



## Chapter 3

### 3.1.1 Understanding Fashion - Definition and Overview

Fashion is an ever changing, vital and influential force that impacts our everyday lives. Our lifestyle i.e. - the way we live, what we eat, what we wear, and the activities we indulge in and how we spend our leisure time are all manifestations of this dynamic force.

Fashion hence reflects a society's prevailing customs; it's political, economic and cultural state at any given point of time.

Webster defines fashion as 'prevailing custom, usage or style'.\*

However, fashion is much more than just the clothes and accessories. Fashion is also the spirit which goes into their creation, the money that is involved in promoting them and the people who wear the clothes.

In the past, fashion emerged from the courts and the royal patronage. In history, several cities have been, in turn fashion capital due to the cultural power that these cities exerted in that period of time; this includes Milan, Rome, Venice, London, Paris, Madrid, Barcelona, Vienna etc. However, it is the aura and allure of Paris that continues to draw international designers to the French capital to show their collection and to make a name. Thus France has sustained the image of the actual centre of fashion.

Fashion capital is hence a city which has the potential to be a major centre for fashion industry in which activities

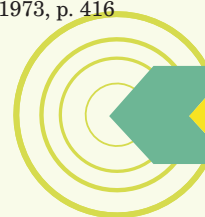


Fig 1: Women and home magazine September 1959 issue; reflecting lifestyle of the time



Fig 2: Graduating Fashion Designers of NIFT serving in retail and export industry

\*Webster's New Collegiate Dictionary, G.E.C Merriam Company, Springfield, Massachusetts, 1973, p. 416





of production, retailing of fashion goods, hosting of fashion events and fashion related trade fairs generating significant economic output, can be held.

A fashion capital in all its feasibility will have a strong subculture, capable of inspiring not only fashion professionals but also the citizens of the city. The principal 'big four' fashion capitals of the world are London, Milan, New York and Paris. However, wider connectivity of the world at the click of a button and the easy sharing of information has led to emerging of other major fashion centres around the globe, Like Tokyo, Shanghai, Mumbai, Toronto, Dubai, Düsseldorf etc.

Undisputedly fashion today is a colossal global business, employing millions of people in either fashion industry or fashion business.

Fashion producers fall into three basic categories: haute couture; ready-to-wear designer labels; and the mass-produced ready-to-wear industry.

The *haute couture* producers are the highly creative design houses that produce very expensive garments made to order for individual customers.

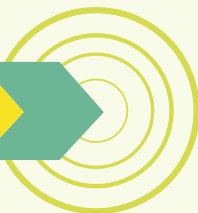
The *ready-to-wear* designer labels are known for products designed by their talented designers. Their fine quality, innovative styling is made in standardized sizes and usually manufactured in factories.

The *mass-produced, ready-to-wear garments* are manufactured off-shore, coming out of low wage countries at much lower costs. The primary objective is per piece production at a competitive price.

### 3.1.2 Haute Couture

Fashion leadership in customized. Fine dressmaking started with a small group of French fashion producers known as the 'haute couture' (from the French language, meaning high-class dressmaking; leading dress designers collectively, or their products). Subsequently, when the numbers of haute couture designers grew, a trade association was formed to determine the qualifications of a couture house and to deal with their common interests. Consequently, La Chambre Syndicale de la Couture Parisienne was found in 1868. Membership was, and still is, limited to couturiers who meet specified qualifications and who abide by a set of rules laid down by the Chambre to control the schedules of fashion shows, issues of originality, shipping dates and so on.

French origin is not a qualification for membership to the Chambre. As in the past, many of the most famous Paris couturiers have not been French. Members show their exclusive collections twice a year in January for the Spring/Summer and in July for the Autumn/Winter seasons.





Today, the Paris haute couture is an industry unto itself, very important from the prestige point of view.

The other important couture industry outside Paris is in Italy. The Italian couture was organized after World War II along the same lines as Paris but on a much smaller scale. The Italian counterpart of the Chambre Syndicale de la Couture Parisienne is the Camera Nazionale dell' Alta Moda Italiana. The Italian houses are not congregated in a single city but are located in three cities-Rome, Florence and Milan.

The experience of the Italian couture has been similar to that of the Paris houses. As couture prices are prohibitively high for the majority of potential customers, therefore, a substantial share of the income for these houses comes from their ready-to-wear sections, franchised boutiques, and the licensing fees from perfumes, accessories and other goods to which the designer name adds prestige. The designer items are special and very expensive. The daily-use items, on the other hand, are more accessible; they satisfy the dreams of the general customer who wish to possess a quality brand name product at an affordable price.

Names like Donna Karan and Calvin Klein from the US, Alexander McQueen and Vivien Westwood from the UK, Giorgio Armani and Missoni from Italy, and Issey Miyake and Kenzo from Japan are among some of the designers who have attained international prominence.

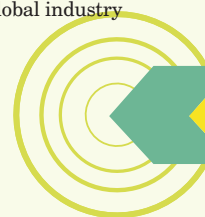
### 3.1.3 High Fashion Ready-to-Wear

Ready to Wear is derived from French word 'Prêt a Porter', which means 'off-the-rack' or 'off-the-peg'.

Stitched garments in varied sizes, ready to be purchased off the rack were originally a minor sideline of a few couture houses. However, this side of the industry has steadily grown into a full-fledged industry, not only in France but globally for all designers across the world. Contributing to its development were ready-to-wear producing companies and designers, like Sonia Rykiel, who began to attract the attention of foreign buyers by developing styles and a look of their own that was different and fashionable. The garments were substantially lower in price than the couture garments, hence serving a broader clientele. Many other designers launched their ready-to-wear lines thus joining the band wagon. A few of these are Gucci, Calvin Klein, Paul Smith and Kenzo.



Fig 3: Gucci: One of the most famous ready to wear fashion brand in the global industry





Each ready to wear designer or a brand has a distinctive style and may create two or several collections every year. The designer can sell ready -to- wear line under his prêt line designer name or through a separate brand name. Further, the designers may have their own manufacturing facility or else have arrangements with high quality fabricators and manufacturers placed in different parts of the world .

Many of these ready-to-wear designers have been designated as 'createurs' by the Chambre Syndicale and have been admitted as members.

As in France, the ready-to-wear industry developed like in other fashion capitals, such as New York, London, Milan and Tokyo. Promotional activities, such as trade shows and trade fairs, are organized at least twice a year for Spring/Summer in August- September and Autumn/Winter in February-March. These fashion related trade shows and fairs are conducted in several important cities across the world to create a buzz, to set trends and to attract buyers.

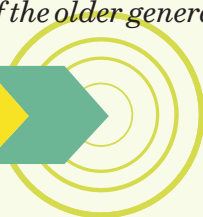
### 3.1.3.1 London

British fashion is famous for its eccentricity reputation and plethora of quirky ideas, its creativity and 'street fashion'. British fashion has also long been known for its traditional style, especially its tweeds and men's custom tailoring. The presence of influencing fashion icons in Britain in past like 60's super model Twiggy, Princess Diana, Alexander Mc Queen etc. made indelible impressions not only on the lifestyles of British people, but also on fashion followers viewing them across the world.



Fig 4: An iconic Hop-in-Hop- off bus on London streets

The British ready-to-wear industry flourished during the 1960s. The avant garde, colourful and uninhibited clothes for young men and women of that decade that continued into the 1970s became synonymous with Carnaby Street. The trendy styles created by young fashion designers filled boutiques throughout London. And boutiques for young people, who for the first time had money to spend, literally mushroomed in the British capital and other major cities of the UK. The fresh and free-spirited attitude of the time was reflected in the short mini-skirted dresses, flower and paisley designs on cotton muslins, silk satins, chiffons, velvets and wool fabrics. *British fashion for the first time had the younger generation setting the trends instead of following the fashion path of the older generation.*







It was Mary Quant, a young English designer, who particularly understood the wave that was changing the perceptions and social attitudes in her country and beyond. She made a significant contribution to the new look of fashion by introducing mini skirts to every fashion follower's wardrobe. It was from here onwards that, the English fashion industry succeeded in capturing the imagination of the young, trendy customers as well as their fashion-conscious elders.

### 3.1.3.2 MILAN

Italian style is undoubtedly the most mature expression of aesthetic appeal with a practical orientation, as can be seen in its interior design, lifestyle products and fashion. Italy's strength and competitive advantages derive from its high quality fabric, its fine workmanship and the innovative elegant styling of its knitwear, sportswear and accessories, particularly leather shoes and bags.

The Italian ready-to-wear industry developed along with its couture industry, but the former started exporting earlier than its haute couture. Italian goods command a very high value in foreign markets because of their product image, built upon the excellent standard of their design aesthetics and the high quality of Italian textiles and fabrics. Even today, the fashion industry thrives on foreign sales efforts supported by the Italian government.

Milan has become the major staging ground for Italian ready-to-wear shows. In fact, many ready-to-wear companies in Florence have relocated to the north, and they show both in Milan as well as in their home-base, Florence.

