddlers used to carry and sell small items to people. The products like pins, ribbons, threads, combs, shoes, pots and pans, laces, etc.

The peddlers also used to bring news, information about the latest trends and fashion in the cities. The people who lived in remote places were eagerly waiting for peddlers, the new products and interesting information about the city brought by peddlers. The peddlers generally took orders for next trip, although the route was so long that it might take a year between two trips of a peddler.

The peddler also gave feedback and reported the producers about the likes and dislikes of the people. He also took the information regarding the product which made people happy or disappointed them. Thus, the peddler became the first "market analyst". So, the peddlers were playing a very important role in selling products to the customers at far and remotely situated places. The peddlers were the mediators between the producers and customers.

Gradually the business and nation grew; the requirements of the people also grew simultaneously. The peddlers used to bring clothes, shoes and boots and other items to sale. Then as time passed, development took place, and the peddlers disappeared.

The peddlers were replaced by a travelling salesman. The travelling salesman took a sample of merchandise to shops and door-to-door along with them to get orders. The main benefit of these techniques is the sample, which can be shown and it can increase the chances of getting orders.

Door-to-door selling technique is used in recent times also, but it is limited up to certain products only. Cosmetic products are probably the most sold fashion merchandise by this method.

The salesperson sell apparel merchandise in recent time, but it is helpful in rural or under-developed areas only. They usually bring different types of apparel merchandise like – dress materials, sarees, kurti, ready-made blouses, tops and jeans etc.

### **9.3.2 General Merchandise Store**

A general merchandise store is a small retail store which offers many household items at the same place. These are the stores which can be found at any corner of the residential area. People can easily access it from their home because it is situated in a nearby area. It provides a wide range of products like pen, paper, colours, types of stationery items, toys, hardware items, bakery products, gift items, sometimes it also offers clothes, ready-made garments, kitchenware, plastic ware, etc.

The shopkeeper sales all merchandise generally at retail prices with nominal profit for every item. So, it is necessary to sell more quantities to get a large amount of profit. The shop owner buys from a wholesaler and sells products to the customers.



Fig. 1 General Merchandise Store

General merchandise stores have their own social importance (mainly in the rural area). People usually visit and buy the necessities from a general merchandise store on a regular basis. So, there is a social significance of it. People usually visit it and also discuss daily affairs there. The store owner also usually knows most of his regular customers as they visit the store frequently.

In recent time, the general merchandise stores are facing trouble. Recently the mall culture is growing rapidly. Many of the stores shut down because of the mall, supermarket or hypermarket opened in a nearby area. People

usually like to visit and purchase from mall or supermarket because of the ambience, lower price of the products, discount offers and comfort, etc.

### 9.3.3 Chain Departmental Stores

A chain departmental store is a large retail store with varieties of merchandises. There are different departments for various merchandises like apparel, footwear, accessories, jewellery etc. A chain department store can be owned and managed by one company's branches or it can be owned and managed individually through the franchise process. It is a retail outlet with multiple locations, central management and a brand.

A chain departmental store can have a large area and different departments for men's wear, ladies' wear, kids' wear, different departments for men's footwear, ladies' footwear, kids' footwear, accessories department, etc. The staff of the store that works in individual department is supposed to have experience and knowledge regarding merchandises available there.

People can get the benefit of multiple merchandises at a single place. Different varieties of apparel, accessories like bags, belt etc. can be made available at the same place in different departments. So, it becomes easy to access many things in a single place.

Examples of chain departmental stores are – Lifestyle, Pantaloons, Louse Philippe, Brand Factory, Shoppers Stop, etc.



Fig. 2 Chain departmental store



Fig. 3 Chain departmental stores

### 9.3.4 Mail Order Sellers

A mail order seller is the one who sales merchandise through sending mails to people. Mail-Order selling is also known as Catalogue selling. It is an attractive selling technique via mail. One can sell merchandise through this technique without having a large space or main location to showcase the merchandise.

The mail order seller can send the mail regarding the apparel merchandise or any other merchandise to the suitable customer. Here, the catalogue that is sent via mail must be attractive enough to catch the attention and interest of people. The content and design of the catalogue should appeal to the customer.

There are various benefits of mail order selling available like – ability to reach thousands of people at a time via mail only, no need to wait for the customers to come to you, just send a purposefully designed catalogue to the potential customer via mail. It can save advertising cost if the targeted and controlled mailing techniques are used. There are chances to convert a potential customer into a regular and loyal customer by this technique.

There are some disadvantages of mail order selling that it takes many sincere efforts to win the trust and loyalty of customers. If proper care is not taken for the selection of potential customers and target market, then it can increase the cost of advertising and efforts also.

A mail order seller has to incur an initial expense for production and printing of catalogues, and purchase list of potential customers to generate sales. In recent time, data is the currency. So, it plays a very important role to have data from prospective customers.

In the current era of the Internet, selling through websites, mobile applications, social media marketing and e-mail marketing has grabbed the major chunk of the market. So, the mail order selling has become an old selling technique. The sellers should cope up with the latest trends and have to adopt the latest techniques for selling the merchandise.

The apparel retail merchandises are sold through social media, various mobile applications websites, etc. It attracts the youth most and encourages them to buy garments online.

### **9.3.5 Boutiques**

Boutique is a French word; it means the "shop".

A boutique means a small shop that sells customised fashionable clothes or accessories. It generally sells luxury products which are custom made.

A boutique is a small speciality store which produces a limited number of fashion garments. The space that a boutique occupies is small in comparison to a retail apparel store. A retail apparel store usually deals in a large number of product assortments with a wide range of varieties. So, it requires a large space to display all merchandises. Whereas a boutique deals with specially designed and produced garments, usually customised garments for high-end clients.

A boutique is owned and managed by a designer or a proprietor and a team that works and co-ordinates with each other. A designer with skills and dreams to fulfil the passion can establish and manage a boutique. A boutique is generally engaged in creating innovative, stylish and different kinds of apparels. The high-end buyers usually want to have speciallydesigned and one-of-a-kind clothes. So, the boutiques are there to satisfy their needs and requirements. The prices charged for the specially designed boutique pieces are relatively high. The boutique pieces are customised as per the requirements of the individual customer.

The interior, exterior and the display of a boutique play a very important role. It attracts and appeals the customers to visit and buy from the boutique. The arrangements of garments, the ambience of the boutiques are usually very creative and eye-catching. The designer pieces displayed at theboutique are also very attractive and one-of-a-kind.

A fashion designer has special entrepreneurial skills and passion for his/her boutique. Generally, it is seen that any particular designer has his/her own distinct style of working. A special signature style can be there which we can see in a designer's work. For example, Manish Malhotra with signature style Lehenga. Traditional bridal wear with embroidery, gota work and zari work are especially associated with his work.

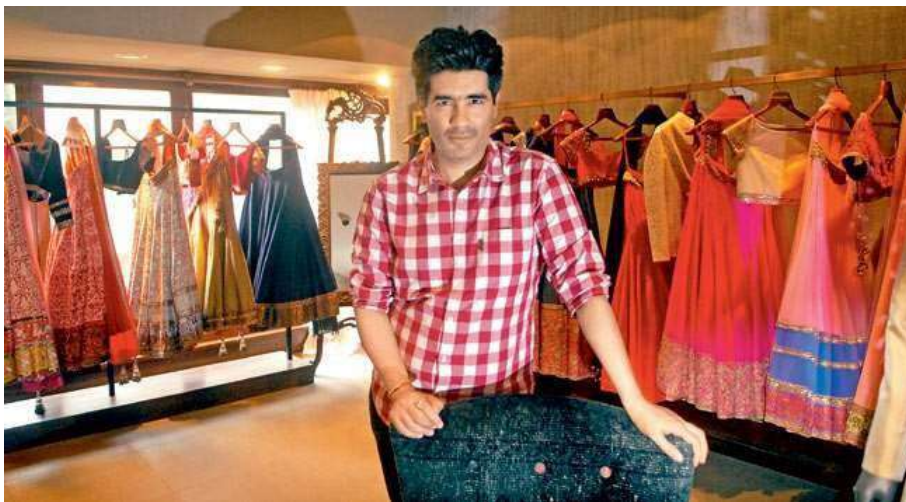


Fig. 4 Manish Malhotra

Wendell Rodricks, a famous designer is known for his passion for "White".

J.J.Valaya a famous designer from historical city Jodhpur in Rajasthan; is known for the revolutionary fusion of traditional and contemporary one of a kind Handiwork, it is the signature style of the House of Valaya.

## **Check Your Progress**

Q-1

Make a list of different types of apparel retail merchandising.

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Q-2 What is Visual Merchandising?

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Q-3 What is Boutique?

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Q-4 Explain Chain departmental store.

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Q-5 What do you mean by mail order selling?

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Q-6 What is General merchandise store?

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### Multiple Choice Questions

1. Peddlers were the mediators between the producers and\_\_\_\_\_.

- (a) Retailers
- (b) Customers
- (c) Wholesalers
- (d) All of these

2. \_\_\_\_\_ has its own social importance mainly in a rural area.
- (a) Chain departmental store                      (b) General merchandise stores  
(c) Boutiques    (d) Mail order sellers
3. \_\_\_\_\_ is a retail outlet with multiple locations, central management and a brand.
- (a) Boutiques    (b) Chain departmental store  
(c) Mail order seller                                      (d) General merchandise stores
4. The mail-order selling is also known as \_\_\_\_\_ selling.
- (a) Retail    (b) Wholesale  
(c) Bulk    (d) Catalogue
5. Boutique is a \_\_\_\_\_ word; it means the "shop".
- (a) Latin    (b) French  
(c) Greek    (d) British
6. A boutique is a small \_\_\_\_\_ store which produces a limited number of fashion garments.
- (a) Speciality    (b) Franchise  
(c) Retail    (d) General
7. The peddlers used to carry and sale \_\_\_\_\_ items door-to-door to the people.
- (a) Big    (b) Small  
(c) Perishable    (d) Designer
8. A \_\_\_\_\_ generally sells luxury products which are custom made.
- (a) Chain store    (b) Retail shop  
(c) Boutique    (d) Mail order seller
9. A boutique deals with specially designed and produced garments, usually customised garments for \_\_\_\_\_ clients.
- (a) General    (b) High end  
(c) Special     (d) All

## 9.4 Let Us Sum Up

The apparel industry is a highly growing industry nowadays. The retail sector is becoming a large and important contributor to the economy.

The Apparel Retail Merchandising means the products/ garments that are available in a retail store for selling to the final customer. In the apparel industry, the function of merchandising is done by an expert known as merchandiser or fashion merchandiser or apparel merchandiser.

There are various types of apparel retail merchandising; like, Peddlers, General merchandise store, Chain departmental stores, Mail order sellers and Boutiques.

The peddlers used to carry and sell small items door-to-door to the people. He played the role of intermediary between manufacturer and customers. It is an old technique of selling small products.

A general merchandise store is a small retail store which offers many household items at the same place. These are the stores which can be found at any corner of the residential area.

A chain departmental store is a large retail store with varieties of merchandises. There are different departments for various merchandises like apparel, footwear, accessories, jewellery, etc.

A mail order seller is a one who sales merchandise through sending mails to people. Mail-Order selling is also known as Catalogue selling. In the current era of the Internet, selling through websites, mobile applications, social media marketing and e-mail marketing has grabbed the major chunk of the market. So, the mail order selling has become an old selling technique.

A boutique means a small shop that sells customised fashionable clothes or accessories. It generally sells luxury products which are custom made. The high-end buyers usually want to have specially designed and one-of-a-kind clothes. The arrangements of garments, the ambience of the boutiques are usually very creative and eye-catching.

Thus, with the help of various types of apparel retail merchandising, the selling and buying function can become easy and interesting.

## 9.5 Keywords

**Catalogue** – a list of items typically alphabetical or systematic in order

**Contemporary** – modern /fashionable or something or someone of the present era

**Contributor** – supplier/ giver/ a person or a thing that contributes something

**Customised** – tailored/ modified/ make-to-order/ something made to suit a particular individual

**Entrepreneurial skills**- a set of technical, practical, managerial and personal skills

**Fusion** – a blend/ mixture or combination of two or more things

**Location** – a particular place or position or area

**Potential customer** – probable or possible customer

**Product assortment** – different types of products offered by a business personnel or a retailer

**Prospective customers** - potential / future customer

**Resale** – a sale of a thing previously bought

**Revolutionary** - new/ innovative / involving or causing a complete/dramatic change

**Sector** – part/ division / subdivision

**Visual presentation** – an optical/visual expression of an idea

## **9.6 Suggested Books**

Retail Merchandising by Swapna Pradhan – Tata McGraw Hill Education Private Limited – New Delhi.

Visual Merchandising by Swati Bhalla, Anuraag S – Tata McGraw Hill Education Private Limited – New Delhi.

Fashion from Concept to Consumer by Gini Stephens Frings - PHI Learning, New Delhi latest edition

Fashion and Retail Merchandising by Stone Elaine, Samples J.A. - McGraw-Hill, New Delhi, the latest edition

The Fashion Design Manual by Pamela Stecker , 2006 , Macmillan Education, Australia

Teaching Fashion Studies by Holly M. Kent, first edition 2018, Bloomsbury Publishing

## **Answers - Check Your Progress**

1) Different types of apparel retail merchandising are as below.

Peddlers

General merchandise store

Chain departmental store

Mail order seller

Boutique

2) Visual Merchandising is a technique of presenting the products in such a way that appeals and motivates people to buy. It is an art of presenting the merchandise at its best; display, colour combinations, proper lighting, accessories etc. VM is a very popular technique used for increase in target sales and achieves profit.

3) A boutique is a small speciality store which produces a limited number of fashion garments. The space that a boutique occupies is small in comparison to a retail apparel store. It is deal with customised garments for high-end clients. The interior, exterior and the display of a boutique are very attractive and eye-catching. The boutique pieces are customised as per the requirements of the individual customer.

4) A chain departmental store is a large retail store with varieties of merchandises. There are different departments for various merchandises like apparel, footwear, accessories, jewellery etc. It is a retail outlet with multiple locations and central management and a brand.

5) Mail order selling is an attractive selling technique via mail. It is also known as Catalogue selling. The mail order seller sends the mail regarding the apparel merchandise or any other merchandise to the suitable customer. The catalogue that sent via mail must be attractive enough to catch the attention and interest of people.

6) A general merchandise store is a small retail store which offers many household items at the same place. People can easily access it from their home because it situates very nearby area. It provides a wide range of products like pen, paper, colours etc. type of stationery items, toys, hardware items, bakery products, gift items, sometimes it also offers clothes, ready-made garments, kitchenware, plastic ware etc.