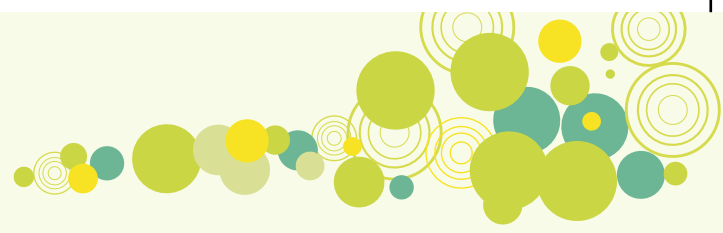
### 3.1.3.3 NEW YORK

American fashion is straightforward, sensible and businesslike, aimed at the average consumer. The American approach has always been to solve the problems of the customer, and in doing so the U.S. has earned the reputation of being the first country to design active and casual sportswear. Claire McCardell, Donna Karan and Anne Klein have contributed path-breaking concepts to the ready-to-wear fashion industry.



Fig 5: Statue of Liberty, New York, statue is not the hub the city is one of the most influential fashion hub

Among the apparel elements that have been especially developed by this country's fashion industry and those which are today synonymous with casual wear world-wide



are jeans, swimsuits, wrap skirts, jogging pants, sweatshirts, body suits and track suits.

The New York fashion industry responds well to the real needs of its customers who look for clothes that make them look good and yet are comfortable and appropriate for their dynamic lifestyles.

New York City is the wholesale fashion centre of the U.S. Almost all the world's leading fashion designers have their offices in New York. It is indeed the business capital of fashion. Twice a year members of the international fashion world come together in midtown Manhattan to conduct business worth billions of dollars. They shop around for new ideas, new designs and, above all, are alert to a unique commodity-the reality factor. The American designers are not just fashion designers but also excellent marketers who leave little to chance in following and trying to meet their customer's desires and lifestyle choices.

The textile industry of America, for instance, proactively follows prevailing lifestyle trends, and has thus created several innovative fibers and fabrics that have revolutionized the fashion scene. Nylon, polyester and lycra have become household terms across the world.

### 3.1.3.4 Paris

The French had been looked to with great admiration for their dress sense well before Haute Couture began in the 18th century. In the 18th century, couturier Rose Bertin was named the Minister for Fashion and the position was still retained in the Napoleonic era.

Initially, it was the rich and powerful, telling the designers what they wanted to wear in clothes, but in the 19th century, this changed. It was surprisingly, an Englishman working in Paris who became the father of modern fashion design when Charles Worth put his name on his clothing labels, thus, inventing the first design label. He went a step further, creating designs based on his own ideas and displaying them on live models so that clients could approve or disapprove. The novelty was a success and designers then began to dictate what was fashionable.

From then on, it was understood that any designer who wanted to be a success had to be in Paris and become part of a couture house or form their own. Paris thus always has been the home of fashion shows. All the fashion magazines were either based in or

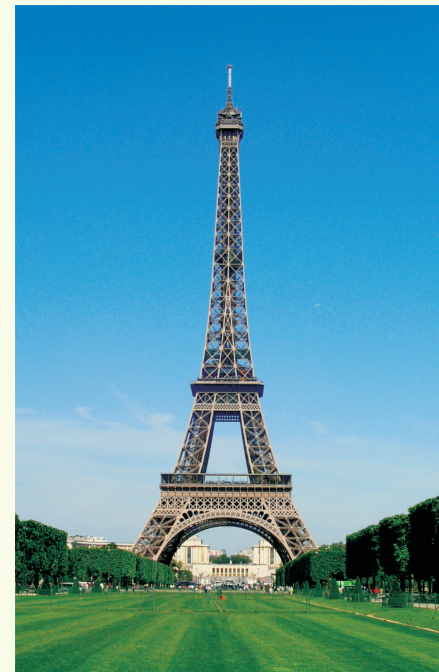
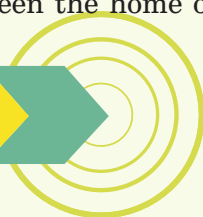


Fig 6: Eiffel Tower, Paris; couture's paradise





looked to Paris for their information. For women throughout the Western world, Paris was the epitome of fashion clothing and lifestyle.

Paris has been home to the worlds most influential designers like Chanel, Dior, Yves Saint Laurent who changed the perception of how not only women looked but the way world viewed them. A designer, in order to cement his hold on his customer base, progressively adapts to the shifts in his customer profile and hence the obvious extension to couture was introduction of designer ready to wear labels, licensing perfumes, accessories and other goods. The same trend has been followed globally for couture brands establishing in various parts of the world.

### 3.1.3.5 Tokyo

The Japanese production industry has transformed remarkably in the recent years. In the process, Japan has made popular a unique style which has developed with the Japanese fashion makers, blending the knowledge of world fashion with traditional Japanese aesthetics and concepts of beauty.

Today, the fashion industry in Japan is at the top of the list of growth industries, and it is doing extremely well in the area of fashion. Many designer names in Japan have become famous for their ingenious concepts.



Fig 7: Tokyo; a fashion city demonstrating amalgamation of technology with its cultural heritage in its intrinsic product development

To mention just a few, Issey Miyake, Rei Kawakubo of Comme des Garçons and Yoji Yamamoto are renowned for their unique creations.

In order to capture the world market, Japan lays equal emphasis on its textile and apparel industry. The Japanese designers participate in international trade shows and have offices in European cities and in New York.

### 3.1.3.6 Emergence of India as a Fashion Centre

India has seen a huge economic growth over the past decade. The influencing factors like its colossal IT industry, back office operations for international market and opening of economy etc, has led to increase in the annual income of the average house hold. This has led to a sudden explosion in the purchasing power of its population.





Fig 8: World renowned designer Ritu Kumar awarding emerging designer Fazal Ahmed for outstanding creation in his graduating collection, year 2010

There has been a notable need for comfortable and fashionable office wear, casual wear, club wear, and formal ethnic wear. Influenced by globalization and immediate access to information there is a desire to create an impression. The Indian consumer today lives in a global village where she interacts on a daily basis with a heterogeneous mix of cultures, with in which she needs to establish her own unique identity.

India, with a plethora of its heritage weaves, crafts and skilled labour, has been successful in establishing design houses that serve national and international consumers. Designers like Ritu Kumar, Manish Arora, Sabyasachi Mukharjee, Raghvendra Rathore and many more are iconic and have global presence. Design and fashion events such as the Wills Lifestyle and Lakme India fashion weeks give a platform to young designers to showcase their talent in national and international trade markets. The fashion market, though nascent in India, has grown leaps and bounds over the years. The country is further opening up to international retail brands and hence looking forward to more design challenges, thrusting growth towards better design opportunities and markets.

### 3.1.4 Ready-to-Wear and Mass-Produced garments: Off-Shore Manufacturing

Ready-to-wear and mass produced garments are produced in large quantities in low wage countries at very low costs. As labour and infrastructure is very expensive in Europe, Japan and the US, the apparel industry out sources its manufacturing from countries where wages are low yet the labour force is highly skilled.

In the Asian belt, China, India, Sri Lanka, Pakistan, Bangladesh, Thailand, Mauritius and Malaysia are centres of manufacturing. In South America, Mexico is the prime centre. In Europe, Poland, Portugal and Turkey have become important clothing manufacturing countries. These countries have been mass producing low cost ready-to-wear garments and accessories for the Western markets. The produced apparel is sold at





affordable prices in departmental stores across Europe, North America, Australia and New Zealand, as well as in the countries where it is produced.

The mass-manufactured garments are usually simplified knock offs of the up-market labels and brands. Every effort is made by the producers to cut down on the cost of manufacture. Large quantities are produced in order to bring down the per unit cost, making the apparel affordable for the masses. In the recent past, China has emerged as a production giant, selling any merchandise they produce at unbeatably competitive prices.



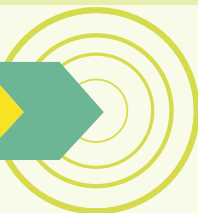
## Glossary

- ❁ **Fashion:** An ever changing, vital and influential force that impacts our everyday lives.
- ❁ **Fashion Capital:** A city which has the potential to be a major centre for fashion industry in which activities of production; retailing of fashion goods; hosting of fashion events and fashion related trade fairs generating significant economic output can be held.
- ❁ **Haute Couture:** French word for high- class dressmaking.
- ❁ **Boutique:** A small shopping outlet, especially one that specializes in elite and fashionable items such as clothing and jewelry
- ❁ **Street fashion:** Any offbeat fashion inspired by contemporary culture of urban street people.
- ❁ **Designer/High-end Ready-to-Wear labels:** Products designed by designers, known for quality and innovative styling, made in standardized sizes and usually manufactured with finesse in factories.
- ❁ **Ready-to-Wear, Mass-Produced garments:** Manufactured off-shore, coming out of low wage countries at lower costs.
- ❁ **Off-shore manufacturing:** Production of goods in countries beyond the geographic boundary of the retailing company.
- ❁ **Avant garde:** Styles or fashion that are designed or are prevalent ahead of their time.