### **Answers - Multiple Choice Questions**

1. (b) customers

2. (b) General merchandise stores

3. (b) Chain departmental store

4. (d) catalogue

5. (b) French

6. (a) speciality

7. (b) small

8. (c) boutique

9. (b) high end

**References:**

Fig. 1 – [Junior'sbook](#)

Fig. 2 - [Gopalanmall](#)

Fig. 3 – [retail4growth](#)

Fig. 4 – [LalgateFashion](#)

## **Unit – 10 Apparel Market Research Agencies**

### **STRUCTURE:**

#### **10.0 Objectives**

#### **10.1 Introduction**

#### **10.2 Meaning**

#### **10.3 Types of Apparel Market Research Agencies**

##### **10.3.1 Trade Associations and Trade Shows**

##### **10.3.2 Retail Buyers Groups**

##### **10.3.3 Fashion Shows**

##### **10.3.4 Fashion Bulletins**

##### **10.3.5 Fashion Magazines**

##### **10.3.6 Retail Conventions**

#### **Check Your Progress**

#### **Multiple Choice Questions**

#### **10.4 Let Us Sum Up**

#### **10.5 Keywords**

#### **10.6 Suggested Books**

#### **Answers**

#### **10.0 Objectives**

After studying this unit, the students will be able to:

- Understand about different Market Research Agencies;
- Identify the way of working of various research agencies;
- Understand the importance of Apparel Market Research Agencies.

#### **10.1 Introduction**

Fashion industry seeks something new and creative every day. People usually want to buy and wear latest fashioned apparels. The information regarding latest fashion trends are important for the customers, and the

information regarding the customer is very important for the manufacturers and merchandisers.

Apparel industry is a very significant industry for customers as well as for the manufacturers and retailers also. The people need new fashioned garments which are stylish, comfortable and affordable to them too.

The manufacturers and designers have to be informed and be aware about the needs, wants, demands, taste and preferences of customers. If they fail to do so, it may fetch a negative result in form of decrease in sales, shifting of customers from their product to another vendor, decrease in profit, etc. So, the knowledge and information regarding customers is must for the designers, apparel manufacturers and retailers.

The different required information regarding customers can be gained through various apparel market research agencies. The market research agencies usually collect the needed information regarding customers and latest trends in the market. This information can be properly analysed and utilized by manufacturers, fashion designers, retailers, etc.

## **10.2 Meaning**

**Market Research** is a process of systematic collection of data regarding people, company, and the market, to analyse it and to prepare a report which can be helpful in better understanding of what the group of people need.

**Market Research Agency** is a company that gathers and analyses information about consumers' needs and preferences.

The **Apparel Market Research Agencies** are the medium through which the various required information related to apparel and fashion clothing are collected and analysed.

The research can be done through collection of data. It can be collected through Primary data or Secondary data. The primary data can be collected by observation, personal interview, focus group and survey method. The secondary data is pre-existing public data, such as data shared in newspapers, magazines, industry report, government report, etc.

## **10.3 Types of Apparel Market Research Agencies**

There are various apparel market research agencies available which provides useful information regarding new trends, fabrics, patterns, textures, colours, silhouettes, etc. This information is used by the manufacturers, designers and merchandisers to attract the customers by providing latest and trendy apparels to the potential customers. The different types of apparel market research agencies are as below.

### 10.3.1 Trade Associations and Trade Shows

#### **Trade Association:**

A trade association is synonymously also known as business association, industry body, industry trade group, or sector association. It is an organisation funded and founded by the businesses that operate in a specific industry. The main purpose of trade association is to work together to solve the problems, come-up with reasonable solutions and to grab new opportunities for relevant industry.

The aims and objectives of trade association are – to promote and protect members' interest, to help and provide assistance to the members who are in need, to encourage healthy business environment, to play a role of mediator between the member and other organisations etc.

The functions of trade association are – to regulate and fix prices of their business, to settle the disputes among the members, to create collective pressure on other organisations or the government for the interest of their member, to educate members on trade activities, to carry out research activities, prepare and publish reports for members, to update members regarding change in technology, standards and regulations, etc.

Examples– CMAI: The Clothing Manufacturers Association of India, NARB- The National Association of Retail Buyers and Sellers, TAI – The Textile Association (India)



Fig. 1 Logo of CMAI

#### **Trade Show:**

Trade show is an event in which the member of trade association of specific industry participates to display and demonstrate the latest products or services. Major trade shows are usually organized at convention centers in large cities and they last several days. Local trade shows may take place at local arena or hotel where it allows the participants to interact with potential buyers.

Generally trade shows are not open for all. It can be attended by the company representatives and the press person. Sometimes, the trade show

is open for limited audience in starting several days and then after some days it might be open for public.

A trade show (trade fair, trade exhibition, trade expo) is an exhibition organized for particular industry (here, Fashion Industry) to display and demonstrate the latest collection of products. It can provide several benefits like – to meet people and build business relations, to meet with industry partners, study several activities of rivals, and to examine the latest and current market trends and opportunities available in the market.

The major benefits of trade shows are – it provides platform to market your product to customers, many new contacts can be generated, potential customers can be converted into actual customer, contact with new supplier, distributor, etc. is possible, awareness and education of your product, research and be aware about competition, training, etc.

The fashion trade shows are usually held at different places of the world. It is an event where the fashion designer and brand owner can represent their latest collection to the potential buyers and merchandisers. The fashion trade show is a type of exhibition where one can exhibit the collection to the retailers also. The retailers generally attend this type of trade fair to get best designs.



Fig. 2 Trade Show

### **10.3.2 Retail Buyers Groups**

Retailer's buyer group as the name suggests a group of retailers who buy/purchases the products together. The group buying is also known as collective buying. In fashion and apparel industry, the trends and fashions change very fast at a higher speed. Everyday there is something new that comes to the market. The retailers have to be in line with the changes as per the market trends and customer's demand.

The bulk buying always gives a benefit of leveraging the prices of products. The retailers of fashion garment generally form a group for buying the materials, supplies, trims and finished garments. The retail buyer is a person/representative who plays an important role of purchaser from the side of retailer. He/she also plays a role of mediator between the wholesaler and retailer.

The retail buyer's group consists of such retail buyers who discuss and decide about the buying quantity, type of products to purchase, price etc. The retail buyer's group have the benefit of influencing the price through collective buying power of the group members. They together buy in bulk quantity and get the products at a lesser price from the wholesaler.

The retail buying through group is beneficial to the retailers as well as to the wholesaler too. The retailers can get the good quality garments at a reasonable price, and the wholesaler can easily sell the garments in a bulk at a time to many retailers.

When the retail buyer's group meet, they discuss and decide about the products to be bought. Various people have various ideas, knowledge and information regarding latest trends and current fashioned clothes. So, the information exchange is possible, as well as the major benefit of group purchase is also there in the form of lower prices.

### **10.3.3 Fashion Shows**

A fashion show is an event which showcases the designer garments and/or accessories exclusively designed by the fashion designer. The newly designed outfits are modelled to an audience in a fashion week. Generally, the fashion shows are presented season wise – particularly Spring/Summer and Fall/Winter seasons.

The two most famous and major influential fashion weeks are – The Paris Fashion Week and the New York Fashion Week. These both are semi annual events. Other important fashion weeks are organized at London, Milan, Berlin and Sibiu.



Fig. 3 Paris Fashion Week Autumn/Winter – 2019

Generally, in a fashion show there is a run way / ramp for walk by models who represents the designer outfits and/or accessories. There is a space for audience, different lighting effects and music too. The models wear the outfits created by different designers and the sequence of them is usually planned according to the designer's choice, the way he/she wants to communicate the idea.

The audience of fashion show watches the outfits represented by models, and try to understand what the designer wants to convey. They try to get the new idea that is conveyed by the fashion designers through newly created outfits. The audience also appreciates the innovative thinking, creativity, and craftsmanship of the designer.

The main purposes behind a fashion show are – Art, Fame, Publicity and Prestige. In a fashion show there is always availability of famous designers, celebrities, representatives of big brands etc. So it is a good place for earning name, fame, publicity and prestige. If the designs are very unique, creative and appealing then it can result into a trend setter.

The highly exclusive designed outfits are very costly. It is because of the fine quality and costly fabrics, newly developed patterns and textures, cut

and finish, etc. These are all the factors which ultimately make the designer outfits more costly.

The fashion shows usually play a role of research agencies. The new and innovative designs, cuts, colours, fabric, patterns, finishes, etc. are the source of inspiration for other people. Generally, the ideas represented by any designer at a fashion show ultimately become the base or source of inspiration to other designers. New variations can be created on the basis of the collection showcased at fashion show.

The fashion shows are also organised at Nation level. In India, different designers represent their newly created clothing line at a fashion show organised across major cities like Mumbai, Delhi, etc. India Fashion Week is semi-annual fashion week organised and promoted by FDCI i.e. Fashion Design Council of India. India Fashion Week was sponsored by Wills Lifestyle in 2006-2014, after that the Amazon.in became the sponsor.



Fig. 4 - Lakme Fashion Week – 2019, Bombay

#### **Famous Fashion Shows in India and Abroad:**

- Lakme Fashion Week
- New York Fashion Week
- Wills Lifestyle Fashion Week
- Milan Fashion Week
- Paris Fashion Week
- Berlin Fashion Week
- Amsterdam International Fashion Week

- London Fashion Week
- Japan Fashion Week

#### **10.3.4 Fashion Bulletins**

A bulletin is a short news report on a television or radio.

A bulletin is a short official announcement made publicly to inform people about an important matter.

A fashion bulletin contains information regarding latest fashion trends. It is devoted to fashion especially latest styles and trends in clothing and accessories.

#### **10.3.5 Fashion Magazines**

A fashion magazine is an important part of Fashion industry. It includes various interesting and latest information regarding the current fashion that prevails in the market. It is a crucial medium which conveys the ideas and vision of designers to the public.

A fashion magazine brings the world of national and international fashion home. These magazines provide the latest news about fashion, trends, culture, beauty, shopping, health, travel, etc.

There are various famous fashion magazines available. „Vogue“ is one of the best and most influential fashion magazines of the world. It is a top selling fashion magazine and it has been setting standards for over a century.

Some of the best fashion magazines from India are – „Femina“, „Women“s Era“, „GQ- Men“s Fashion and Lifestyle Magazine“, „Bazaar“, „Vogue“, „Lifestyle“, „Cosmopolitan“, „Elle“, etc. These all fashion magazines are popular in India. It gives information regarding latest trends of fashion clothing, accessories, women empowerment and courage of women, lifestyle, and latest spots of shopping and latest collection of top fashion designers, events, celebrity fashion icons and many more things.



Fig. 5 Elle Magazine Fig. 6 Women's Era Magazine Fig. 7 Vogue Magazine

### 10.3.6 Retail Conventions

The retail convention is a meeting of retailers where all meet, talk about shared work, common interests and take decisions for particular things as a group. The group of retailers usually arrange conventions at a particular interval of time.

Retail convention is a formal meeting of representatives, members or delegates. It is a gathering of retailers at a particular place and time to share common interest. There may be a speaker at convention, but the main motive is to communicate and have a dialogue face-to-face between the people, who have common personal interest.

The main advantages of retail conventions are – networking with people, to share same interest, learn new strategies and tactics for your business from your peers. The retail convention provides the opportunity to represent individual's thoughts and interest. There is availability of two way communication between people instead of sitting and listening to one person talking to many. Here, one can get chance to earn new prospective clients.

### Check Your Progress

1. Make a list of different types of apparel research agencies.

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2. What is trade association?

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3. What do you mean by Fashion Show?

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4. Which type of information available in a fashion magazine?

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5. List out various famous fashion shows at India and abroad.

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6. What are the advantages of retail conventions?

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7. What are the purposes behind organizing a fashion show?

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## Multiple Choice Questions

1. \_\_\_\_\_ is a process of systematic collection and analysis of data regarding people, company, and the market.

- (a) Fashion Show
- (b) Trade show
- (c) Market Research
- (d) Convention

2. Business association, industry body, industry trade group, or sector association all are the synonyms of\_\_\_\_\_.

- (a) Trade show
- (b) Trade association
- (c) Bulletin
- (d) Trade expo

3. The CMAI represents\_\_\_\_\_.

- (a) Clothing Manufacturers Association of India
- (b) Clothing Manufacturers Association Industry
- (c) Clothing Market Association of India
- (d) Clothing Marketers Association Industry

4. A\_\_\_\_\_is also known as trade fair, trade exhibition, trade expo.

- (a) Trade Association
- (b) Trade Show
- (c) Exhibition
- (d) Fashion Show

5. The two most famous and major influential fashion weeks are – The Paris Fashion Week and the\_\_\_\_\_Fashion Week.

- (a) India
- (b) Japan
- (c) London
- (d) New York

6. The influential fashion weeks are\_\_\_\_\_events.

- (a) Annual
- (b) Semi-annual
- (c) Quarterly
- (d) Monthly

7. \_\_\_\_\_is one of the best and most influential fashion magazines of the world.

- (a) Lifestyle
- (b) Femina
- (c) Cosmopolitan
- (d) Vogue

8. The retail \_\_\_\_\_ is a meeting of retailers where all meet, talk about shared work, common interests and take decisions for particular things as a group.

(a) Convention (b) Buyers group

(c) Merchandising (d) Association

9. A \_\_\_\_\_ is a short official announcement made publicly to inform people about an important matter.

(a) Magazine (b) Bulletin

(c) News (d) Report

10. \_\_\_\_\_ Fashion Week is semi-annual fashion week organised and promoted by FDCI.

(a) Paris (b) New York

(c) Milan (d) India

## 10.4 Let Us Sum Up

Fashion industry is enormous in nature. It usually seeks something innovative, creative and new every day. The people who are engaged with the fashion industry ought to be up to date with the latest trends.

There are various apparel research agencies which provide opportunity to get latest information about the fashion world and also show the path to cope-up with everyday challenges and emerging demands of people and market.

The various types of Apparel market research agencies are - Trade associations and trade shows, Retail buyers groups, Fashion shows, Fashion bulletins, Fashion Magazines, and Retail conventions. These all provide different opportunities to the fashion designers, fashion brands, manufacturers, retailers and clients to get the best deal and latest information regarding what is going on in fashion apparel industry at national and international level too.

## 10.5 Keywords

**Arena** - An arena is a place where sports, entertainments, and other public events take place

**Convention** – A meeting or gathering of people

**Convey** – To communicate / put into words

**Dialogue** – Conversation; exchange of idea

**Enormous** – Very huge; gigantic

**Fame** – To become famous or the state of being known or talked about by many people, especially on account of notable achievements

**Gathers** - bring together and take in from scattered places or sources; or to collect several things, often from different places or people

**Influential** – Dominant/ significant or having great influence on someone or something

**Leverage** – influence / power/ control or to use something to maximum advantage

**Preference** – Favourite; or a greater liking for one alternative over another or others

**Prestige** – status/ reputation or Respect and admiration given to someone or something, usually because of a reputation for high quality, success, or social influence

**Prevail** - to exist and be accepted among a large number of people, or to get a position of control and influence

**Prospective** – Potential; probable; soon to be

**Seek** – to search something; or to look for; to find someone or something

**Sequence** – to arrange something in particular order

**Showcase** - a glass case used for displaying articles in a shop or to display the products in front of potential buyers

**Silhouette** – A shape or an outline of the garment; or a dark shape seen against a light surface

**Synonymously** - alike in meaning or significance; equivalent in meaning; expressing or implying the same idea.

**Systematic** - according to a fixed plan or system; methodically

## **10.6 Suggested Books**

Inside the Fashion Business- Kitty G. Dickerson – Seventh edition – Pearson Education

Apparel Merchandising – Jeremy A. Rosenau, David L. Wilson – Third edition – Fairchild books

The fundamentals of Fashion Management – Susan Dillon – AVA Publishing

Fashion Buying – From trend forecasting to Shop Floor – David Shaw, Dimitri Koumbis- second Edition, Bloomsbury Publication

Fashion Buying – Helen Goworek, 2nd edition, 2007, Wiley

Mastering Fashion Buying and Merchandising Management – Tim Jackson, David Shaw, 2001, Palgrave Macmillan

## **Answers**

### **Check Your Progress**

1. List of different types of apparel research agencies:
  - Trade associations and trade show
  - Retail buyers group
  - Fashion show
  - Fashion bulletins
  - Fashion magazines
  - Retail conventions
  
2. A trade association is an organisation funded and founded by the businesses that operates in a specific industry. The main purpose of trade association is to work together to solve the problems, come-up with reasonable solutions and to grab new opportunities for relevant industry.
  
3. A fashion show is an event which showcases the designer garments and/or accessories exclusively designed by the fashion designer. The newly designed outfits are modelled to an audience in a fashion week. The audience appreciate the innovative thinking, creativity, and craftsmanship of the designer showcased at the fashion show.
  
4. A fashion magazine includes various interesting and latest information regarding the current fashion that prevails in the market. A fashion magazine brings the world of national and international fashion home. These magazines provide the latest news about fashion, trends, culture, beauty, shopping, health, travel etc.
  
5. List of various famous fashion shows at India and abroad:
  - Lakme Fashion Week
  - New York Fashion Week
  - Wills Lifestyle Fashion Week
  - Milan Fashion Week
  - Paris Fashion Week

- Berlin Fashion Week
  - Amsterdam International Fashion Week
  - London Fashion Week
  - Japan Fashion Week
6. The main advantages of retail conventions are – networking with people, to share same interest, learn new strategies and tactics for your business from your peers. The retail convention provides the opportunity to represent individual's thoughts and interest, the chance to get new potential customers etc.
  7. The main purposes behind a fashion show are – Art, Fame, Publicity and Prestige. In a fashion show there is always availability of famous designers, celebrities, representatives of big brands etc. So it is a good place for getting name, fame, publicity and prestige. If the designs are very unique, creative and appealing then it can result into a trend setter.

### **Answers - Multiple Choice Questions**

1. (c) Market Research
2. (b) trade association
3. (a) Clothing Manufacturers Association of India
4. (b) trade show
5. (d) New York
6. (b) semi-annual
7. (d) Vogue
8. (a) Convention
9. (b) bulletin
10. (d) India

### **References:**

Fig. 1 – [doond](#)

Fig. 2 - [sewport](#)

Fig. 3 - Paris Fashion week Autumn/Winter – 2019

Photo: Singapore Tatler - Justine Lee/Hong Kong Tatler

Fig. 4 - Lakme Fashion Week – 2019, Bombay [FashionNetwork](#)

Fig.5 & 6 – [She9](#)

Fig. 7 – Magzter



# **Unit – 11 Fashion Merchandising Process**

## **STRUCTURE:**

### **11.0 Objectives**

### **11.1 Introduction**

### **11.2 What is Fashion Merchandising?**

### **11.3 Process of Fashion Merchandising**

### **11.4 Merchandiser**

### **Check Your Progress - I**

### **11.5 Qualities of Merchandiser**

### **11.6 Functions of Merchandiser**

### **11.7 Types of Merchandiser**

### **Check Your Progress - II**

### **Multiple Choice Questions**

### **11.8 Let Us Sum Up**

### **11.9 Keywords**

### **11.10 Suggested Books**

### **Answers**

## **11.0 Objectives**

After studying this unit, the student will be able to:

- understand the term fashion merchandising;
- get information regarding required steps for the process of fashion merchandising;
- understand the importance of the role of a merchandiser in the garment industry;
- know about the required qualities and the functions of merchandiser;
- understand different types of a merchandiser.

## **11.1 Introduction**

Merchandising is a crucial part of textile and garment industry. In today's world of fashion, merchandising plays a very important role in the sustainable growth and success of the business. The process of fashion merchandising needs to be incorporated by efficient personnel to achieve desired results. It creates the demand for the role of 'Merchandiser' for the garment industry. The merchandiser should possess some distinct qualities to justify the role and responsibilities appropriately. There are various types of merchandisers required as per the type of industry and the working style of business.

## **11.2 What is Fashion Merchandising?**

The merchandising term comes from the word „„Merchandise”. It means the goods or commodities to be bought and sold in the market. For the textile and garment industry, merchandising is an important section which connects the two major departments - the Production department and the Marketing department of the business.

Merchandising is an arrangement of all necessary raw materials, to produce the goods from it, and make them available at the right place in the market to sell it to the customers.

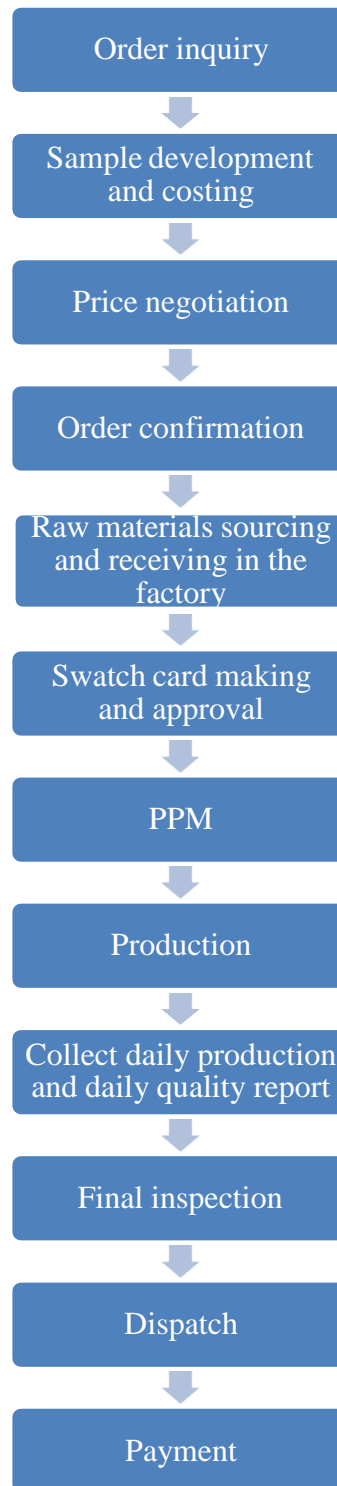
The fashion merchandising refers to the planning of right merchandise, at the right place, at the right time, at the right price, in the right quantity to the right customer. If all the conditions are well planned and executed appropriately, it can result in earning the profit.

The fashion merchandising includes all the necessary activities ranging from fashion forecasting, sourcing materials, design and development of garments, making them available in the market in the right quantity to be bought by the customers. The merchandising process involves many different stages that are important to be followed to get planned results.

## **11.3 Process of Fashion Merchandising**

The process of fashion merchandising includes all required steps starting from the order inquiry from the customer up to the dispatch and shipment of the order.

In fashion industry, the merchandising process involves many important stages that need to be taken care of. A general process of fashion merchandising in garment industry involves below-mentioned steps.



In the apparel industry, it is very important to follow certain steps for the process of merchandising. In the case of order from the same country or for the export order, various steps should be followed correctly and on time to execute the planned strategies and to achieve desired results.

- **Order inquiry** - The starting stage of fashion merchandising process is to receive an inquiry from the buyer. Here, the buyer

means the retail store owner, wholesaler or importer from another country. Usually, the buyer inquires for the bulk order of the garments.

- **Sample development and costing** - The next step of the process is the sample development. The sample/s is/are designed and created as per the requirement of the buyer. Another important function is the cost calculation. The costing involves every necessary cost required and incurred to develop and create the sample.
- **Price negotiation** - After the sample development and costing of that sample, it is communicated with the buyer. The price negotiation takes place at this stage. The manufacturer quoted the price for a particular garment style/pattern created as per the requirement of the buyer. The buyer may negotiate with the manufacturer/merchandiser for the price of the product. The manufacturer and the buyer fix a price that suits both parties.
- **Order confirmation** - After negotiating the price, the next step is order confirmation. The buyer confirms the order; it includes the quantity of the garments, style/s, pattern/s, delivery time, mode of payment, etc.
- **Raw materials sourcing and receiving in the factory** - Now, the merchandiser has to start the process for the manufacturing of the ordered garments. The raw materials, trims, accessories, etc. are bought by the manufacturer and receive it at the factory. Some manufacturers used to do certain processes at their manufacturing plant or they have their other plants engaged in producing the raw materials, so they used to source it from their plant instead of buying it from other vendors.
- **Swatch card making and approval** - The next step is swatch card making for the garments and they are sent to the buyer for approval.
- **PPM** - PPM means Pre Production Meeting. PPM is an important meeting that takes place before starting the production of the garments in the factory. The buyer and the merchandiser and her/his team attend the meeting and discuss necessary agendas. Certain criterias get finalized in PPM and then the production process gets started.
- **Production** - The actual full-fledged production takes place after PPM. The garments get manufactured at the factory/ production plant as per the specifications from the buyer. Different patterns, styles, colours, sizes, quality, quantity, etc. needs to be taken care of while producing the products.
- **Collect daily production and daily quality report** - The production of bulk order consumes time. It is required to maintain the speed of production as per the production plan and schedule. The daily production report and daily quality reports help in achieving set goals and planned targets on time. The progress of

production work can be known with the help of reports. If there is any deviation found in actual production than the planned one, then corrective measures should be taken.

- **Final inspection** - After completion of the production work, the final inspection of the goods takes place. Everything is being checked and moved to the next department.
- **Dispatch** - The next step is packing and dispatching of goods. The shipping route depends on the delivery destination. The order can be from the same country or another country too. So, the route can be by road (truck, train, bus, etc.), by water (ship), by air (flight), etc. as decided by both parties.
- **Payment** - The payment terms, conditions, and payment modes are discussed and decided in the early stage of the process. So, when the fashion merchandising process reaches the end of the final stage most of the payment part is cleared, and if there is any payment due, it is paid by the buyer to complete the whole transaction.

## 11.4 Merchandiser

A merchandiser is a person engaged with the merchandising activity. He/she must be a creative thinker, a good communicator, and a capable planner and executor too. A merchandiser plays various roles at different stages of the fashion merchandising process. He/she looks after everything from market research, order analysis to shipment.

A merchandiser looks after many different activities like communicate with the buyer, design and sample development, costing and negotiation, production functions, documentation, payment, dispatch, shipping of the goods, etc. He/she is a bridge between the industry and the buyer.

Merchandiser should possess many different qualities to perform different tasks and roles. He/she is a part of various departments of the industry. Like, he/she is partly a designer who thinks creatively and innovatively, a marketer who markets and sells products, a communicator who communicates and negotiates with the buyer, an engineer who takes care of production, a computer expert who communicates and sells the products online, an entrepreneur - a multitasking person.

A merchandiser is an integral and important part of the fashion industry and the garment export industry too. The merchandising department plays a very important role in the smooth functioning of the industry. It links different departments of the industry.

### Check Your Progress – I

1. What is merchandising?

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2. Write down the necessary steps for the process of fashion merchandising in the garment industry.

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3. What is PPM?

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4. What is fashion merchandising?

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5. Who is merchandiser?-

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## **11.5 Qualities of Merchandiser**

**11.5.1 Planning and execution ability** - A merchandiser must be capable to prepare accurate plans and to execute it as per the schedule. The planning and execution of the plan are directly linked with the production and delivery of the ordered goods. All the activities must be properly planned and executed on time, otherwise, it affects the delivery time of the order.

**11.5.2 Research ability** - A merchandiser must have a sound market research ability. The business gets affected by the demands of the buyers, competition, latest trends that prevail in the markets, etc. So, the merchandiser must be capable of researching all the required aspects that affect the business directly or indirectly.

**11.5.3 Creative thinking ability** - A merchandiser must possess a creative and innovative mind. He/she is a part of the design team. The creative and different thinking ability can lead to creating a distinct and innovative design.

**11.5.4 Decision making** - A merchandiser must have a good decision making quality. It is important for the execution of plans and to get things done on time.

**11.5.5 Convincing power** - A merchandiser is a link between the industry and the buyer. He/she also works with the other team members. So the convincing ability is a must when one works with many people.

**11.5.6 Loyalty** - It is a very crucial quality for every human being. Particularly for the people who are engaged in business.

**11.5.7 Business Communication skills** - A merchandiser must possess good oral as well as written communication quality to maintain sound business relations.

**11.5.8 Enough knowledge of the garment industry** - It is necessary to have sound knowledge of the garment industry to work as a merchandiser. If a person has enough knowledge and up to date information regarding the garment industry, he/she can play the role of merchandiser.

**11.5.9 Coordination and cooperation** - A merchandiser is a link between different departments of the industry. He/she has to coordinate and cooperate with various people to justify the role of merchandiser and to get things done on time. So the qualities like coordinating with different teams and working together with cooperation are required.