### Exercises for Chapter – 1

#### Fill in the blanks:

1. .... is a French word for high- class dressmaking.
2. .... is a French word for ready-to-wear garments.
3. ...., ....., ..... and ..... are four big fashion capitals of the world.
4. .... is the oldest fashion capital.
5. .... is the business capital of fashion.
6. .... was named the Minister of Fashion in 18th Century France.

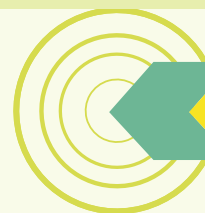




7. Production of goods in countries beyond the geographic boundary of the retailing company is called .....
8. .... is a small shopping outlet, that specializes in elite and fashionable items which are sold at higher prices.
9. .... and .... are two reasons which offer Indian designers an extra mileage to create their exclusive collections.
10. Introduction of mini skirts to women's wardrobe can be credited to ..... designer.
11. .... is the country which can be credited to introduce casual and sportswear garments in the fashion industry.
12. Fashion products fall into basic categories of ....., ..... and .....
- 11 .....are the styles or fashion that are designed or are prevalent ahead of their time

## Review Questions

1. Name the 'Big Four' fashion capitals of the world.
2. Write short notes on any two fashion capitals of the world and their contribution to the fashion industry.
3. How has France sustained its image as the centre of fashion?
4. Name a few emerging fashion centres around the globe.
5. What are the reasons which have contributed to the emergence of India as a fashion centre?
6. State the difference between Haute Couture and Hi-Fashion Ready-to- Wear apparel.
7. Who are Haute Couture producers?
8. What the need for the French Trade Association to be formed?
9. Name three cities where Italian fashion houses are located.
10. Why do Italian garments command a high price?
11. What is British fashion famous for? Name the British fashion icons who were influential in 1960s.
12. What are the reasons for outsourcing manufacturing of garments?





# FASHION STUDIES



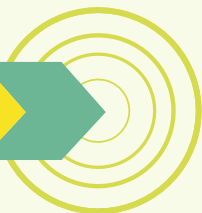
## Activity

Fashion reflects a society's prevailing customs at a particular time. The exercise is designed to enable the students to explore the existence of different fashions evolving through the decades of 50's, 60's, 70's and 80's. Thus, helping them understand reflections of the society's customs i.e. it's political, economic and cultural state during the mentioned decades.

Collect pictures from the internet, magazines or newspapers for decades of 50's, 60's, 70's and 80's in the categories of:

- a. Womens fashion
- b. Interior fashion

**Place them in your scrap book and write about each in 10 bulleted points.**







## *Menswear*

### **3.2.1 Introduction to Menswear**

In the Western world, until the mid - twentieth century, the average man's wardrobe consisted of few options. He would have one or more of dark suits with matching vests, white shirts and a selection of dull coloured ties. After World War II, this was found to be on the path of change.

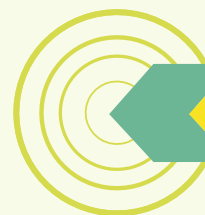
From 1950s onwards, the younger generation of men wanted to indulge themselves and live life to its fullest, preferring less working hours and more family-oriented leisure activities. This inevitably, led to the need for sport's and leisure wear. By 1960s, the popularity of music groups such as the Beatles and their influence on the young generation sparked the demand for greater variety, faster change and new opportunities for the expression of individuality. Menswear continued to experience dramatic changes throughout the 1970s and the 80s.

'Women are fashionable but men are not' is a popular (but erroneous) notion which stems from the presumption that men dress only for comfort and functionality, not for style or fashion, as in the presumed case for women.

Unfortunately, and quite inaccurately, men who are interested in fashion are considered by many to be 'peculiar' and probably decadent. A man's profession highly influences his wardrobe and style. Certain professional fields such as advertising, theatre, architecture and fashion are perceived as being more creative than banking, law, medicine and corporate business. These latter professions are, on the other hand, more highly placed and valued in society than the 'creative' fields. These categorized professions have also contributed to the labeling of professionals in the creative vocations as more idiosyncratic, thus less 'serious' and 'mainstream' than their supposedly scientific, intellectual and pragmatic fellows.

In the emerging world of capitalism and political democracy, menswear has been greatly influenced by the corporate culture of multinational companies which greatly emphasize on the look and image of their work force. A corporate look is marked by wearing suits, shirts and trousers, accessorized with ties in the current fashion trend.

In the late 1980s, the concept of Friday dressing was introduced by the corporate industry in the US. The dress code was relaxed on the last working day of the week (i.e. Friday) to bring in the feeling of weekend just around the corner. This relaxed the uptight dress code in offices, which led to an attitudinal shift in the overall world of menswear fashion.





In the past years, the functional, tough - looking military uniforms and industrial work wear have inspired many top brands and designers. The classic example was the emergence of denim jeans (originally worn by the gold miners of California in 1850's, made from strong and durable fabric) in the mainstream menswear apparel. The introduction of jeans in mainline clothing broke the social and economic barriers prevalent at that time. Jeans have since then, remained timeless classic clothing for more than a century.

In due course of time menswear has become more individualistic, follows present trends and differentiates its markets based on lifestyle, personality and attitude. For instance, junior men's fashion is highly attitude-driven and is influenced by sports, music channels and fashion icons.

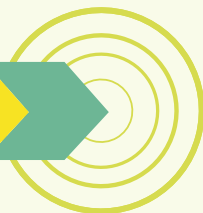
### 3.2.1.2 Categories in Menswear clothing

**Menswear clothing can be divided into the following categories -**

- ✦ **Casual wear** clothing can be worn during leisure activities or informal occasions. Examples of such clothes are T- shirts, Jeans, Cargo pants, shorts etc.
- ✦ **Sportswear** clothing is worn either while playing a sport or are simply inspired from any sports activity. These are informal interchangeable separates. These clothes may not necessarily be worn only while playing a sport but may be flaunted even while watching it. Basketball T- shirts, tennis skirts, jogging pants etc are examples of sportswear garments.
- ✦ **Active sportswear** clothing are meant to be worn while specifically participating in a sports activity like swimming, scuba diving, hiking, skiing etc. The examples of such garments are swimming costumes, hiking pants, ski jackets etc.
- ✦ **Formal wear** clothing is worn during formal occasions related to office or for a specific formal occasion. They can be divided into ethnic or western. Ethnic category may include sherwanis, churidars, kurtas, dhotis and pyjamas. Western category may include trousers, shirts, jackets and suits.

However, with the effect of globalization the distinction between ethnic and western is being blurred by creation of fusion garments like Jodhpuri pants and Nehru jackets.

- ✦ **Outer wear** is clothing which is designed to be worn outside, over other garments. Cloaks, jackets, overcoats, raincoats, robes etc. are some of the examples of outerwear garments.





### 3.2.2 Colour in Menswear

Colour is the prime attribute of a menswear garment. The most commonly worn colours used in menswear clothing are the cool range of blues, earthy browns, smoky greys, shades of greens and neutrals. Generally, the colours used in menswear are more conservative, emphasizing masculinity and objectivity. (On the other hand, the 'feminine' colours are commonly from the warm spectrum and are thus classified as 'subjective'.)

Colour is not separated from pattern. Even solid colours can be considered as patterned when combined with other solid or neutral colours, for example chambray fabric. The combinations of colours can create patterns like stripes, checks and plaids. Plaids and stripes, though not exclusively masculine, have much stronger male identification than floral, which are generally perceived as more feminine.`

### 3.2.3 Fabrics for Menswear

Fabrics for menswear are usually firm, masculine and formal as compared to womenswear. Traditionally, fabric manufacturers producing fabric for menswear did not venture into womenswear because the needs of the two markets were extremely diverse. Although, occasionally it may seem that they share or take ideas from each other.

The fabrics for shirtings are lightweight. They are usually in cottons, linens and in blends of synthetic and natural fibers.

Suiting and trouser fabrics are heavier, usually blended for desired quality and comfort. With technology upgradation there is an availability of improved fabric quality. Fabrics have become lighter and supple, and several types of desirable finishes can be applied to them, such as wrinkle free, stain resistant, waterproof and anti-static finishes.

Casual wear garments are frequently made from fabrics like canvas, gabardine and denim. However, with the increase in the official working hours of today's generation; the distinction between official hour and personal hour of men has blurred. Hence, fabrics like linen and fine cottons are more in trend and usage. These fabrics provide comfort, flexibility and air absorption for use over long working hours.

### 3.2.4 Classic Shirt and its types

A shirt is a very important garment in the mens wardrobe. Shirts cover the upper half of the body, called the torso.

A shirt may be cut, in order to hug the body or fall straight from the arms. It may also be cut loose to provide room and comfort. There could be enumerable ways of styling a



shirt. Shirts could be styled to emphasize the neck, shoulders, chest, biceps or the waist.

The collar and a short forms very important detail in the shirt, as it adds to the personality of the wearer. There are a variety of collar designs, such as the band collar, shirt collar, wing collar, buttoned-down collar, etc. The width of the collar can also be styled to create different looks.

Shoulder details on the shirt like the epaulets or a shoulder yoke can be used to give an impression of a broad shoulder.

Shirt sleeves can be short or long, tight or loose. A variety of cuff designs can also be added to the sleeves. There can be shirts without sleeves also. The shirt hem can be straight or curved. The front placket of the shirt can be narrow or broad, single or double stitched.