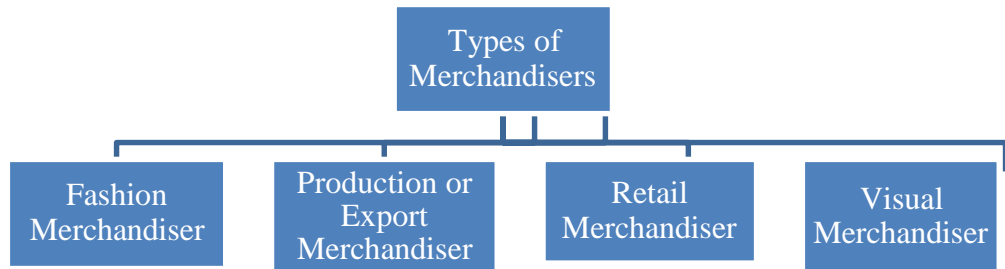
## **11.6 Functions of Merchandiser**

A merchandiser has to play various roles and has to complete many different tasks. There are various functions of a garment merchandiser which should be carried out with responsibility. The functions of a merchandiser are given below.

- Manage internal and external business communication
- Do market research and be up to date with current market trends
- Grab business opportunities
- Generate inquiries and convert them into orders
- Be a part of the design team and develop new garment designs, styles, and samples
- Garment costing for the order
- Negotiation with the buyer
- To manage lab dips, swatch cards, etc.
- Sourcing of raw materials, trims, and accessories
- Be a part of production planning, scheduling and execution of the same
- Monitoring and controlling in-house production activities and to take follow-up of subcontract work given outside, if any
- Preparing production progress reports and communication with the buyer as well as the top-level management
- Attending meetings and incorporating the decisions taken in the meeting for the merchandising
- Mediating the production, quality, and marketing departments
- Helping documentation and finance departments
- Assisting and advising inspection, packing, and finishing work
- Giving shipping instructions and tracking the shipping to deliver the order on time

## **11.7 Types of Merchandisers**

A merchandiser plays a very important role in an apparel and garment industry. Various types of merchandisers are divided based on their work. The types of merchandisers are given below.



### **11.7.1 Fashion Merchandiser**

A fashion merchandiser is a person who looks after fashion merchandising activities. The fashion merchandising involves different activities starting from fashion forecasting to retail sales of the garments.

A fashion merchandiser's tasks are-

- Fashion forecasting
- Design development and approval
- Sample planning and development
- Product specification
- Merchandise planning
- Buying

### **11.7.2 Apparel Production or Export Merchandiser**

A production merchandiser or an export merchandiser is the one who looks after all the apparel export merchandising activities. It involves many activities beginning from communication with buyer up to the dispatch and delivery of the order on time considering the six rights - right merchandise, right place, right time, right quantity, right price, and right promotion.

The tasks of a production or export merchandiser are as below:

- Communication with buyer
- Receiving the order
- Planning and execution of plans
- Material sourcing
- Production
- Quality checking and control
- Finishing
- Packing
- Final inspection
- Shipment

### **11.7.3 Apparel Retail Merchandiser**

An apparel retail merchandiser manages all the retail merchandising activities. It involves direct selling of the products to the end customers for personal or non-business use. The retail merchandiser sells directly to the individual customers, usually, the quantity is less and the merchandiser plays the role of mediator between the wholesaler and the customer.

Tasks of a retail merchandiser:

- Assessing local customers
- Selecting a fashion image
- Buying the merchandise
- Receiving and stocking the merchandise
- Display
- Sales promotion
- Sales evaluation

#### **11.7.4 Visual Merchandiser**

Visual merchandising is an art of displaying and arranging the merchandise in such a way that attracts the customers. The customers usually see the product before buying it. If the products are displayed well in different ways it ultimately attracts more customers. The visual merchandiser's main duty is to look after VM (Visual Merchandising).

For a good and attractive VM, the visual merchandiser has to go for several tasks-

- Planning and execution of merchandise theme
- Making seasonal VM display
- Selection of suitable merchandise for display
- The decision of style and number of VM displays
- Evaluation of VM effects for future planning and scheduling
- Comparative study of VM display of competitors

#### **Check Your Progress – II**

6. Make a list of desired qualities in a merchandiser.

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7. Make a list of any five functions of a garment merchandiser.



In today's world of fashion, merchandising plays a very important role in the sustainable growth and success of the business.

The fashion merchandising includes all the necessary activities ranging from fashion forecasting, sourcing materials, designing, and development of garments, and making it available in the market.

The process of fashion merchandising needs to be incorporated by efficient personnel to achieve desired results. It creates the demand for the role of 'Merchandiser' for the garment industry.

A merchandiser is an integral and important part of the fashion industry and the garment export industry too.

A merchandiser should possess different qualities to perform various roles like - Fashion Merchandiser, Production or Export Merchandiser, Retail Merchandiser, and Visual Merchandiser, etc. as per the need of the industry.

The smooth and efficient working of the apparel industry depends on the merchandising activities and the role of a merchandiser.

## 11.9 Keywords

**Agenda** - a list of items to be discussed at a formal meeting

**Communicator** - a person who is able to convey or exchange information, news, or ideas, especially one who is skilled

**Dispatch** - send off to a destination or for a purpose

**Executor** - a person who produces something or puts something into effect

**Inspection** - careful examination

**Negotiation** - discussion aimed at reaching an agreement

**Shipment** - the action of shipping goods

**Swatch** – a small sample of fabric intended to demonstrate the look of a larger piece

**Task** - a piece of work to be done or undertaken

## 11.10 Suggested Books

Apparel Manufacturing Technology – T.Karthik, P. Ganeshan, D. Gopalkrishnan- CRC Press

Fashion Retailing: a Multi-Channel Approach - Ellen Diamond – Second edition – Pearson education

Fashion Technology: Today and Tomorrow - Nirupama Pundir – First edition 2007 – Mittal Publication

The Apparel Industry - Richard Jones – Blackwell publishing - 2nd Edition

## **Answers**

### **Check Your Progress – I**

1. The merchandising term comes from the word 'Merchandise'. It means the goods or commodities to be bought and sold in the market. For the textile and garment industry, merchandising is an important section which connects the two major departments - the Production department and the Marketing department of the business.

2. The general steps for fashion merchandising in the garment industry involve below-mentioned steps.

- Order inquiry
- Sample development and costing
- Price negotiation
- Order confirmation
- Raw materials sourcing and receiving in the factory
- Swatch card making and approval
- PPM
- Production
- Collect daily production and daily quality report
- Final inspection
- Dispatch
- Payment

3. PPM means Pre Production Meeting. PPM is an important meeting that takes place before starting the production of the garments in the factory. The buyer and the manufacturer and their executives attend the meeting and discuss necessary agendas. Certain criteria get finalized in PPM and then the manufacturer starts the production process.

4. The fashion merchandising refers to the planning of right merchandise, at the right place, at the right time, at the right price, in the right quantity to the right customer. If all conditions are well planned and executed appropriately, it can result in earning the profit.

5. A merchandiser is a person engaged with the merchandising activity. A merchandiser plays various roles at different stages of the fashion

merchandising process. He/she looks after everything from market research, order analysis to shipment.

## **Check Your Progress - II**

6. A list of desired qualities of a merchandiser is given below.

- Planning and execution ability
- Research ability
- Creative thinking ability
- Decision making
- Loyalty
- Convincing power
- Business Communication skills
- Enough knowledge of the garment industry

7. A list of functions of a garment merchandiser is given below.

- Manage internal and external business communication
- Be a part of production planning, scheduling and execution of the same too
- Attending the meetings and incorporate the decisions taken in the meeting for the merchandising
- Monitoring and controlling in-house production activities and to take follow-up of subcontract work given outside if any
- Giving shipping instructions and following the shipping to deliver the order on time

8. Various types of merchandisers are as below.

- Fashion Merchandiser
- Apparel Production or Export Merchandiser
- Apparel Retail Merchandiser
- Visual Merchandiser

## **Answers - Multiple Choice Questions**

1. c) Pre
2. d) Marketing
3. b) Starting
4. a) Displaying
5. a) Merchandising

## **Unit – 12 Labels**

### **STRUCTURE:**

#### **12.0 Objectives**

#### **12.1 Introduction**

#### **12.2 Importance of Labels**

#### **12.3 Styles of Label Fold**

#### **12.4 Types of fabric Choices for Labels**

#### **12.5 Types of Labels**

##### **12.5.1 Main Labels**

- **Brand Label**
- **Private Label**

#### **Check Your Progress - I**

##### **12.5.2 Sub Labels**

- **Care Labels**
- **Size Label**
- **Price Label**
- **Composition Label**
- **Special Label**
- **Flag Label**

#### **Check Your Progress - II**

#### **Multiple Choice Questions**

#### **12.6 Let Us Sum Up**

#### **12.7 Keywords**

#### **12.8 Suggested Books**

### **Answers**

#### **12.0 Objectives**

After studying this unit, the student will be able to:

- understand about different types of labels that are required for garments;
- understand the importance of labels;

- identify the suitable labels to be used for a particular garment;
- know about how various brands use different types of labels for their apparel articles.

## **12.1 Introduction**

The apparel and clothing industry plays a very important role in the Economy. There are various other businesses and crucial aspects that are related to it. Labelling is one of those aspects. Labelling is an important factor for the apparel industry, it is necessary in many ways. It provides useful information, guidelines as well as information regarding country of origin, etc.

A Label is a piece of fabric, paper, metal or any other material that is attached to a product. It provides certain information to the buyers. It helps in getting required information regarding particular merchandise easily.

The clothing merchandise and textile products require some labelling. It helps the buyers to select appropriate products. Many high fashion brands usually design their labels in an amazing and attractive appearance. It works as a tool for brand recognition for customers.

Different types of labels are there for different apparel and fabric merchandises. Various labels work differently, it means it serves the common purpose of giving information to the customers as per the requirement, but it provides different information. For, example care label provides information regarding the care to be taken for that particular garment, and a price label will provide the information regarding the price of that particular product.

A label is a very important part of a garment. It is something more than just a piece of fabric because it is the tool which directly draws the attention of people. It is the medium of direct communication with the customers. So, the label should be attractive enough, qualitative and informative.

## **12.2 Importance of Labels**

- It provides information about the company or brand which made that garment.
- Label provides care instructions. It includes indicators such as –wash, clean, iron, bleach, steam, dry, etc. and other related information.
- The customer can get information regarding the country of origin for any particular product.

- People can compare the prices of various products with the help of price labels of different articles.
- Some labels carry information regarding culture and tradition, the people who made it and how they made that product, etc.
- The label can provide information regarding certain techniques that are used in that garment. For example, block print, organic dye, printing and painting techniques and its information, etc. So, people can read and know about particular things.
- Labels work as a tool for brand recognition and recall.
- The merchandise exported carries a label of country of origin. It is required as a part of the export policy in some countries as well as the buyer can come to know about it too.
- A properly placed attractive label can be helpful to draw the attention of customers. It can be a tool for customers to decide whether to buy a garment or not.

### 12.3 Styles of Label Fold –

The labels can be folded in different ways and attached with the garment. There are various styles of label fold available which are – straight cut, end fold, mitre fold, loop fold, manhattan fold, centrefold and die cut.

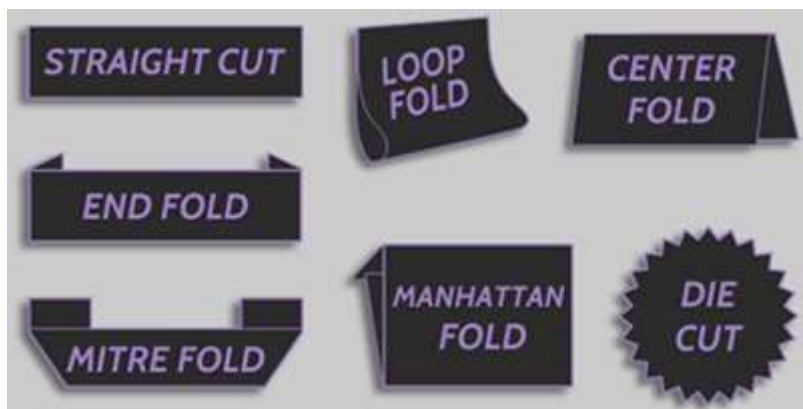


Fig. 1 Styles of label fold

- **Straight cut** – It is also known as fuse cut. It is sewed on the garment from one side, two opposite sides or four sides. The sewing margin is required outside the design of the label. It is used for brand labels, mattress labels, bath textiles, bedding labels etc.
- **End fold** – End fold is sewed from both the sides of labels (right and left side). One advantage of end fold is that the corners of the

label are not exposed to the skin and it gives a softer effect. It is used for brand labels, home textile products, towel labels, etc.

- **Mitre fold** – It is a fold with two 45 degrees angles at the bottom of the label. And the label hangs in an elegant appearance. This type of fold is very useful when the logo is long. It is used for brand labels, clothing labels, bedding labels etc.
- **Loop fold** – It is the most commonly used label fold. It is typically used for neck labels for t-shirts, kurta, etc garment. Loop fold is folded in the middle and sewn into the top seam of the garment. The advantage of the loop fold label is that both surfaces of the label can be used. The front surface is used for a brand name; logo, size etc. and the backside of the label can be used for care instructions, content, price, slogan etc.
- **Manhattan fold** – It is mostly used for hem tags. There is an extra fold on the top of the label which covers the corners and gives a softer and cleaner effect. It is used for the brand label, curtains, table clothes etc.



Fig. 2 Manhattan fold

- **Centre fold** – It is the clothing label which folds in half. The front part of the label has company name and/or logo, and at the underside of the label the care and composition instructions are given, sometimes size of the garment is mentioned. It is used as a brand and care label, home textile labels, brand and size labels etc.
- **Die cut** – It is a label that is cut with a cookie cutter to get the desired shape. The shape of the corners is in rounded shape inopposed to a square shape.

## 12.4 Types of Fabric Choices for Labels -

A label should be attractive enough as well as it should perform its function of the communicator. The label communicates with people; it gives

information about the brand name, logo, price, care, composition, etc. So, the decision regarding fabric for the label should be taken properly.

There are various types of fabrics and other materials which are used as a label. Like – Satin, cotton, damask, and semi-damask, taffeta, etc. and sometimes leather is also used. Generally, leather is used as a brand label in denim at waistband. It includes the name and logo of the company.

The size label, care label, composition label, special label and sometimes price label are made of satin, cotton or damask material.

Damask garment label is the most common label used for clothing products. It is woven with slower, high density and finer yarns. So it is more durable with uniform weave. It is mostly used for high-end products because of its rich appearance and durability. It gives more clarity for text, design and finer images.

Satin clothing labels are soft, lustrous and shiny. It is less costly than damask and taffeta material. Generally, satin fabric is used for main label, size label, care label, price label and composition label.

Taffeta labels are commonly used for care label. It is less costly. It is woven with a plain weave base. It forms a tight structure and it is durable. It is similar to a damask label, but it does not have a rich appearance or the ability to carry the fine details. But it can carry reasonably detailed designs, text and are very functional.

The labels can be in the form of woven, printed, embroidered or heat transfer form. The woven labels are commonly used in clothing and textile products; it gives a premium touch to the brand. The printed labels are mostly sewn in the garments and it carries information like brand name, logo, care instruction, fibre content, price, size, etc. The embroidered labels are mostly used as a brand label and it can also include the logo of the company too. The heat press technique is generally used on t-shirts and sportswear. It is directly printed on the clothing so no friction is made. But, the colour of print may come off due to frequent use and washing.



Fig. 3 Fabric label



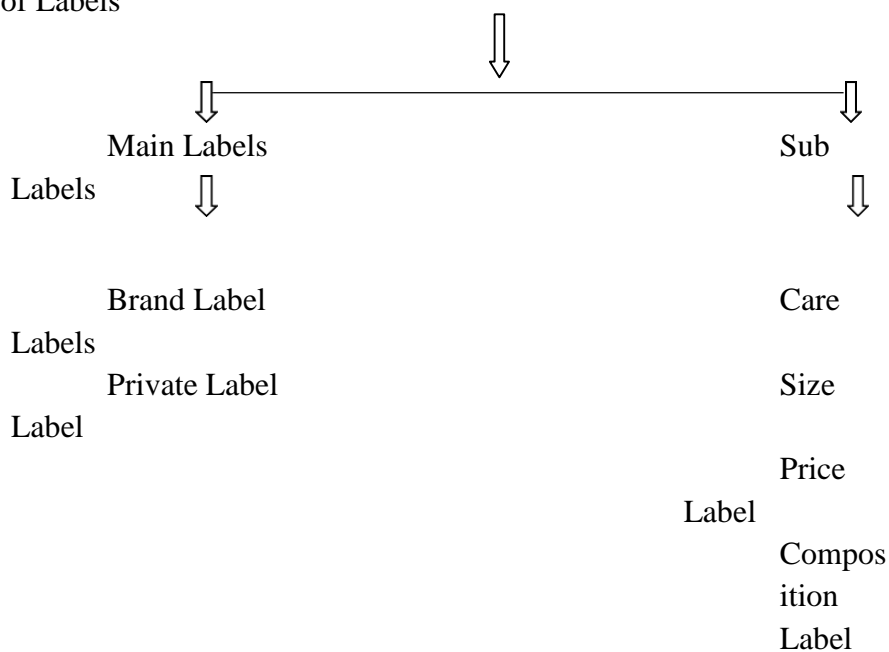
Fig. 4 Fabric label

### 12.5 Types of Labels

There is the availability of different types of labels which are used for garment and textile products. Labels are of great use for the wearer as well as for the company too. The right label at the correct position plays an important role. Companies have specific criteria for labelling. Some labels are attached at the time of manufacturing the product and others are sewn on when the garment is being finished.

Different labels serve different motives. Labels can be primarily divided into two parts, and further, they can be sub-divided into several parts. Which are as below:

Types of Labels



### 12.5.1 Main Labels

The main label of garment/textile product or any other product means the label which defines the name of the company /brand name of the product and the logo of the company. Main labels can be divided into two parts. i.e. Brand label and Private label.

#### Brand Label

A brand label is the main label which provides information regarding the name of the company/ brand for any particular product. It is one of the most important labels. The customers can get aware of the manufacturing company or the brand which produced the product.

A brand label includes the brand name of the company and/or the logo of the company. The customer can identify the brand of the garment from this label. A brand label is associated with the quality, durability and feel-good factor.

In today's competitive world, a brand label plays a very important role. People usually like to buy garments from well-known brands. It is an era of marketing and branding. It can pull more number of people to buy the product. So, an attractive brand label with the brand name and/or logo can be helpful to draw the attention of people. The customers know the brand and they buy the product. Hand tags are commonly used as a brand label.

Some clothing brand labels are – BIBA, Global Desi, Allen Solly, FabIndia, Globus, Pepe jeans etc.

 **BIBA** global desi

 **Allen Solly**



Fig. 5 Brand labels

### **Private Label**

A private label denotes the garment products that are marketed by retailers and other members of the distribution channel. A private label is any brand that is owned by the retailers or the distributors and is sold in their outlets. The private label is also known as in-store brands.

A brand that is not owned by the manufacturer or producer of the product, but it is owned by the retailer or distributor. The retailer/distributor gets the products made by the contract manufacturer under its label. It is also known as a store brand, own brand or retailer's brand.

Private labels are emerging nowadays. It is making its place in the current business market. Many well-known retailers own their private labels.

Many of the retailers like Reliance, Aditya Birla Group, Pantaloons, Shopper's Stop and other retailers have their own private labels. They are expanding their business through private labels to meet the specific needs and demands of customers and improve the profit earnings of their stores.

Private apparel label brands of Pantaloons are – Rangmanch, Ajile, Honey, Akkriti, Byford, RIG, Bare Denim, Lombard, etc.



Fig. 6 Private labels

### Check Your Progress – I

1. What is label?

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2. Why label is important for clothing products?

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3. Explain private label with example.

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## 12.5.2 Sub Labels

### Care Labels-

A care label is generally attached at the side seam of the garment. It contains instructions and warning regarding the care to be taken for the particular garment. Care of the garment should be taken particularly for washing, drying, ironing, bleaching, etc.

There is a variety of kinds of fabrics available like – cotton, silk, polyester, wool, muslin, lycra, nylon, chiffon, georgette, brocade, velvet, satin, linen and many more. All fabrics are of different characteristics and may require specific care and treatment.

The different characteristics and traits of fabric include – colour bleeding and fastening, shrinkage, colour fade, etc. So, the garment made from a particular fabric requires particular treatment and care. The care label contains specific instructions according to the need of the specific garment.

The clothing care label is one of the important parts of the garment. It can make a great difference.



Fig. 7 Care labels

The care label has some symbols for instructions for wash care, drying, ironing, bleaching etc. The wash care instructions include – wet wash or dry clean, wash in cold water, warm water or a particular temperature, etc.

The ironing instructions include the temperature, heat, steam ironing required or not etc. The bleaching instructions refer to whether bleach treatment is needed for the garment or not.

If proper care is taken for the garment it can last for a longer period. Some of the useful care symbol instructions are given below.



Fig. 8 Care label symbols

- **Size Label-**

Size label is attached with the garment to denote the specific size of the garment. Usually, ready-made garments are made of standard measurements. Size label is placed to indicate the specific size of that particular garment so that the customer can come to know about it.

The size can be defined in numbers like 30, 32, 34 etc. or it can be in specific size like S, M, L, etc. S refers to Small, M refers to Medium and L refers to Large. Generally, customers know about their size, so as per the size label of the garment one can decide and buy the garment as per her/his size.

The companies which are well known and have a famous brand name they usually follow standard measurements and size charts. Other local and small garment manufacturing companies may follow the standard measurements, yet the variations in the size of the garment are generally noticed. Like the low priced garments available at small shops, street markets, etc. have garments with size

labels but the size may not be as accurate and exact as the branded clothes.

The branded company's garments and the high priced designer clothes are more accurate and particular in size.



Fig. 9 Size label

- **Price Label-**

A price tag or label declares the price of the product. The price label can be in the form of a sticker, a hanging label, a twist tie or any other means. It is helpful to describe the price on the garment so that people can determine the price without consulting the staff of the store.

Generally, price label is attached with the garment as a hanging price tag. It is made of card or paper sheet. Sometimes, price label is made of fabric and attached with the garment in loop fold also.

Hand tags are most commonly used as a price label in garments and textile products.

- **Composition Label –**

A composition label defines the mixture of fibres that create a fabric. It indicates the fabrication and the composition percentage of any clothing or textile product. It indicates fabrications like – cotton, denim, polyester, nylon, viscose, etc. and the composition percentage like 95% cotton 5% spandex, 100% cotton, etc.

The buyer can get the information regarding the fabric from this label. Different fabrics have different combinations of fibres at the time of manufacturing. The composition label indicates the information regarding it.



Fig. 10 Composition label

- **Special Label –**

A special label is used to attract customers. It is used for value addition in the clothing and textile products. Some example of special labels include 100% cotton, 100% silk, 100% leather, organic dye, etc.



Fig. 11 Special label



Fig. 12 Special label

- **Flag Label-**

A flag label is small in size and it indicates the brand name or logo of the company. It is generally used at the side seam of bottom wear.



Fig. 13 Flag label

## Check Your Progress – II

4. What are the different types of labels?

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5. Make a list of sub labels.

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6. Explain size label.

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7. What is a composition label? Explain with example.

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8. What is care label?

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### Multiple Choice Questions

1. \_\_\_\_\_ label is sewed from both the right and the left side.



can be categorized into six types - Care Labels, Size Label, Price Label, Composition Label, Special Label, and Flag Label.

To make a label there are several options available to choose the fabric for it. Satin, cotton, damask and semi-damask, taffeta, etc. and sometimes leather is also used for labelling.

The label can be stylized as per the requirement. There are various styles of labels which are - Straight cut, end fold, mitre fold, loop fold, manhattan fold, centrefold and die cut.

Different types of labels provide various information like, brand name, logo, size, price, care instructions, country of origin, fabrication and composition, special information, etc.

So, the label should be designed and attached carefully as it should serve its purpose.

## **12.7 Keywords**

**Article** - Here, some apparel piece/garment piece

**Informative** – something that provides information/ instruction

**Recall** – recollect some information or bring to mind

**Motive** – Purpose/reason/intension behind something

**Elegant** – Stylish/well-designed

**Lustrous** – a texture that is shiny and has lustre

**Brand recognition** – The ability of a consumer to recognize one brand over other brands/ it is the ability of consumers to identify your product by its attributes and design elements

## **12.8 Suggested Books**

Garment Technology for Fashion Designers – Gerry Cooklin – Blackwell publishing – reprint by Wiley India 2008

International Craft Trade Fairs-A Practical Guide – Published jointly by The Commonwealth Secretariat, The International Trade Centre (UNCTAD/WTO/UNESCO) – 2001

Care and Maintenance of Textile Product Including Apparel and Protective Clothing – Rajkishore Nayak and Saminathan Ratnapandian – A Textile Institute Professional Publication.

## **Answers-**

### **Check Your Progress – I**

1. A Label is a piece of fabric, paper, metal or any other material that is attached to a product. It provides certain information to the buyers. It helps in getting required information regarding particular merchandise easily. The information like – brand name, country of origin, size of the garment, price, instructions related to care to be taken while washing, bleaching, ironing the garment etc.

2. A label is important for clothing products because it provides various information to the customer. The brand name and logo of the company can work as a tool for buying motive. The size label, care label and price label are of the most important label because on the basis of it, the customer can select an appropriately sized garment, with a budget in mind and the care instructions too. Some other information like country of origin, special information regarding culture or technique related to it also can be found on the label.

3. A private label means the garment products that are marketed by retailers and other members of the distribution channel. A private label is any brand that is owned by the retailers or the distributors and is sold in their own outlets. • Private Apparel label brands of Pantaloons are – Rangmanch, Ajile, Honey, Akkriti, Byford, RIG, Bare Denim, Lombardetc.

### **Check Your Progress – II**

4. There are various types of labels available for clothing and textile products. The labels can be mainly divided into two parts. 1- Main label and 2- sub-labels. The main label can further divide into two parts – a) Brand label and b) private label. The sub label can be divided into six parts. a) care label, b) size label, c) price label, d) composition label, e) special label, and f) flag label

5. There are a total of six sub-labels which are as below –

- Care label
- Size label
- Price label
- Composition label
- Special label

· Flag label

6. Size label is placed to indicate the specific size of that particular garment so that the customer can come to know about it. The size can be defined in numbers like 30, 32, 34 etc. or it can be in specific size like S, M, L etc. S refers to Small, M refers to Medium and L refers to Large. Generally, customers know about their size, so as per the size label of the garment one can decide and buy the garment as per her/his size.

7. A composition label defines the mixture of fibres that create a fabric. It indicates the fabrication and the composition percentage of any clothing or textile product. For example, if a fabric/garment is made from a mixture of cotton and spandex yarns, it is indicated in composition label with a percentage like – 95% cotton and 5% spandex.

8. A care label contains instructions and warning regarding the care to be taken for a particular garment. The care of the garment should be taken particularly for washing, drying, ironing, bleaching etc. The care label includes some symbols regarding the care instructions.

### **Answers - Multiple Choice Questions**

1. C) End fold
2. A) 45
3. D) Die cut
4. B) Private label
5. D) Flag
6. B) Composition

### **Image References –**

Fig. 1 Style of fold – [Clothinglabels4u](#)

Fig. 2 Manhattan fold - [Signallables](#)

Fig. 3 Printed label [indiamart](#)

Fig. 4 Embroidered label- [indiamart](#)

Fig. 5 Brand label – [Freekaamaal.com](#)

Fig. 5 Style [Clothinglabels4u.com](#)

Fig. 6 Private label – [InsideIIM.com](#)

Fig. 7 Care label instruction– [Acraftyhomemaker](#)

Fig. 8 Care label- [Nilornworldwide](#)

Fig. 9 Size label – [TheLabelMart](#)

Fig. 10 Composition label – [GarmentsMerchandising](#)

Fig. 11 Special label cotton- [GarmentsMerchandising](#)

Fig. 12 Special label silk - [goodhousekeeping](#)

Fig. 13 Flag label - [GarmentsMerchandising](#)

# UNIT – 13 ADVERTISEMENTS

## STRUCTURE:

### 13.0 Objectives

### 13.1 Introduction

### 13.2 Definitions and Meaning

### 13.3 Advantages of Advertisement

### 13.4 Disadvantages of Advertisement

### 13.5 Types of Advertisement

### Check Your Progress

### Multiple Choice Questions

### 13.6 Let Us Sum Up

### 13.7 Keywords

### 13.8 Suggested Books

### Answers

## 13.0 Objectives

After studying this unit, the student will be able to:

- understand about Advertisement and its importance;
- know about different types of advertisement;
- become aware of the pros and cons of advertisements;
- apply various advertisement strategies as per the requirement.

## 13.1 Introduction

Advertisement – a powerful and influential tool of communication.

We come into contact with various advertisements in our daily routine. It is available at every possible place. It communicates and influences the buying behaviour and pattern of people in many ways (directly or indirectly).