An Oxford buttoned - down shirt is suitable for a crisp formal look. The Oxford is usually made in solid colours, typically pastel or mid - tones, often in interesting stripes and small checks.

A dress shirt is usually of a light colour, and is designed specifically to be worn with ties and suits.

The Hawaiian shirt is loose and airy and half sleeved, made of large foliage prints in bright, cheerful colour fabrics in cotton.

A T-Shirt is a casual, non collared or collared shirt made up of knitted fabric.

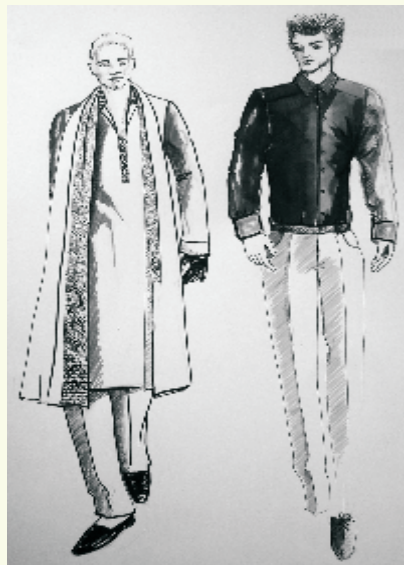


Fig 9: Menswear Kurta Pyjama (Left)  
Casual Shirt and Trousers (Right)  
Illustrations: Amritha Shree Kumar

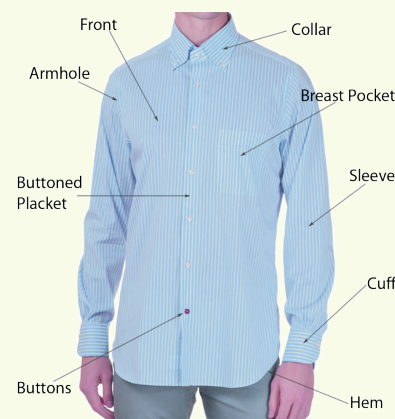


Fig 10: Parts of a shirt

### 3.2.5 Bottom wear - Pants

Pants are bifurcated garments for the lower half of the body. Pants may be cut to be straight legged, flared or pegged, with bottoms that may be narrow or wide, flared, or cuffed. Pants can be cut with a high waist or a low waist, with buttons or a zip fly. In general, straight leg trousers are designed to fit the body comfortably, but not tightly. Pants can be flat front or pleated to give different type of looks and fit to the wearer. In order to achieve a good fit and comfort the fabrics used in pants are infused with stretchable properties. This is achieved by using various elastomeric yarns along with the main yarn during weaving.







Commonly, for constructing casual pants, fabrics like chinos and khakis are preferred above denims.

For dressy pants or trousers, refined wools and blends are used. Both pleat and cuff details are optional, and pocket treatment is minimal, usually consisting of slits and welts.

Baggy trousers are loose around the hips but narrow down at the bottoms. They usually have deep pleats at the waist to provide the necessary volume.

Cargo pants are inspired by military uniforms.

They are characterized by camouflage - inspired prints and large utility pockets.



Fig 11: A contemporary menswear collection demonstrating variation in traditional Jodhpuri trouser, with a jacket to suit today's market trends

Jeans are the most popular types of pants for men. These are casual pants made up of Denim fabrics.



Fig 12: Menswear; Two Piece Suit

### 3.2.6 Shorts

Shorts are informal bottoms that reveal the calf and thigh.

Shorts can be Bermudas that reach until the knee caps in a stove pipe fashion. They generally have very little extraneous detail.

Khaki and safari shorts are rugged, particularly when they are detailed with buckled straps, zippers and pockets with military detailing etc.

### 3.2.7 Suits

A suit can be two to three piece garment worn with a shirt inside. A suit can be styled to give a formal, evening or a casual, sporty look.

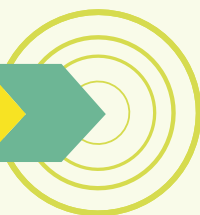




Fig 13: Menswear Three Piece Suit

When elegantly cut in dark smooth fabric, the suit is invariably formal. If double-breasted, it can look very powerful for a business attire. A dress shirt with accessories, such as an elegant tie or a bow tie and cuff links, further enhance the formal style.

When coordinated with a polo neck or a T-shirt, the suit takes on a sporty look. Made from lighter shades and cool, light-weight fabrics, the suit has a less formal character. Coordinated with a striped or a check shirt, a suit looks decidedly casual.

An additional waistcoat in two piece suit makes it a three piece suit.

Suits can be single breasted or double breasted depending on the overlapping of the front bodices of the coat.

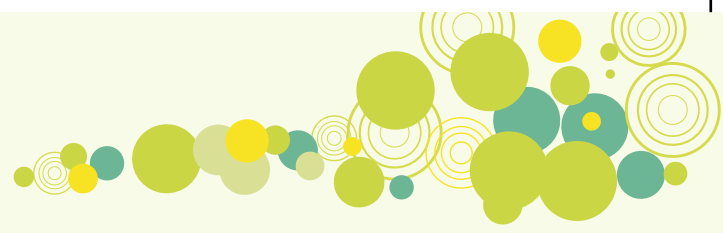
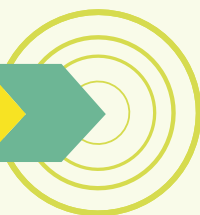


Fig 14: Indian designer creations, serve the aspirational needs of menswear for its niche segment

### 3.2.8 Indian menswear fashion market today:

With the extensive options in the professional careers of Indian men today, ranging from IT industry to the varied avenues in the creative fields, the demand for a stylish and a professional look in the menswear category has spurted vastly.

The brand awareness among the consumers for good quality and service standards has led the international and national brands to focus on the customers residing in the metros and the smaller cities in India. The increase in the disposable income and the willingness to spend more among the consumers has also broadened the menswear market. Some of the key players of the menswear market are Madura Garments, Provogue India Ltd., Indian Terrain, Raymond Apparel Ltd., Levis Strauss & Co. etc.







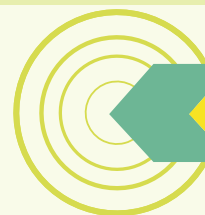
## Glossary

- ✿ **Shirts:** A garment to cover the upper half of the body, called the torso.
- ✿ **T - Shirt:** A casual, non collared/collared shirt, made up of knitted fabric.
- ✿ **Pants:** A bifurcated garment for the lower half of the body.
- ✿ **Baggy trousers:** A garment loose around the hips but narrow down at the bottoms.
- ✿ **Suit:** A two piece garment wore with a shirt inside.
- ✿ **Colour Palette:** Determines the colours, tones and the texture of the fabric.
- ✿ **Casual Wear:** Informal or everyday clothing.
- ✿ **Epaulets:** Buttoned flaps in a shirt on either side of the shoulder.

### Exercises for Chapter – 2

#### Fill in the blanks:

1. The menswear apparel category can be divided into....., ....., ....., ..... and .....
2. .... was a popular group of music band which had mass fan following in the decade of 60s bringing a dramatic change in the menswear dressing.
3. .... and ..... are examples of garments fusing ethnic and western sensibility.
4. .... added to a two piece suit makes it a three piece suit.
5. ...., ....., and ..... are three commonly used fabrics for menswear casual pants.
6. ...., ..... and ..... are commonly used patterned fabrics for menswear shirting, created by the combination of colours.
7. Three collar variations for menswear shirts are ....., ..... and .....
8. .... are buttoned flaps in a shirt on either side of the shoulder.
9. .... is a look marked by wearing suits, shirts and trousers, accessorized with ties.
10. The concept of ..... was introduced by corporate industry in the US to relax the uptight dress code in offices.
11. A ..... is a casual, non collared or collared shirt made up of knitted fabric.





## Review Questions:

1. After 20th century, menswear experienced dramatic changes in their wardrobe. Give reasons for these change.
2. Write short notes on the categories of menswear clothing.
3. Write a short note on menswear ethnic clothing.
4. Write a short note on factors that have influenced menswear clothing.
5. Name the fabrics preferred for mens clothing.
6. Name the types of shirts.
7. Differentiate between a shirt and a T-shirt.
8. What fabric can be used to achieve good fit and comfort for pants?
9. Classify the menswear market.

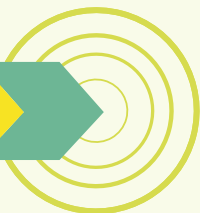
## Activity

In order to cater to the specific needs of menswear apparel market the clothing is divided into casual wear, sportswear, active sportswear, formal wear and outer wear categories.

Since clothing is specific to an occasion, the understanding of these categorizations is important. The activity is designed to enhance the student's ability to analyze the clothing and objectively place them under the defined heads.

Collect pictures from internet, magazines or newspapers of:

- a) Casual wear
- b) Sports wear
- c) Active sportswear
- d) Formal wear
- e) Outer wear





## *Womenswear*

### **3.3.1 Introduction to Womenswear**

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." by Coco Chanel.