If you notice, advertisements are available everywhere. If you read any newspaper or magazine, the advertisement is printed there. If you listen to

the radio or watch television, you will surely come into contact with several ads. If you go outside, there will be a number of hoardings and boards with ads on it, big signboards with names, even vehicles like buses, cabs, and rail coaches with advertisements placed on it will be seen. If you surf the internet for any website, e-mail, or any application, there will be a presence of pop up ads. So, advertisement is becoming a part of our life in such a way that it really attracts the attention of people as well as it influences to buy the product or service as well.

Advertisement is a crucial tool used by designers, entrepreneurs, producers, retailers, etc. to communicate the message regarding their products or services to the customers.

### **13.2 Definitions and Meaning**

"Advertisement is any paid form of non-personal presentation and promotion of good, services or ideas by an identified sponsor." – Philip Kotler

"Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy." - Wheeler

"Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor." – William Stanton

#### **What is an Advertisement?**

Advertisement is a paid tool for communication. It is used by many entities like company, institutes, designers, merchants, and retailers, etc. to communicate with people regarding their products, services or ideas.

Advertisement plays a very important role to inform people as well as to increase sales and profit. People can get information regarding new product launch, any offer, sale or discount through the means of an advertisement.

An advertisement can have various motifs and objectives like – to aware people, to inform people, to persuade or convince buyers, to build brand name and image, to generate sales and achieve targets, promote the new product, to build long term relations, to gain loyal customers, to expand market and many more.

Advertisement is a paid form of communication. It means it requires investment for any kind of advertisement. The expense of it depends upon the advertisement media. Different media requires a different amount of

investment for advertisement. For example, a television ad requires huge investment in comparison to an advertisement through pamphlets.

An advertisement is a non-personal form of promotion of product, service or idea. It generally communicates with mass and does not target any individual person. It is a mass media communication which targets mass at a time. For example, an advertisement printed in the newspaper is being read by thousands or lakhs of people. An advertisement broadcasted on the radio is being listened by thousands of people at a time. So, it communicates with a lot many people at a time and it is a one-way communication.

### **13.3 Advantages of Advertisement**

Various advantages can be gained with the help of an advertisement. It helps the manufacturer, retailer, designer, consumer and society as a whole. Some of the important benefits of an advertisement are mentioned below.

- Advertisements help to launch and promote a new product in the market.
- It informs and educates consumers regarding products available in the market.
- It increases sales volume.
- It ultimately helps to meet target sales.
- It builds brand image and goodwill.
- Advertisements are helpful for expanding the market.

### **13.4 Disadvantages of Advertisement**

In spite of having many advantages, an advertisement has also some disadvantages too. Which are as follows -

- It incurs cost and expenses.
- Sometimes it confuses the buyer.
- It may misguide the people.
- Some of the advertisements are inappropriate or of bad taste.
- It encourages the sales of inferior quality products.

### **13.5 Types of Advertisements:**

There are various mediums available to cast an advertisement. These are known as advertisement media. To select an appropriate media for an advertisement is an important task. It depends upon the type of product or service.

The advertisement can be in any form i.e. visual, audio, or audio-visual form. Different media should be used as per the requirement. Like, print media – newspaper, magazine, leaflet, pamphlet, flyers, brochure, catalogue, diary, folder, etc. Electronic media – radio, television, internet, etc. Outdoor media like – boards, road hoardings, vehicle hoardings, wall paintings, sandwich-man, etc. various types of advertisements are explained below.

### 13.5.1 Newspaper Ads

Newspaper advertisement is a part of print media. It is a good way of advertisement. It costs less in comparison to other advertisement media, and it is circulated in most of the locality. The local newspapers are also available in local languages, so people of the rural area also can get aware of the advertisement printed in the newspaper.

The advertisements regarding fashion garments, designer dresses and the exhibitions related to it are also advertised in the newspapers.

### 13.5.2 Magazine Ads



Fig. 1 Magazine ads

The magazine is a printed form of advertisement. Various types of magazines are available like fashion magazines, educational magazines, spiritual magazines, automobile related magazines and many more.

The advertisements of designers and their upcoming collections are given in famous fashion magazines. People can get information regarding the new

collection, fashion show or exhibition of designers from the magazine advertisements also.

Some examples of fashion magazines are – Vouge, Fashion, Glamour, Femina, Elle, etc.

### 13.5.3 Leaflet



Fig. 2 Leaflet

A leaflet is also synonymously known as a pamphlet. It is a printed form of advertisement. An advertisement is printed on a page with images on it and the contact details also. It is a less expensive method for advertisement. Generally, it is used by retailers, small boutiques, local jewellers, etc. A leaflet is placed in between the pages of newspaper and sometimes it is handover to a particular person who usually goes door-to-door and distributes it. The leaflets can be distributed to people at the crowded place like a market, or at the gate of school or college, at the mall, theatre, etc.

### 13.5.4 Brochure



Fig. 3 Brochure

A brochure is a piece of paper usually in a folded form. It is used for advertisement purpose. It includes coloured texts, images and graphics which justify the information regarding the product or service. It is printed on good quality glossy and thick paper.

It conveys the message regarding the product launch, sale, discount, etc. to the potential and existing buyers. Fashion brochures are eye-catching and it is also bit challenging to design a creative fashion brochure that attracts and influences target buyers.

### 13.5.5 Catalogue



Fig. 4 Catalogue



Fig. 5 Catalogue

A catalogue is a print form of advertising. It includes a list of all items produced or offered by a company or designer. A fashion catalogue is a very beautifully designed small booklet with various details, information and photos of fashion garments. It is designed with various colour combinations, contrasts and eye-catching images of designer pieces.

A designer or a big fashion brand usually creates fashion catalogues for fame and advertisement in the market. It helps the buyers who usually see

the catalogues and buy from it. So, it is important to use and place texts, colours and photos in proper balance.

### **13.5.6 Posters**

Posters are one of the best print media advertising techniques. It can also be used by small businesses. A poster includes image, text, visual design and colours. It is an attractive way of advertisement.

Posters were handmade and hand painted on fabric or paper and displayed at crowded places in earlier times. But as time passed and new technologies introduced, the posters are printed in different sizes, colours and quality also. In recent times, digital posters are placed in a crowded place to catch attention of more number of people.

There are various advantages of posters, like it gets an immediate visual impression on people and it is less costly than other advertisement media like newspaper, magazine and television ads.

### **13.5.7 Calendars**

Calendars are an effective tool for business promotion. It is used as a means of advertisement. The promo calendar contains the logo, name of the business and contact details too. It is an affordable and easy way for brand recognition to the customer.

A fashion calendar includes the schedule and planning tool with attractive photos of designer garments worn by models. It is used by famous designers as well as well-known brands for advertisement purpose.

### **13.5.8 Road Hoardings**



Figure no. 6 Road hoardings

A road hoarding is an outdoor advertising media. It is placed on the main crossroads, highways, near crowded places like college, school, market, etc. It attracts attention of people who pass by it. Generally, road hoardings are strategically placed so that it faces the huge traffic.

Fashion brands and designers usually place advertisements for their new collection launch, fashion show, exhibition or at the time of sale, etc. It catches attention of majority of the people because of its creative and eye-catching design and placement.

Road hoardings are beneficial because it communicates with the mass in a single placement. But there are certain disadvantages also like it is a very costly method of advertisement, and there are chances of accidents also. When the attractive and large hoarding is placed at the main road or highway it catches the attention of drivers also, and it creates chances of accidents.

### 13.5.9 Vehicle Hoardings



Fig. 7 Vehicle hoarding

Vehicle hoarding is also an effective medium of advertisement. The advertisement is placed on a vehicle like auto rickshaw, bus, train, metro, cab, truck, etc. It is a cost-effective and beneficial method of advertisement. The vehicle moves around the city and people can see the advertisement. More the distance covered by the vehicle with hoarding, more will be the visibility of the advertisement.

Vehicle hoarding can catch the attention of the majority of people. It conveys a powerful impact with the visual message. Every traffic jam can be a great advertisement opportunity. It reaches to the wider range of public with less cost incurred in comparison to road hoardings and television ads.

### 13.5.10 Banner

A banner is a long strip of cloth or paper or plastic material with an advertisement on it. It is usually hung on a public place to catch the attention of more number of people. A banner is more image-based rather than text-based.

In recent times the web banners are also used as a means of advertisement. A web banner is an online advertisement medium. It is also more image-based rather than text-based. It is used to catch the attention of the user and invite the number of visitors on the website.

### 13.5.11 Radio advertisement

A radio advertisement is very popular in recent times. The commercial ads are broadcasted on the radio to promote the products or services. The advertiser pays to the commercial radio station and in return, the radio channel announces or plays the advertisement to the targeted or listed audience.

It is also a cost-effective method of advertisement. The local radio channels can be helpful for advertising in local languages. Some of the examples of radio stations like – Red FM 93.5, Big FM 92.7, Radio Mirchi, etc. are the stations which broadcast the advertisements and generate revenues.

There is a big disadvantage of radio ads that if it frequently broadcasts the ads then it becomes boresome for the listener and they change the radio station.

### 13.5.12 Television Ads



Fig. 8 Television ad

A television advertisement is a very common method of advertising. It is also known as commercials, T.V.Ads, ads, adverts, advertisement, etc. It is not a budget-friendly technique for small business but, it can be affordable to big brands and designers.

There are thousands of channels available on television and many of them are in the local language too. So an advertisement on television can give a major effect on the mind of people. It is an audio-visual medium of advertisement. It can create interest and it can persuade people to buy the product.

People usually see and believe in television ads, a major reason behind it can be celebrity endorsement. Well-known celebrities from the fashionworld, movies, cricket and other sports and fields usually endorse the products. People watch it on television and get impressed and inspired to buy the product. So there are various advantages of television ads.

For, example – Virat Kohli and Anushka Sharma in the ad of Manyavar.

Several disadvantages are also there like – it is a costly method, people may get bored by watching the same ads frequently, some of the ads are not meaningful or people may not get the message of the ad etc.

### 13.5.13 Digital Advertisement



Fig. 9 Digital ads

Digital advertising is the latest and most often used media for advertisement. It is the world of internet. Most of all products and services are available online nowadays. So it is a good and effective advertising tool for any clothing brand too.

The teenagers, young adults and even adults are also habituated with the internet on their mobile phone. They generally use social media like Whatsapp, Facebook, Instagram and many more. Social media advertising is a good option to sell new-fashioned and stylish clothes.

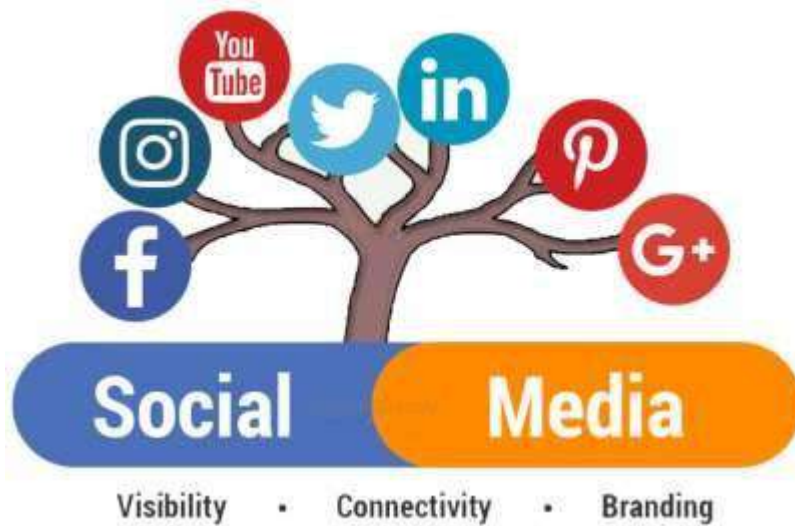


Fig. 10 Social media symbols

The digital advertisement includes the online presence of the brand as the official webpage and website. A creative and innovative website with proper listing and display of products can attract the attention of people. It can result in a good selling option. For example, Amazon, Jabong, Limeroad, Voonik, Shopclues, etc.



Fig. 11 Digital ads through websites

Internet provides various options to display your advertisement on other platforms like pop up ads on websites, social media pages, web pages, applications, etc. and many more. So, select the target audience as per the product and go for the most suitable way of digital advertisement.

### Check Your Progress

1. What is an advertisement?

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2. Make a list of print media advertisements.

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3. What is a vehicle hoarding?

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4. Explain the advantages and disadvantages of road hoardings.

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5. What is a banner?

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6. How television ads affect people?

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7. What is a catalogue?

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**Multiple Choice Questions**

1) Advertisement is a \_\_\_\_\_ form of promotion of products, service or idea.

(a) Personal

(b) Non-personal

- (c) Both a and b (d) None of these
- 2) A newspaper advertisement is a part of \_\_\_\_\_ media.
- (a) Digital (b) Print  
(c) Broadcast (d) Outdoor
- 3) Leaflet is also synonymously known as \_\_\_\_\_.
- (a) Pamphlet (b) Brochure  
(c) Booklet (d) Catalogue
- 4) A \_\_\_\_\_ includes a list of all items produced or offered by a company or designer.
- (a) Banner (b) Calendar  
(c) Catalogue (d) Poster
- 5) The famous people from different fields promotING the products is known as \_\_\_\_\_.
- (a) Endorsement (b) Broadcasting  
(c) Sponsorship (d) Celebrity endorsement
- 6) An advertisement through the medium of internet is known as \_\_\_\_\_ advertising.
- (a) Digital (b) Social media  
(c) Website ads (d) All of these
- 7) There are chances of accidents because of \_\_\_\_\_ advertisements.
- (a) Brochure (b) Road hoarding  
(c) Catalogue (d) All of these
- 8) A \_\_\_\_\_ is more image-based rather than text-based.
- (a) Leaflet (b) Catalogue  
(c) Poster (d) Banner
- 9) A \_\_\_\_\_ is a piece of paper usually in a folded form used for advertisement.
- (a) Brochure (b) Banner

(c) Pamphlet

(d) Poster

10) A \_\_\_\_\_ advertisement is strategically placed so that it faces the huge traffic.

(a) Vehicle hoarding

(b) Banner

(c) Road hoarding

(d) Catalogue

### 13.6 Let Us Sum Up

Advertisement is a crucial technique for mass communication. It is used by most of all business entities in various ways as per their requirements and budget. There are several advertisement media like- print media, broadcast media, electronic media, internet, etc. which are helpful to convey the message of the advertisement.

The advertisement can be of different types like – newspaper ads, television ads, magazines, pamphlets, banners, hoardings, digital ads and many more. All have different aspects, motifs and results fetched by it. Different ads have different impact and effect on various people. It is necessary to select the proper message and media to communicate a good advertisement.