Womenswear has always enjoyed the centre stage in fashion.

Clothing in past were custom made i.e. stitched for an individual using her body measurements by a tailor or a dressmaker. During earlier centuries the majority of women, however, wore clothes made at home by the women of the house.

The introduction of the domestic sewing machine revolutionized the home manufacturing of clothes by substantially reducing the long hours of hand sewing. To help in the home sewing operation, several womenswear magazines started giving instructions on how to sew the garments. Later, paper patterns for fashionable styles in graded sizes became available. Thus, home dressmaking continued to prevail for a long time.

At the turn of the 21st century, however, a new breed of very active women began to emerge. Women were no longer spending their lives at home. They were now studying, teaching, indulging in sports activities, politics and working in offices. Their growing interests and activities took them out of their homes and made ready-to-wear clothing a convenient answer to suit their new lifestyle.

This radical social change among women naturally led to a gradual shift towards simple silhouettes, away from the elaborate clothing that had prevailed in the past. This new clothing which was easier to produce and cheaper to afford got wildly accepted among various social classes. This social change coincided with the development of manufacturing facilities for large-scale production of ready-to-wear garments.

With changing times, the role of the women have become multi dimensional; from handling office to home; to kids and simultaneously balancing their social and personal responsibilities. Working for home or for office, with a hectic schedule has led to the requirement of an easy to wear, maintain and comfortable dressing, which has become a necessity for today's lifestyle.

There is a huge market with various segments of women with explicit needs. Many brands like Levis Curves, Allen Solly, Marks and Spencer address these requirements with their apparel lines based on specific market requirements of sizes, ethnicity and occasions. Introduction of garments for plus size women and maternity wear also acquired considerable share.



The experience of mass manufacturing uniforms for men and women during the two world wars facilitated the preparation of size charts for the western consumer.

### 3.3.1.1 Influence of Trends on womenswear

Women's ready-to-wear garments follow specific trend prediction for the season to enable the designer, fabric manufacturer, garment manufacturer and retailer to plan the design and production of garments at least 18 months in advance of the actual season of sale.

The prevalent trends are perceived and analyzed by each company to create a mood board suitable for their clients for a particular season.

Couture and *Prêt a Porter* shows held in Paris, London, Milan and New York are the main source of fashion trends for womenswear.

The shows are held twice a year. At the time of the shows all the partners in the fashion value chain; i.e the fabric manufacturers, garment manufacturers, buyers, retailers and fashion editors, flock to these cities to review the new styles.

As soon as the shows are over the fashion editors select styles they feel are prophetic, and splash trend features and stories with glossy pictures of the styles in fashion magazines and newspapers. Consumers become aware of the latest trends through these magazines and media broadcasting. The retailers and manufacturers wait for professional analysis of the trends by trend analysts and agencies that also study the changing lifestyles of the consumers who segregate trends for various market nationally and internationally. The preferences and aesthetics of the American consumer, for example, are different from those of the Italian or British. The trend forecast information indicates the new colour palette, the new fabric trends, surface treatments, silhouettes and design details.

### 3.3.1.2 Indian womenswear

Indian womenswear market continues to be largely driven by Indian aesthetics infused with the regional sensibilities inspired by the Moghul and British influences over a period of time. Traditionally Indian women wore draped styles; it is only since a little more than two hundred years ago that the sari is being worn in the present avatar that is 5-1/2 yards to 8 yards with a stitched choli or a blouse.

It was during the Moghul rule that Indian women were introduced to stitched garments such as the salwar kameez, kalidar kurta, pyjama, sharara and gharara. *Karigars* are weavers, tailors and embroiderers who were specially brought in from the Moghul countries to make garments for the Moghul royalty. They settled down in India for several generations and never went back, which also explains the reason for the finest tailors and embroiderers belonging to the Muslim community today. The





Moghul style is very feminine, elegant and dignified. The beautiful embroideries done by muslim karigars such as chikankari, ari work etc., further enhance the beauty and richness of the style and in the process have also influenced the Indian saris.

Another influence impacting the Indian womenswear was the British influence of tailored jackets, blouses, pants, dresses and gowns. The Indian tailors were trained by the British rulers to stitch western garments for their women who followed their husbands to live in India. The British influence was somewhat limited in the Indian womenswear category. However, the menswear clothing for work, followed by casual wear was extensively revolutionized.

Today, we see a comfortable and seamless coexistence of Indian, Moghul and western style in Indian womenswear.



Fig 15: Indian Womenswear:  
A contemporized variation in  
traditional Kalidar Kurta and  
Churidar

### 3.3.2 Elements of Design in Womenswear

The three primary elements that make a garment are its colour, fabric and shape.

#### 3.3.2.1 Colour

Colour prediction in womenswear is very important. Every season the palette has four groups: pastel, neutral, bright, and deep colours. It starts with the overall mood, and it is this that determines the colours, tones, the texture, the accents in the theme, whether the look will be vintage, washed-out for one season or fresh and soft colours for the next is determined by the chosen theme.



Fig 16: Different coloured prints and stripes of womenswear

#### 3.3.2.2 Fabric

Fabric is the fundamental element of a garment and is responsible for 50%-80% of the cost of the garment. Texture, handle and surface qualities of a fabric play an important role in achieving the total effect of the style. Apart from the natural fibers





like cotton, linen, silk and wool; there is a large variety of man-made fibres to choose from.

Technological developments have led to the creation of soft, stretchable, user-friendly, easy-to-care and excellent quality in fabrics. Blended fabrics give the desired qualities with a natural feel and comfort. Each season fabric manufacturers present their new collections of fabric in tune with the forecasted trends.

Printed and woven designs, surface in womenswear embellishments and trim details are important elements for the overall style.

Prints and woven designs can be in a variety of patterns like small, delicate florals (as in Laura Ashley prints); large florals in bold colours, soft water colours, geometric designs, stripes (both broad and thin), checks - gingham, madras and small plaids.

Embellishments may include appliqués, hand and machine embroideries and other decorative techniques applied on fabrics and garments. The created surfaces may be in tune with not just the fashion trends for the season, but also showcasing the cultural plethora of the Indian embroideries that are the part of our heritage.

Trims are types of closures which include buttons, zips, etc., as well as piping and interlinings used in the garment.

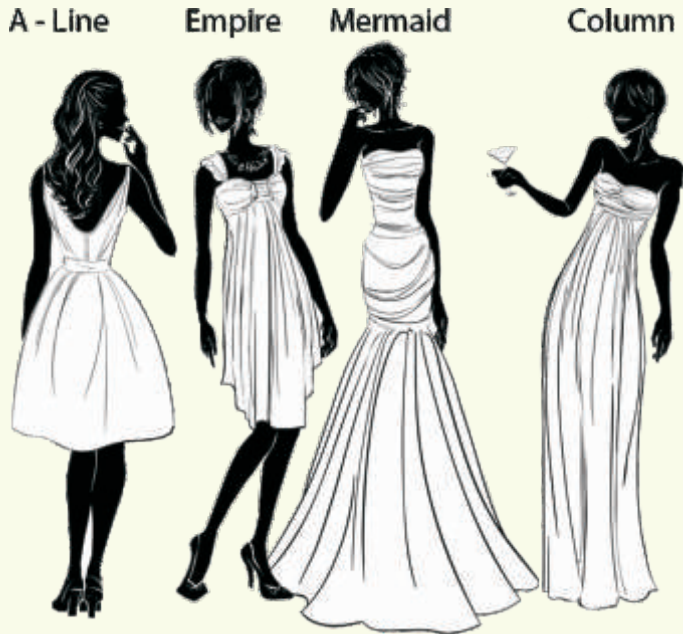


Fig 17: Different shapes of womenswear garments

### 3.3.2.3 Shape / Silhouettes

A silhouette is the shape or the outline of the clothing when worn. The basic shapes or silhouettes of each season can change suddenly or evolve slowly. Different combinations of shapes made by separate garments worn together lends style to the overall shape or silhouette of the outfit.

### 3.3.3 Garment Collections

Garment collections are designed as a group of coordinated pieces that can be made from fabrics, colour palette and details following the same story. A garment collection can start with 10-15 garment pieces.





Fig 18: Design innovation with amalgamation of traditional art and craft with contemporary silhouette and styling

Separate collections are designed for evening wear, sport wear, casual wear, street wear, formal wear, night wear and maternity wear categories. Every product category is designed to cater to individual customer category, such as womens, missy, petite and junior.

Following are the products common to most of the regular categories in womenswear.

**3.3.3.1 Dresses** - Dresses are long continuous garments worn over the body. The variations in dresses can be achieved through manipulating its length, waist line, flare and seams. The variations created with these elements will determine the ultimate fit of the dress.

Empire line dresses, Princess dresses, shift dresses are some of the examples of dress variations.

**3.3.3.2 Blouses** - Blouses cover the upper half of the body of a female. The different styles in blouses can be achieved through variations in bodice, collar, sleeves and placket.



Fig 19: Basic shift dress with spaghetti straps



Fig 20: Dress with the variation in waistline and seams

- A: Long length empire dress
- B: Short length shift dress with waist line variation
- C: Mid length paneled dress
- D: Basic knee length  
Dress with a smoked waist top
- E: Short length Corset dress
- F: Box pleated short dress worn with a jacket

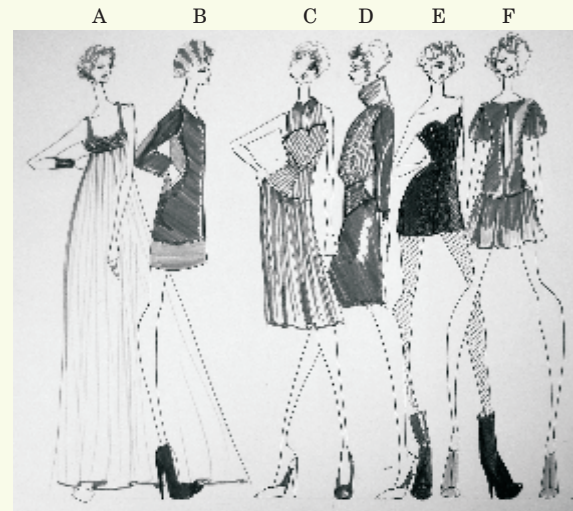


Fig 21: Dress variations  
Illustrations: Amrita Shree Kumar

**3.3.3.3 Skirts** - Skirts are garments that cover the lower half of the body. They can be straight, flared, gathered, pleated, tiered or paneled. Skirts can vary in length from mid thigh to ankle.





- A: Short flared skirt teamed up with princesses seamed blouse
- B: Mini skirt teamed with yoked and gathered top
- C: Pleated skirt with basic V neck blouse
- D: Tiered skirt with raglan top



Fig 22: Skirt Variations  
Illustrations: Amrita Shree Kumar

**3.3.3.4 Pants** - Pants are bifurcated garments for lower half of the body. Some of the styles of pants are straight, bell bottom, Capri, harem and jodhpurs



Fig 23: Capri length pants with jacket style shirt



Fig 24: Outerwear jackets with full length trousers and basic tops



**3.3.3.5 Kurta and Salwar** - kurta and salwar are paired ensembles from the continent of Asia. Kurta covers the upper half of the body and salwar, the bifurcated garment covers the lower half. Some of the variations in kurta styling are kalidar, kurta with yoke, A-line and straight kurta. Similarly churidar and Patiala salwars are variations of plain salwar.



Fig 25: Indian Kurta and Churidar



Fig 26: Contemporized Indian Ghaghra and Choli

**3.3.3.6 Sari blouse** - Sari blouses are stitched tops worn with draped saris. Plain and choli cut blouses are amongst the few variations of sari blouses.

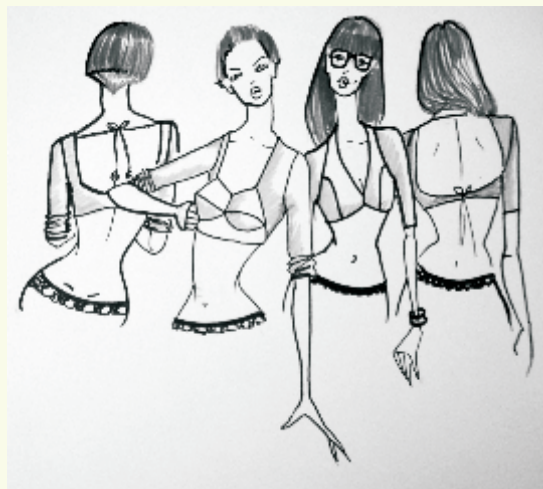
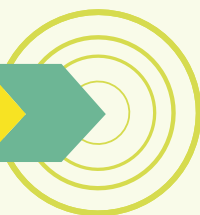


Fig 27: Variations in Choli Blouses







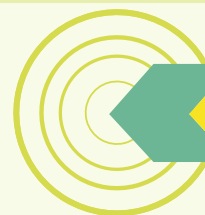
## Glossary

- ❁ **Womenswear:** Apparel for women.
- ❁ **Fashion Show:** Shows held in major fashion capitals around the world that form the main source of forecasting, fashion trends.
- ❁ **Trend Forecast:** Information that indicates the new colour palette, the new fabric trends, surface treatments, silhouettes and design details.
- ❁ **Embellishments:** Decorative techniques applied on fabrics and garments in tune with the fashion trends for the season.
- ❁ **Casual Wear:** Informal or everyday clothing.
- ❁ **Ensemble:** A complete set of garments worn from top to bottom co-ordinated together in the attire.
- ❁ **Women Size:** The cut of a garment to fit a mature body shape.
- ❁ **Missy:** The cut in a garment for a developed figure with more curves.
- ❁ **Petite:** The clothing size for short slender women.
- ❁ **Junior :** The cut in a garment to fit a young body with fewer curves.
- ❁ **Ethnic wear:** The traditional dress of a community.
- ❁ **Formal Wear:** The clothing designed for or customarily worn on formal.
- ❁ **Missy:** The cut in a garment for a developed figure with more curves.
- ❁ **Petite:** The clothing size for short slender women.
- ❁ **Junior Size:** The cut in a garment to fit a young body with fewer curves.
- ❁ **Indo-Western wear:** A combination of Indian look and western silhouettes for women

### Exercises for Chapter – 3

#### Fill in the blanks:

1. The womenswear apparel category can be divided into....., ....., ....., ....., ..... and .....
2. ...., ....., and ..... are the elements of design in womenswear apparel.
3. .... is the clothing size for short slender women.





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4. .... and ..... are the events held in fashion capitals like Paris, London, Milan and New York for showcasing the fashion trends for womenswear.
5. An ..... is a complete set of garments co-coordinated to be worn from top to bottom simultaneously.
6. Garment collections designed as a group of coordinated pieces have similar ..... and .....
7. The trend forecast information indicates the ....., ....., ....., .....and ..... details.
8. Womens ready to wear garments follow specific ....., for the reason.

## Review Questions:

1. State reasons which led to the requirement for easy-to-wear clothing for women.
2. Write short note on the various categories in womenswear clothing.
3. What are the three primary elements of design in a womenswear garments?
4. Write a short note on the influence of fashion forecasting and trends on womenswear.
5. Explain the role of fashion editors after fashion shows.
6. Name some variations of womens kurtas.

## Activity

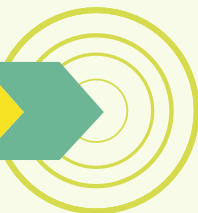
In order to cater to meet the aesthetic needs and body measurements of a consumer, variations are created in the womenswear garment. Due to these variations the garment has the potential to achieve variety of looks.

The given activity helps the student to understand the variations in a garment.

Collect pictures from the internet, magazines or newspapers of womenswear dresses with variations in their:

- a. lengths
- b. waistlines
- c. seams

Place them in your scrap book and discuss the same in class.





## Childrenswear

### 3.4.1 Introduction to Childrenswear

Childrenswear, up until recently, did not fall under the purview of fashion. Children had to wear the miniature versions of adult clothing and imitate their elder's mannerism as well. However, today the global market for childrenswear is determined by the purchasing power of their parents and budding requirements of this ever progressive growing kids segment. Having recognized the increasing potential of this market segment, manufacturers and retailers are offering extensive varieties in their seasonal ranges.

With economic, technological and social advancements, the present day children have gained enormous exposure and knowledge. Simultaneously, with the growth in the financial status of the household for a large scale of working population has led to higher disposable incomes.

*"Fashion is a social occurrence which mirrors the same continuing change, those strides through any given time"*<sup>1</sup>

Societal and economic changes, such as nuclear families with only one or two children and increased disposable income of both working parents, have had significant impact on the rearing of children. The faster pace of life, where working parents are forever running against time, has certainly had a direct effect on children's lifestyles.

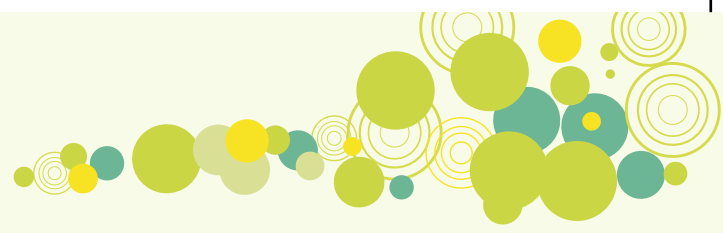
Children are being increasingly pampered by parents with toys, clothes, access to computers, films, a plethora of TV channels to watch, play stations, sports, gimmicky stationery and accessories, etc.

Specialty stores are also catering to the needs of these little customers who have a strong opinion of the games they want to play, food they want to eat and clothes they want to wear. Some of the major influences on children's wear can be attributed to cartoon characters, films, bestseller novels for children, the latest technology, toys, TV channels, individual sports, and so on. Media, social networking sites like facebook and twitter, play stations, online shopping and peer groups influences have made children aware about the fashion trends and styles.

Manufacturers are forging tie-ups with TV channels, promoters of cartoon characters and other popular characters to create a host of special lines of clothing and accessories. Innovative ideas are being employed to launch products for children in the market. This multidirectional influence has led to more and more products come into the market , every year that specifically target children.