The fashion field is growing day by day. People are becoming more aware of the latest trends and new fashion. They usually come into contact with different ads and get inspired to buy things. The television, newspaper, internet, etc. are very powerful advertisement media which have an impact on people's mind and buying behaviour.

There are various advantages and disadvantages also associated with different types of ads. So it is a crucial task to select a proper way of communication with mass.

### 13.7 Keywords

**Broadcast** – distribution of audio or video content to the audience via any electronic mass communication medium

**Celebrity endorsement** – a technique of advertisement through famous people or well-known entity that promotes the product or creates awareness among people regarding some message

**Disseminate** – to distribute or to spread

**Hoarding** - a billboard or a board for advertisement

**Inducting** – to initiate or to educate or to introduce

**Pamphlet** – a small leaflet containing information regarding a single subject

**Persuade** –to convince or to sell something to somebody or to change someone's mind

### **13.8 Suggested Books**

Advertising and Sales Promotion, Dr Shaila Bootwala, Dr M.D. Lawrence, Prof. Sanjay R. Mali, first edition, 2007.

Web Advertising, Anja Janoschka, First Edition, 2004.

Media Advertising, Dr. Rambabu Lavuri.

### **Answers**

#### **Check Your Progress**

- 1) Advertisement is a paid form of non-personal communication with mass regarding the promotion of product or service or an idea. It is a technique used for the purpose of creating awareness and educating people to buy the product. An advertisement can be communicated through various mediums like print media, television, radio, internet, outdoor media etc.
- 2) List of print media advertisement is as below-
  - Newspaper
  - Magazine
  - Brochure
  - Catalogue
  - Leaflet
  - Poster
  - Calendar
  - Banner etc.
- 3) Vehicle hoarding is an effective medium of advertisement. The advertisement is placed on a vehicle like a bus, auto rickshaw, train, metro, cab, truck, etc. It is a cost-effective and beneficial method of advertisement. It can catch the attention of the majority of the people. It conveys a powerful impact with the visual message. Every traffic jam can be a great advertisement opportunity.
- 4) Advantages of road hoarding are – it is creative and eye-catching, the placement of road hoardings is at the main, crowded areas and on the high ways, it communicates with mass at a single placement etc.

Disadvantages of road hoardings are – it is a costly method of advertising, it is not affordable to small business, it faces the traffic so there are chances accidents etc.

- 5) A banner is a long strip of cloth or paper or plastic material with an advertisement on it. It is usually hung on a public place to catch the attention of more number of people. A banner is more image-based rather than text-based. The web banner is the latest method of advertisement used by many people.
- 6) A television advertisement is a very common method of advertising. It can give a major effect on the mind of people. It is an audio-visual medium of the advertisement so it attracts people more to watch and listen to the ad. It can create interest and it can persuade people to buy the product. Celebrity endorsement can affect the perception of people regarding the product advertisement.
- 7) A catalogue is a print form of advertising. It includes a list of all items produced or offered by a company or designer. A fashion catalogue is a very beautifully designed small booklet with various details, information and photos of fashion garments. It is designed with various colour combinations, contrasts and eye-catching images of designer pieces. It helps the buyers who usually see the catalogues and buy from it.

### **Answers – Multiple Choice Questions**

1. (b) Non-personal
2. (b) Print
3. (a) Pamphlet
4. (c) Catalogue
5. (d) Celebrity endorsement
6. (a) Digital
7. (b) Road hoarding
8. (d) Banner
9. (a) Brochure
10. (c) Road hoarding

### **References:**

Fig. 1: [iMediaBay](#)

Fig. 2: [CreativeMARKET](#)

Fig. 3: [PrintPlace](#)

Fig. 4: [InDesignSkills](#)

Fig. 5: [Dingoapp](#)

Fig. 6: [THEHANSINDIA](#)

Fig. 7: [CLASSICAdvertisingAgency](#)

Fig. 8: [shaadiwish](#)

Fig. 9: [Boscalicious](#)

Fig. 10: [inforines](#)

Fig. 11: [RetailReviews](#)

# **Unit – 14 Quality Management Criteria for Garment**

## **STRUCTURE:**

### **14.0 Objectives**

### **14.1 Introduction**

### **14.2 What is Quality?**

### **14.3 Importance of Quality Management**

### **14.4 Quality Management Criteria for Garment**

#### **14.4.1 Sourcing of Raw Material and Trims**

#### **14.4.2 Designing and Sampling**

#### **14.4.3 Store**

#### **14.4.4 Spreading, Cutting and Bundling**

#### **14.4.5 Sewing**

#### **14.4.6 Finishing and Packing**

### **Check Your Progress – I**

### **14.5 Quality Management System**

#### **14.5.1 TQM**

#### **14.5.2 4 Point System**

#### **14.5.3 10 Point System**

#### **14.5.4 DWM**

#### **14.5.5 Six Sigma**

### **Check Your Progress - II**

### **Multiple Choice Questions**

### **14.6 Let Us Sum Up**

### **14.7 Keywords**

### **14.8 Suggested Books**

### **Answers**

## 14.0 Objectives

After studying this unit, the student will be able to:

- understand about the quality and importance of it;
- gain information regarding the quality management and control system for garment production;
- identify the quality management criteria for garment at different levels of process;
- know about how to maintain the quality of the garment and its necessity.

## 14.1 Introduction

Quality is an important factor in today's competitive world. The customers are becoming more educated and informative regarding many aspects. So, they ask for qualitative products whether it is garments, jewellery, footwear, furniture, vehicle, food, services, etc.

When it comes to the part of garment quality, the customers would like to choose qualitative products. The quality of garment may lie in the form of fabric, designing, stitching, finishing and packing criteria too.

The manufacturer of the garments has to give importance to the quality criteria to satisfy the needs and demands of the people. The quality of a garment can be based on certain factors like - aesthetic value, durability, performance, credibility, perceived value, etc. So, it is important to maintain the quality of the garment to meet the expectations and requirements of people and to survive in the highly competitive business market.

## 14.2 What is Quality?

Quality is becoming a vital tool for every business entity. The customers have become very demanding and expect qualitative goods all over the globe. So, it is a very obvious thing to maintain the quality of products, it not only the value addition or advantage for the business but it is the necessity to survive in the competitive market to compete with business rivals and to accomplish the demands of customers.

### ➤ **Meaning of quality –**

- Quality means the standard of something as measured against other things of a similar kind.
- The degree of excellence of something is known as quality.

### ➤ **Definitions of Quality-**

- Quality is a wide term. The term cannot be defined in a particular aspect but there are certain definitions available that can define the quality criteria which are as below.
- Quality is defined as the level of acceptance of a good or service.
- Quality is a situation when a set of inherent characteristics consistently fulfil the continuously changing requirements of the organization's customers and other stakeholders.
- Quality may be defined as the level of acceptance of goods or services. For the textile and apparel industry, product quality is calculated in terms of quality and standard of fibers, yarns, fabric construction, colour fastness, designs and the final finished control in terms of garment manufacturing, pre-sales and posts
- The quality is defined by ISO as – “the totality of features and characteristics of product and service that bear on its ability to satisfy stated or imp-plied needs.”

### **14.3 Importance of Quality Management**

The quality of the textile and apparel industry can be defined as the acceptable level of the garments by the consumers. To maintain the quality of a garment it is necessary to inspect the quality of various things like - the quality of fibers, yarns, fabrics, dye, and colours, trims, accessories, stitching quality, etc. If proper care is taken for quality control and management, it can fetch positive results. The importance of quality management stated below:

- It decreases waste, results in more margins
- High selling ratio can lead to an increase in a reasonable profit
- Happy customers, goodwill and strong brand image of the company in the market
- Staying ahead of competitors
- Low rejection ratio, on-time production leads to timely dispatch and shipping of goods, etc.

### **14.4 Quality Management Criteria for Garment**

Quality plays an important role in the garment industry. It is necessary to meet the needs and demands of the customers for specific criteria for the garments.

If the garment appears good as per the design but the quality of the fabric used and the quality of stitching is not appropriate, then the customer might not like buying it.

So, it is quite important to check the quality and inspect it at different levels of process. The various stages of garment manufacturing process are

starting from sourcing of raw materials up to finishing and packing of garments. At every different stage of process, there is requirement of quality check and inspection to find out the deviations if any and try to rectify it on time. After doing so, it can provide the AQL (Acceptable Quality Level) for each garment.

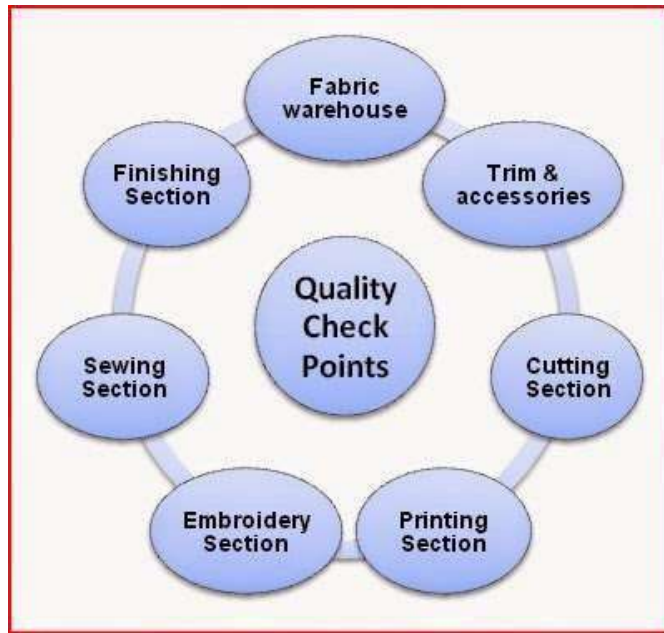
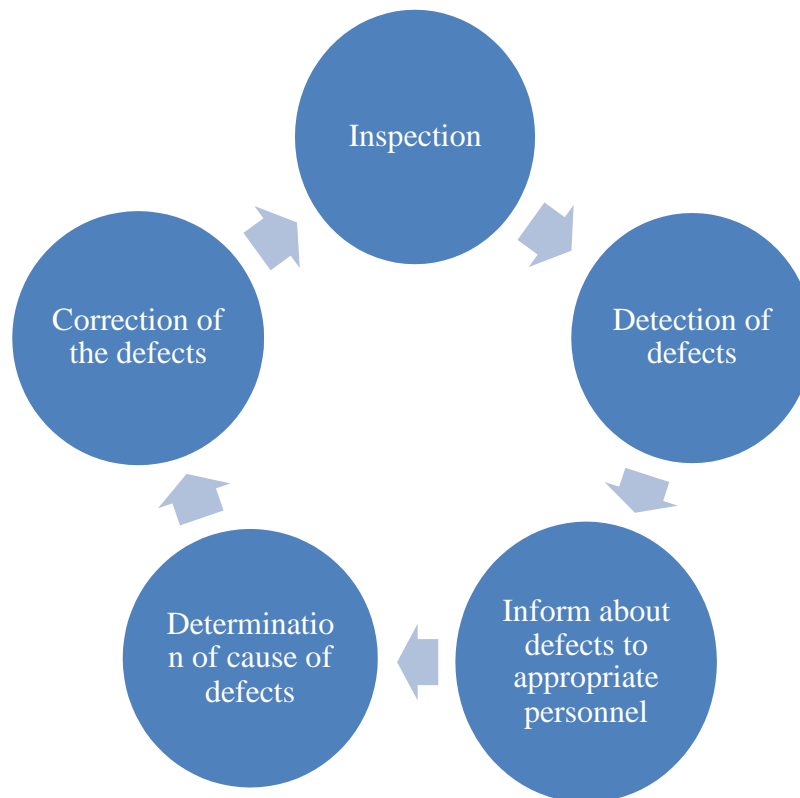


Fig. 1 Quality check points

To inspect the garment the integral method used is known as „Inspection Loop“ that is given below.

### **Inspection Loop**



Various quality management criteria and inspection for garment manufacturing process are as discussed below.

#### **14.4.1 Raw Material, Trims, Printing, and Embroidery Check**

##### **Inspection of Quality of Fabric:**

The quality check and inspection work starts from the stage of sourcing of raw materials and trims. In the garment industry, the sourcing of raw material implies the sourcing of fabric. The fabric is the main material to manufacture the garment. Other trims are also purchased and checked after receiving it at the factory.

Some of the garment manufacturers inspect the fabric at the factory after receiving it and some rely upon the suppliers for checking quality of the fabric.

The quality inspection for fabric can be done manually by the quality inspector or it can be done by a machine.

The inspection can help in identifying the defects or damage in fabric if any and mark it also. The marking of defects can make work easy for the spreader and cutting personnel.

If the defects are already marked on fabric then it will be easy to notice at the time of spreading and cutting. It leads to cut the garment parts carefully and the defected or damaged fabric area can be avoided.

So, the quality of the garment can be maintained in such a way by inspecting the fabric.



Fig. 2 Inspection of quality of Fabric

### **Inspection of Quality of Trims:**

Trims are other important part for garment construction. The quality check for the trims also plays a crucial role in maintaining the quality of the garment as a whole. Trims include - button, clip, hook, zipper, matching threads, interlining, labels and tags, patches, buckles, etc.

### **Inspection of Quality of Printing:**

It is not compulsory but if the fabric is printed then the quality inspection of the same is required. The quality check of print, misprint, shade change, print overlapping, etc. should be checked to maintain the quality of the garment.

### **Inspection of Quality of Embroidery:**

The inspection of embroidery is required when the fabric is embroidered. The inspection should be done for embroidery stitches, colours of threads, or any other defects, etc.

## **14.4.2 Designing and Sampling**

To create a design for garment and prepare a sample piece is a necessity. It is required to maintain the quality for designing as well as for the sampling. The sample piece should be accurate as per the requirement and specifications so that the customer likes it and gives bulk order for manufacturing the garments.

At the time of designing, proper placement of patterns and designs should be incorporated. The appropriate use of design elements and design principles can add charm to design.



Fig. 3 Designing and sampling

At the time of preparation of sample piece, it should be considered that the measurements, garment parts joining, structural pattern placement, etc. should be as per the design.

The quality inspection of design and sample is to be done by the quality checking inspector to avoid any defect.

### 14.4.3 Store

The storage/ warehouse supervisor needs to take care of the proper handling of materials as and when required and for the quality management of materials too.

The proper storage of fabric should be done so that the damage and defect can be avoided without compromising the quality. If the fabric is stored properly then the chances of quality deterioration in many forms can be eliminated.