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<sup>1</sup> Jarnow.J., Guerreiro. M and Judelle. B.1987. Inside the fashion business, Macmillan Publishing Comapny, New York, 1987, p.31



The popularity of sportswear has led to the development of many new fabrics which are breathable, highly absorbent and stretchable. It has also changed the technology of manufacturing and finishing. The influence of games such as football, basketball, baseball, cricket and hockey can be seen in the styling of track suits, sweat shirts, cycling and boxer shorts.

Childrenswear apparel category is different from menswear and womenswear because of the simple reason that children continue to grow. The changing body shape of the child as he/she grows and the basic requirements at different stages of this growth must be well understood before designing or creating a suitable garment for the child.

### 3.4.2 Newborns Clothing

Newborns are children aged from birth to few months. Newborns spend most of the time sleeping or lying on their backs, therefore the garments are designed while keeping in mind their comfort, safety and styling factors. In newborn garments no buttons are attached at the back, they are inbuilt into the garment with minimum third dimension in order to avoid abrasion and hence discomfort to the child. Hence, buttons like snap buttons and Vectro strips are preferred in garments for newborns.

Fabrics like flannels, knits in soft cottons and light in weight are used in newborn's clothing.

### 3.4.3 Infants Clothing

Infants are children from the age category of 3 months to 1 year. An infant's weight, head size and age are the major criteria's to be considered while selecting a garment. The head size of a small child is one fifth of his height, while for an adult it is one eighth of the body height.

Fabrics like flannel, jersey knits, polar fleece in cottons and other natural fibers are selected for infants. These are soft in handfeel and provide comfort to the tiny wearer who has supple and sensitive skin. Subtle, pastel colours with polka dots, nursery prints, checks and cartoon characters are preferred for prints. Solid colour fabrics are also in huge demand for garments. Trims used in infant's garments are less complicated and easy to handle like Velcro, snap buttons, soft laces etc. Globalization has created a huge market for branded clothing for this age group in India, over the past few years.



Fig 28: Frock (left), Shorts and T-Shirt (Right)  
for young girls

Illustrations: Amrita Shree Kumar



## 3.4.4 Toddlers Clothing

Toddlers are children belonging to the age group of 1 year to 4 years. In this age group the child develops basic motor skills and becomes physically more active. On account of their energetic behaviour and rapidly growing body, the fabrics preferred for their garments are from the easy to care and maintain category. Fabrics like Cambrics, poplins, codruoys, light weight denims, jersey knits, polar fleece are a few to name. Fabrics with bright colour palettes are usually selected for this age group. Printed and woven fabrics of gingham checks, stripes, polka dots and popular themes like cartoon characters become highlights for toddler's clothing.

However, in early childhood there is very little difference between the sexes in terms of body size and shape. Though with growing awareness among parents about fashion and trends, the colours of girl's garments are preferred to be pink and those for boys to be blue.



Fig 29: T Shirt and Pants (left), Shorts and T- Shirt (Right) for young boys  
Illustrations; Amrita Shree Kumar

## 3.4.5 Preteens and Teens Clothing

Preteen is the age group of children from 5 years to 12 years and teens is the age group from 13 years to 18 years, but adolescence stage is also counted from the age of 15 years to 18 years, which becomes a part of teen age group.

This age group is characterized with the onset of puberty in boys and girls at various age growths. The average onset of puberty is at 10 or 11 for girls and age 11 or 12 for boys. Some of the most significant aspects of pubertal development involve distinctive physiological changes in individual's height, weight, and body composition. These changes in the body shapes of teens, requires different silhouettes and variations in garments to fit in the contours.

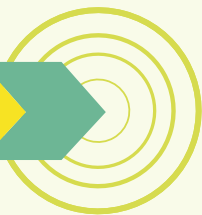
The manufacturers and retailers are capturing a huge market of licensed product for apparel, specially undergarments and nightwear of preteens and teens. Character licensed clothing is a very important aspect of business for this segment, since it is closely associated to adventure, sports and fashion. Since, the turnover of garments is very fast in this segment it is hence very lucrative for business.





Fig 30: Preteen dressing (From left to right)  
Illustrations: Amrita Shree Kumar

- A: Shorts with basic T shirt
- B: Cargo trouser with basic shirt
- C: Flared Trouser with T Shirt and a casual jacket
- D: Flared dress with short waistcoat





## Glossary

- + **Newborns:** Children aged from birth to few months.
- + **Infants:** Children from the age category of 3 months to 1 year.
- + **Toddlers:** Children belonging to an age group of 1 year to 4 years.
- + **Preteen:** Children of the age from 5 years to 12 years
- + **Teen:** Age group of children from 13 years to 18 years

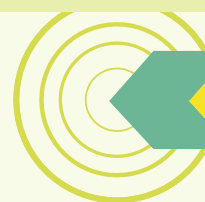
### Exercises for Chapter – 4

#### Fill in the blanks:

1. Some of the major influences for childrens wear can be attributed to....., ..... and .....
2. Childrens wear is different from menswear and womenswear for the simple reason that children continue to .....
3. Newborns are children aged from ..... to .....
4. The reasons for using fabrics like flannel, knits etc for newborn's clothing are because they are ..... and .....
5. Infants are children from the age of ..... to .....
6. The head size of a small child is ..... of his height, while an adult has ..... of his height.
7. Toddlers are children belonging to an age group of ..... to .....
8. In ..... age group the child develops basic motor skills and becomes physically more active.
9. Change in the body shape occurs in ..... age group.
10. The changes in the body shapes of teens, requires different ..... and variations in garments to fit in the .....

#### Review Questions:

1. Write short notes about the factors influencing the expansion of childrenswear market.
2. State the differences between the newborn and an infant clothing.
3. Explain the elements of design for Preteens and Teens clothing.
4. Give 3 reasons for the growth of the childrenswear industry.





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5. What creates awareness of latest fashion trends among children?
6. What are criteria for designing infants clothing?
7. Name 2 preferred trims for infants.
8. Why are easy-to-maintain fabrics preferred for pre-teens and teens?

## Activity

In order to cater to the specific needs of childrenswear market, the clothing is divided into various age related categories.

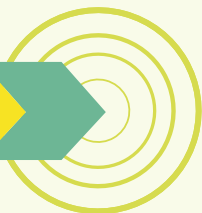
The understanding of these categorizations with their specific needs is important. The activity is designed to enhance the student's ability to analyze the customer's clothing need and objectively place them under the defined heads.

Draw a table as illustrated.

Collect pictures from the internet, magazines or newspapers as per the described headings in the table.

Place them in the drawn table and fill in the details.

Categories	Age	Needs of the child in the age category defined	Paste Pictures of relevant clothing best suited to the needs described
Infants			
Toddlers			
Preteens			





## *Trims*

### 3.5.1 Introduction to Trims

Trims are functional and decorative details applied to a garment.

Fastenings, like buttons, zippers, velcros, etc. which add utility to a garment are functional trims. Appliqués, ribbons, laces added to the basic garments to increase the aesthetic appeal are called as decorative trims. Pockets, collars and cuffs can also be treated as trims. Appropriate trims can greatly enhance the overall look of the garment and increase its scalability.

Trimming is viewed as a value addition to a basic garment that would increase its pricing. However, random trim application may not only increase the cost of the garment it may also may adversely affect the aesthetic appeal of the garment.

Points to be kept in mind for the application of trims on a garment are:

1. Trims should complement the design of the garment.
2. The trim cost should be within the framework of the garment price.
3. The material of the trim should be compatible with that of the garment fabric.

Two design areas that use trims frequently are childrenswear and womenswear lingerie.

Appliqué work and laces are often used on children's clothing as a decorative detail, adding value to the overall look of the garment.

Lingerie is a French word for women's inner wear. Lingerie uses laces, appliqués and special machine edgings to give a delicate feminine look.

### 3.5.2 Trim Classifications

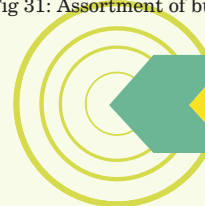
#### 3.5.2.1 Fastenings

Buttons were invented about 800 years ago. But for centuries people who wore buttons were considered morally loose because they could undress much faster than those who wore clothing with lacings and strapping. Later, buttons became the fashion rage, and they were used both ornamentally and functionally.

Even functional buttons add a decorative element to the garment.



Fig 31: Assortment of buttons





Buttons are available in a variety of sizes, shapes, material, colours and designs. The size of the button is governed by its 'line'. Line gives the diameter of the button. Thus higher the number of line bigger the button.

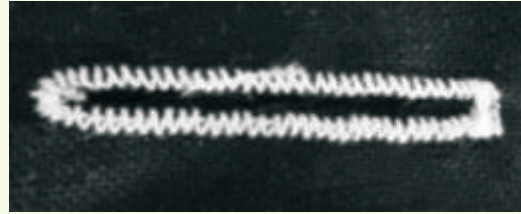


Fig 32: A close view of a buttonhole

Buttonholes are slits made in one of the two parts of a placket through which the buttons slip to close the placket. Button holes can be machine-made, hand-made or bound. Accurate positioning of button and buttonholes is important for functional buttons.

### 3.5.2.2 Hardware

Hardware refers to the metal fastenings used in luggage and for closures, such as the dog leash clip, hardware snap, buckles and locks. Casual wear trousers, jackets and outer wear apparel often use hardware fastenings as functional and decorative details.

### 3.5.2.3 Zippers

The zip is a sliding closure applied on straight plackets. It can be used as a functional or decorative element. The zip is available in almost every length and colour, and it can be dyed in almost any shade. Heavy duty industrial zips with contrasting tape and a novelty puller are a popular design detail for children's wear. Delicate, concealed zips with transparent tape are ideal for formal clothes such as evening gowns and dresses.



Fig 33: Nylon zipper with visible teeth

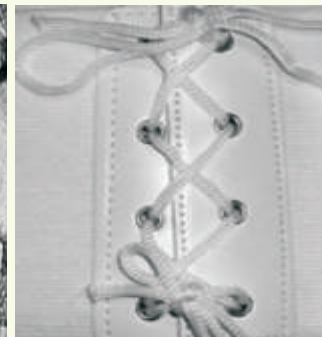


Fig 34: Lacing with rayon cord

### 3.5.2.4 Lacings

Lacings, like cords or spaghetti straps, can be threaded through metal eyelets set into each side of a placket. Lacings can be used as a design detail to create a cowboy or a peasant look depending on the look desired. Fabric loops are an alternative to eyelets.

Ties are like braids used to secure the opening in a garment. They are adaptable to both casual and formal styles. Ties made from garment fabric are popular on ethnic garments.







## 3.5.2.5 Linear Trims

Linear trims are decorative stitches applied to seam lines and garment edges. These stitches can be created on domestic sewing machines and are usually the least expensive of trims.

The following are examples of linear trims with the relevant look and styling effect on the fabric or garment:

- ✿ The corded edge: outlines and defines the edge it is stitched on.
- ✿ The corded seam: gives a raised effect.
- ✿ Faggoting: openwork is most effective for straight lines.
- ✿ Multi-needle top stitching: can be used with novelty threads and colours to highlight the seams.



Fig 35: Lace variations

## 3.5.2.6 Shaped Edges

Shaped edges are essentially decorative, but are used sparingly because they pose technical problems. For example, decorative effects on the hemlines of skirts and pants prevent length alterations. If the hem is raised or lowered, the design impact is lost.



Fig 36: Handmade crochet scalloped edge lace

**Some examples of shaped edges are:**

- ✿ **Scalloped edge** - curved stitches on the edges of a garment hem, sleeve or a collar.
- ✿ **Lettuce edge** - straight stitches on pleated frills and ruffles, resembles the edges of lettuce leaves.
- ✿ **Crochet edging** - hand crafted lace applied on the edges of a garment hem, sleeve or collar.
- ✿ **Picot edge** - rolled stitches on the edges of light fabrics.



## 3.5.2.7 Frills or Ruffles

Frills or ruffles are straight or circular shaped fabric gathered along the edge at the hem, on the edge of the garment, or as an area trim.

There are several varieties of ruffles.

- ✿ Straight ruffle variation
- ✿ Lace ruffle
- ✿ Simple straight ruffle
- ✿ Bias ruffle
- ✿ Pleated ruffle
- ✿ Area ruffle

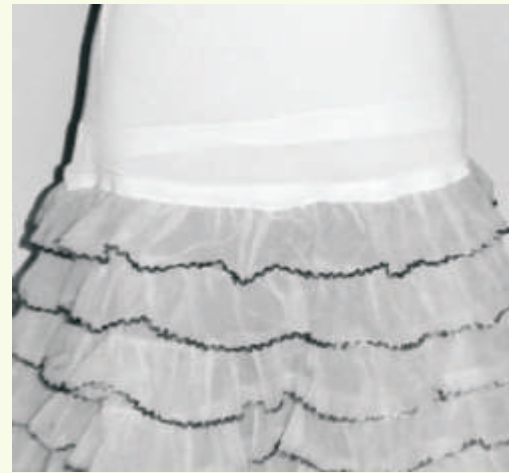


Fig 37: Multiple layered ruffled hem

## 3.5.2.8 Circular Ruffle

The circular ruffle usually has a smooth, un-gathered edge attached to the seam, and the ruffle makes a graceful, curved edge.

There are several variations of the circular ruffle:

- ✿ Cascade
- ✿ Large ruffle at hem
- ✿ Circular ruffle with wired edge



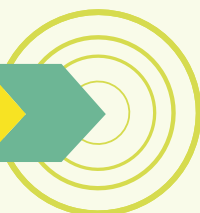
Fig 38: Grosgrain ribbons

## 3.5.2.9 Braids, Ribbons and Rick racks

Ribbons and braids are available in a wide variety of colours, widths, weaves and styles. They range from very wide metallic fancies to the classic narrow military braids. Braid or ribbon should be stitched on a garment in a straight line. Rickrack is a curvy zigzag braid usually used in children's garments.



Fig 39: Fabric Patchwork





### **3.5.2.10 Appliqués and Patches**

Appliqués are shaped pieces of fabric sewn to a garment with decorative stitches. Usually, appliqués are simple or decorative graphic shapes applied flat on the surface of the base fabric or are stuffed to give a three dimensional effect. This type of trim is particularly suitable for children's wear.

### **3.5.2.11 Studs**

Studs were first used by denim brand: Levi-Strauss as a means of reinforcing the seams on work pants designed for miners in the Californian gold fields. The rivet-fastened pockets and seams are very durable, but today studs can be classified as decorative as well as functional trims. Types of studs include rivet-like nail heads and rhinestones.

### **3.5.2.12 Heat-Transfer Prints**

These trims decorations / prints are heat set on the garments by a machine. The machine applies heat to the printed paper and hence transfers the printed design on the fabric of the garment.



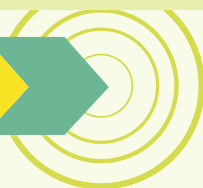
## Glossary

- ✿ **Appliqué:** A shaped piece of fabric sewn to a garment with decorative stitches.
- ✿ **Lingerie:** A word from French language for inner wear worn by women.
- ✿ **Button:** A common trim used for the closure of the garment.
- ✿ **Buttonholes:** Slits made in one of the two parts of a placket through which the buttons slip to close the placket.
- ✿ **Zipper:** A sliding closure applied on straight plackets.
- ✿ **Lacings:** Cords, Straps, Braids that can be threaded through eyelets, used to either secure a garment or create a decorative detail.
- ✿ **Linear Trims:** Decorative stitches applied to seam lines and garment edges.
- ✿ **Shaped Edges:** Decorative edgings normally shaped in a curve given to a fabric edge.
- ✿ **Frills:** Straight or circular shaped fabric gathered along the edge at the hem, on the edge of the garment, or as an area trim.

### Exercises for Chapter – 5

#### Fill in the blanks:

1. Trims have ..... and ..... purpose in a garment.
2. Two design areas that use lace trims most frequently are ..... and ..... in womenwear.
3. .... and ..... are often used on children's clothing as a decorative detail, adding value to the overall look of the garment.
4. .... is a French word for women's inner wear and at home garments.
5. The size of the button is governed by its .....
6. .... are slits made in one of the two parts of a placket through which the buttons slip to close the placket.
7. Metal fastenings used in luggage and for closures, such as the dog leash clips, snaps, buckles and locks are referred to as .....
8. The ..... is a sliding closure applied on straight plackets.
9. .... are an alternative to eyelets.
10. .... are like braids used to secure the opening in a garment.
11. .... trims are decorative stitches applied to seam lines and garment edges.





12. .... or ..... are straight or circular shaped fabric gathered along the edge at the hem, on the edge of the garment, or as an area trim.
13. .... is shaped pieces of fabric sewn to a garment with decorative stitches.
14. Studs were first used by ..... as a means of reinforcing the seams on work pants designed for miners in the Californian gold fields.
15. .... and ..... are 2 product categories where trims could be extensively used

### Review Questions:

1. Define trims
2. Write short notes on the application of trims in various forms in a garment.
3. How are trims classified?
4. What are linear trims? Explain their usage in a garment with examples.
5. What the 3 points to be kept in mind before application of trims in a garment?
6. Why should Scallop edges be avoided on skirt hemlines?
7. Explain the following terms:
  - ✿ Applique
  - ✿ Picot edge
  - ✿ Zippers
  - ✿ Buttonholes

### Activity

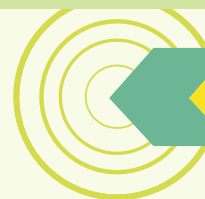
Trims add an important attribute to the garments. They are added in a garment to serve functional or non-functional purpose. Based on the requirement, there are massive varieties of trims and laces available in today's market for clothing.

The activity is designed to help the student to understand the applications and importance of different kinds trims.

Collect pictures from the internet, magazines or newspapers and make a folder of fasteners in the three categories of:

- a. Functional fasteners
- b. Non Functional or Decorative fasteners
- c. Trims and laces

**Place them in your scrap book and discuss in class.**







# FASHION STUDIES