Fig. 4 Storage of fabric

Fig. 5 Storage of threads

The fabric and trims should be stored in a dry place so that the moisture should not affect the quality of materials. There should not be water leakage at any place in the store area. Proper lighting arrangements and racks should be available with labeling so that the required material (specific colour, type, etc.) in the required quantity can be gained from the storage department without wasting time. The storage of fabric at a proper place saves the material from stains, dust, wrinkles, etc.

The warehouse/ storage department supervisor takes care of the raw material stored so that the quality of the stored material does not get damaged or deteriorated.

#### **14.4.4 Spreading, Cutting and Bundling**

##### **Spreading –**



Fig. 6 Spreading

The quality should be maintained at the time of spreading the fabric on the spreading table, otherwise, there may be a chance of mistakes or errors.

Below mentioned quality criteria should be maintained at the time of Spreading:

- Fabric defects that are marked should be taken care of
- If fabric defects are not marked, then mark it while spreading
- The major defects should be cut off or removed immediately
- The number and shade of fabric roll to be checked
- To check the lay length that is to be spread
- To check the width of fabric
- The spreader should mark the fabric roll number and length of end bit so that the re-cut from the same roll will become easy.
- The operator should set fabric tension on the spreaders and it is to be ensured that the fabric is laid tension free and it does not lean
- To check the width and grain of marker
- Selvedge alignment and tightness

- To check the direction of design and print of the fabric
- These all are some of the criterias which should be considered at the time of spreading so that the defects can be eliminated and quality can be maintained.

### **Cutting –**



Fig. 7 cutting

- Cutting is one of the most important parts of garment construction. If cutting is done properly with care, the end product will result in a beautiful garment. Various quality criteria should be considered at the time of cutting to maintain the quality of the garment.
- Cut edge should be smooth and clean
- To ensure the blade of cutting knife to be sharp enough
- To check the marker before cutting
- Notch should be cut finely
- The drill holes should be made at proper place
- To maintain shapes and angles while cutting
- Try to use most skilled personnel for cutting function

### **Bundling –**



Fig. 8 bundling

- All parts should be correctly selected for a bundle.
- The size, style, different parts of garments (front, back, sleeves, collar, cuff, yoke, top, middle, bottom part, etc.) should be properly bundled together.
- Random checking of garment parts should be done.
- Proper numbers should be given and number of bundles must be counted.

#### **14.4.5 Sewing**

Sewing is the most important part of garment manufacturing. If the garment is properly sewn, the chances of re-ordering from customers are higher. Most of everything is dependent on the sewing department. So the quality inspection in the sewing department is divided into two main parts -

##### **In the line quality checks -**

In the line quality checks refers to the checking and inspection of quality during the sewing process. The quality checking supervisor roams around the sewing floor and inspects the sewing quality of the garment. The quality criteria for the sewing department includes checking of various aspects which are mentioned below.

- Sewing defects
- SPI - Stitch Per Inch
- Skipped thread
- Needle damage
- Thread break
- Seam pucker

- Wrongly attached garment components
- Uneven stitching
- Oil stains, dust stains, fabric damage, etc.

If the above-mentioned defects can be eliminated, then the quality of the garment can be maintained as per the specifications.



Fig. 9 Sewing

### **End line quality checks -**

The end line quality check refers to checking of the whole garment by the QC at the end of the sewing process. There is a table at the end of each production line. The major role of the end line supervisor is to check every piece that is produced in a sewing department. If there is any defect found, the rejected garment should be kept aside and then forwarded to the respected department for the elimination of the defect. The pieces that are approved are kept in a plastic bin under the table and then should be forwarded for the next process of finishing. A report should be prepared by the end line supervisor regarding the number of rejected pieces and approved pieces.

### **14.4.6 Finishing and Packing**

**Finishing** - Two types of finishing inspection is done at the finishing department.



Fig. 10 Finishing

**Initial Finishing Inspection** - It is the inspection before pressing the garment.

**Final Finishing Inspection** - It is the inspection after pressing the garment. If there is any defect found, the garment should be sent to the responsible department to rectify the defect. The approved pieces are sent for the tagging and packing department.

**Packing** –



Fig. 11 Packing

The final garments are pass through the metal detection machine to check if there is any piece of needle or pin etc. in the garment or not? The approved garments are forwarded for packing in plastic bags and then boxes (as per the requirement). Then the boxes of required quantity are packed in cartons as per the sizes and designs. Then it is sent for shipment to the customer. (Here, customer can be a wholesaler/s or retailer/s or retail outlet/s)

**Check your progress – I**

1. What is the inspection loop?

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2. What is the importance of quality management?

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3. What are the different quality checkpoints for garment manufacturing?

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4. What are the in-line quality check criteria for sewing section?

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### **14.5 Quality Management System**

In the garment industry, certain problems related to quality are often noticed. Various defects like - Sewing defects, colour defects, sizing defects, finished garments defects, etc. should not be overlooked.

There are two methods available for quality control - 1) Testing and 2) Inspection. Testing can be done for colour deeps, colour fastness, fabric

shrinkage, etc. and inspection can be done from the sourcing of raw material up to the finished product.

QMS is 'A set of coordinated activities to direct and control an organization in order to continually improve the effectiveness and efficiency of its performance.'

The Quality Management System is process-based and not product based. Different QMS are as below.

#### **14.5.1 TQM**

Total Quality Management is a system that depends upon certain principles, practices, and performance. The main aim of TQM is zero defects in each functional area whether it is quality, production, marketing, finance, or services. Successful implementation of TQM requires efforts from all departments of the organization. The top-level management's commitment is necessary for TQM.

#### **14.5.2 4 Point System**

4 Point System is used for checking the fabric quality. After receiving the fabric in the warehouse, it may not be possible to check the quality of 100% fabric so at least 10% fabric should be checked to know about the defects. It assigns penalty points to defects.

The calculation of 4 point system is given below.

Size of Defect	Penalty
3 Inches or less	1 Point
Over 3, under 6 Inches	2 Point
Over 6, under 9 Inches	3 Point
Over 9 Inches	4 Point

A maximum of 4 points are charged in one linear yard.

#### **14.5.3 10 Point system**

10 Point System is also used for checking the fabric quality. After receiving the fabric in the warehouse, it may not be possible to check the quality of 100% fabric so at least 10% fabric should be checked to know about the

defects. The 10 point system is used to check the quality of fabric. It also assigns penalty points to defects, warp and weft wise.

The calculation of 10 point system is as given below.

Warp Defects	
Size of defects	Penalty
Up to 1 inch	1 Point
1 to 5 inches	3 Points
5 to 10 inches	5 Points
10 to 36 inches	10 Points

Filling/Weft Defects	
Size of defects	Penalty
Up to 1 inch	1 Point
1 to 5 inches	3 Points
5 inches to half the width	5 Points
Half to Full width	10 Points

A maximum 10 Points is charged for one linear yard of fabric.

#### **14.5.4 DWM**

Daily Work Management is a system in which it is necessary to perform certain activities on a constant and continuous basis to achieve the goal of an organization. To maintain the quality of garments, it is required to inspect necessary things continuously and daily to achieve the goal of the production of qualitative garments. These DWM activities are done to

maintain the current standard as well as it includes the activities to improve the situation for the future course of action.

### 14.5.5 Six Sigma

A sigma rating indicates its yield, or percentage of defect-free products it creates. A six-sigma process is one in which 99.99966% of the products manufactured are free of defects, compared to one-sigma process in which only 31% are free of defects.

A six sigma model is used for manufacturing processes. It is associated with the statistical modelling method. By using six sigma system, the quality can be improved and the chances of defects can be minimised.

### Check your progress - II

5. Make a list of different QMS

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6. What is TQM?

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7. Explain 4 point system.

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## Multiple Choice Questions

1. QMS means \_\_\_\_\_ Management System.
  - a) Qualitative
  - b) Quantitative
  - c) Quality
  - d) Quantity
2. 4 point system is used for quality checking of \_\_\_\_\_.
  - a) Garment
  - b) Fabric
  - c) Fiber
  - d) Yarn
3. TQM means Total Quality \_\_\_\_\_.
  - a) Manager
  - b) Management
  - c) Measures
  - d) Margin
4. The inspection before pressing the garment is known as \_\_\_\_\_ Finishing Inspection.
  - a) Final
  - b) Initial
  - c) Dual
  - d) None of these
5. In 10 point system for the warp defects 10 penalty points are given to \_\_\_\_\_ to \_\_\_\_\_ inches.
  - a) 1 to 5
  - b) 5 to 10
  - c) 10 to 36
  - d) 10 to 46
6. DWM refers to \_\_\_\_\_ Work Management.
  - a) Daily
  - b) Day
  - c) Dual
  - d) Data
7. AQL means the \_\_\_\_\_ Quality Level.
  - a) Acceptance
  - b) All
  - c) Around
  - d) Acceptable
8. Six Sigma process is one in which \_\_\_\_\_% of the products manufactured are free of defects.

a) 99.99999

b) 98.99966

c) 99.99966

d) 98. 99999

## 14.6 Let Us Sum Up

Quality is an important factor in today's competitive world. The customers are becoming more educated and informative regarding different things and believe in qualitative products.

So the manufacturers must produce quality products. In garment industry, quality plays a very important role.

To produce quality garments there are various tests and inspections available at various points to maintain and control quality.

Different quality checkpoints for garment manufacturing are –

- Fabric sourcing and warehouse
- Trims and accessories
- Printing and embroidery
- Cutting, spreading and bundling
- Sewing section
- Finishing and packing etc.

There is availability of various Quality Management Systems that help in managing the quality of the products as per the requirement. Different QMS are –

- TQM - Total Quality Management
- 4 Point System
- 10 Point System
- DWS - Daily Work System
- Six Sigma Method

So, to maintain and control the quality of garments is a complex task; so many inspections are necessary to produce a quality garment. If it is done, the ultimate result will be customer satisfaction, an increase in sales and an increase in reasonable profit for the business too.

## 14.7 Keywords

**Accomplish** – to fulfil or to get something done / to achieve or complete something successfully

**Charm** - the power or quality of delighting, attracting, or fascinating others

**Criteria** - a principle or standard by which something may be judged or decided

**Defect** - a shortcoming, imperfection, or a lack

**Deviation** – difference/ variation or the amount by which a single measurement differs from a fixed value such as the mean

**Fetch** – to get/gain something / get hold of / bring back

**ISO** – The International Organization for Standardization

**Overlooked** – ignored/ unseen / fail to notice

**Random** – chance/ accidental/ made, done, or happening without method or conscious decision

**Rectify** - put right; correct

**Rival** – the competitor or challenger

**Selvedge** - an edge produced on woven fabric during manufacturing that prevents it from unravelling

**Source** – supply / obtain from a particular source

**Stakeholder** - a person with an interest or concern in something, especially a business

**Warehouse** – store house / a place where raw materials or manufactured goods may be stored prior to their distribution for sale

## **14.8 Suggested Books**

Inside Fashion Design by Sharon Lee Tate – Pearson Education – Third edition 2009

Managing Quality in Apparel Industry-1998- Pradip V. Mehta and Satish K. Bhardwaj – New Age international publishers

Garment Manufacturing Technology edited by Rajkishore Nayak and Rajiv Padhey – Woodhead publishing

Cooklin's Garment Technology for Fashion Designers - By Gerry Cooklin, Steven George Hayes, John McLoughlin, Dorothy Fairclough – Wiley Publications - second edition 2012

Quality Characterisation of Apparel - Subrata Das – 2010 – CRC press

## **Answers**

### **Check Your Progress – I**

1. Inspection is necessary to maintain the quality of garments. To inspect the garment the integral method is used known as „Inspection Loop“. It is a process of inspection through which the detection of defects and correction of it can be done. It has five stages mentioned below.
  - Inspection
  - Detection of defects
  - Inform about defects to appropriate personnel
  - Determination of cause of defects
  - Correction of the defects
  
2. If proper care is taken for quality control and management, it can fetch positive results. The importance of quality management stated below:
  - It decreases in waste results in more margins
  - High selling ratio can lead to an increase in a reasonable profit
  - Happy customers, goodwill and strong brand image of the company in the market
  - Staying ahead of competitors
  - Low rejection ratio, on-time production leads to timely dispatch and shipping of goods, etc.
  
3. The different quality checkpoints for garment are as stated below:
  - Fabric sourcing and warehouse
  - Trims and accessories
  - Printing and embroidery
  - Cutting, spreading and bundling
  - Sewing section
  - Finishing and packing etc.
  
4. The quality criteria for the sewing department include the checking of various aspects which are mentioned below.
  - Sewing defects
  - SPI - Stitch Per Inch
  - Skipped thread
  - Needle damage
  - Thread break
  - Seam pucker
  - Wrongly attached garment components
  - Uneven stitching
  - Oil stains, dust stains, fabric damage, etc.

If the above-mentioned defects can be eliminated, then the quality of the garment can be maintained as per the specifications.

## Check Your Progress - II

5. A list of different QMS is as below:
  - TQM - Total Quality Management
  - 4 Point System
  - 10 Point system
  - DWS - Daily Work System
  - Six Sigma method
  
6. Total Quality Management is a system that depends upon certain principles, practices, and performance. The main aim of TQM is zero defects in each functional area weather it is quality, production, marketing, finance, or services.
  
7. 4 Point System is used for checking the fabric quality. After receiving the fabric in the warehouse, it may not be possible to check the quality of 100% fabric so at least 10% fabric should be checked to know about the defects.

The calculation of 4 point system is as given below.

Size of defect	Penalty
3 Inches or less	1 Point
Over 3, under 6 Inches	2 Point
Over 6, under 9 Inches	3 Point
Over 9 Inches	4 Point

## Answers - Multiple Choice Questions

1. c) Quality
2. b) Fabric
3. b) Management
4. b) Initial
5. c) 10 to 36
6. a) Daily
7. d) Acceptable
8. c) 99.99966

## Image References

Fig. 1 [goldnfiber](#)

Fig. 2 [Textilelearner](#)

Fig. 3 [Indiamart](#)

Fig. 4 [EZRserving](#)

Fig. 5 [Youtube](#)

Fig. 6 [TextileMerchandising](#)

Fig. 7 [Youtube](#)

Fig. 8 [FashionIncubator](#)

Fig. 9 [GarmentsMerchandising](#)

Fig. 10 [ClothingIndustry](#)

Fig. 11 [TextileMerchandising](#)

## યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ  
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;  
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,  
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?  
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;  
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ  
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે  
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;  
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર  
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે  
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;  
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,  
આવો કરીયે આપણ સૌ  
ભવ્ય રાષ્ટ્ર નિર્માણ...  
દિવ્ય રાષ્ટ્ર નિર્માણ...  
ભવ્ય રાષ્ટ્ર નિર્માણ