

UNIT

1

Designing Through Flat Pattern Technique

Structure

- 1.0 Introduction
- 1.1 Pattern making tools
- 1.2 Terminology
- 1.3 Materials used
- 1.4 Basic techniques used in flat pattern designing

Learning Objectives

After studying this unit, the student will be able to

- Know the difference between flat pattern and other methods of making patterns
- Understand the importance of flat pattern technique
- Gain knowledge about different techniques
- Apply to principle in designing new garments

Unit Preview

This unit deals with various methods of pattern development using different flat pattern techniques along with the importance of dart. It helps the student to gain an insight into the equipment and tools used in flat pattern techniques and methods of manipulating darts using different standard techniques.

1.0 Introduction

Pattern making is one the primary step in developing a garment. It is a highly skilled process that has evolved over a period of time. It had greater importance before industrial revolution where patterns were made by tailors with the personal measurements of the customers for creation of customized garments.

After industrial revolution, there was a need for standards patterns for making garments on large scale for the ready-to-wear industry. So the need for standard measurements and standard patterns was huge. Today patterns are being made not only by hand but by using computer using specialized soft ware. Pattern can be made in any of the three major ways-either by drafting, draping fabric on a dress form or by flat pattern designing. Flat pattern method is the technique of developing patterns for varied styles by modifying a basic pattern.

1.1 Pattern Making Tools

Pattern making tools are very important to make flaw less working patterns. Proper tools minimize errors in working. These tools help in pattern making, pattern alteration and in pattern grading (Figure 1). Some important pattern making tools are listed below; the detail of each is included in the practical module 1.

1. Straight pins : These should be made steel and of fine quality for easy penetration into the fabric. They help in holding the pattern pieces together and also to pin paper patterns on the fabric before marking and cutting. Pins are also used in draping patterns.

2. Pin holder : It is a devise for holding the pins

3. Scissors paper and fabric: Are used in drafting, cutting and stitching patterns

4. Pencil and pen: Red and blue coloured pencils are used to identify pattern cutting lines and stitching lines on paper patterns.

5. Ruler : Metal rulers are used for straight lines. For measuring curves another ruler called curve rules are used. These are flexible and can be bent while measuring.

6. Push pin : These are of regular size available in different colours for use in pivoting and transferring style lines from muslin to pattern.

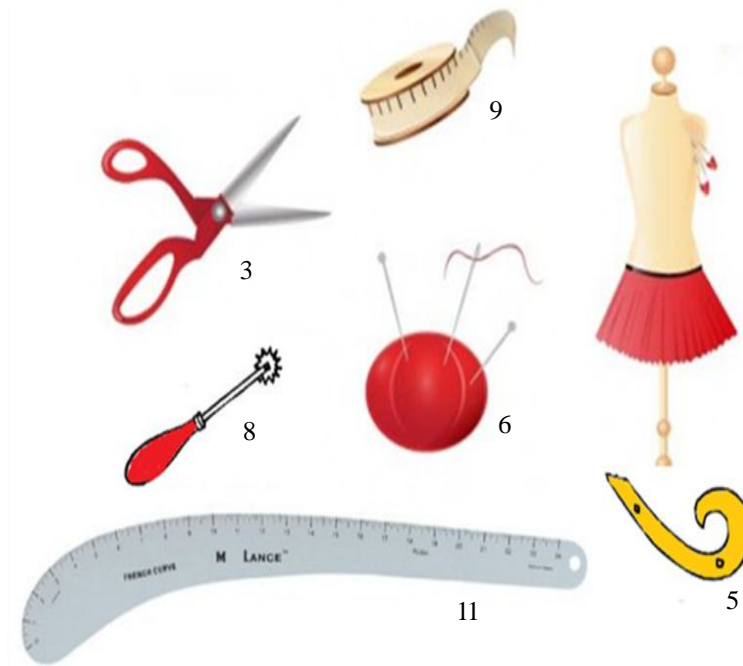


Fig 1.1

7. Notcher : With the help of this tool notches which are 'V' shaped cutting are done in the seam allowances. These forms the guide marks when joining parts of the garment.

8. Tracing wheel : This tool has serrated edge which helps to move over pattern markings easily while they are being transferred onto fabric with the help of carbon paper.

9. Measuring tape : This is basically used to take body measurements nad also measure fabric and to mark measurements on the patterns.



Fig 1.2

10. Tailor's chalk : To draw lines or any markings on fabric tailor's chalk is used. It is available in various colours and shapes.

11. Hip Curve ruler : A wooden or metal 24 inch ruler that is shaped into a curve at one end. This is majorly used to curve hiplines, hemlines, elbows and lapels.

1.2 Terminology

- **Basic pattern set :** A 5-piece pattern set, consisting of a front/back bodice, skirt, and a long sleeve. It is developed without design features.
- **Working pattern :** It is any pattern that is used as base for manipulation in creating or generating design patterns.

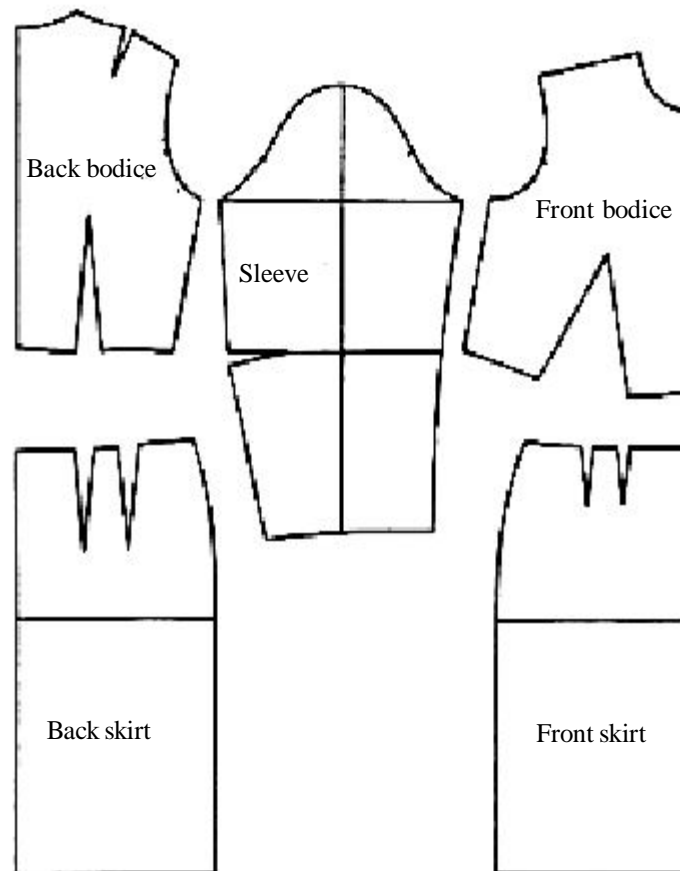


Fig 1.3

• **Bust point and Apex :** A designated place on the bust and pattern. Apex is the highest location of a mound (also referred to as pivotal point in flat pattern making)..

• **Dart** : A wedge shape cutout made in a pattern, which is used as a means of controlling the fit of a garment.

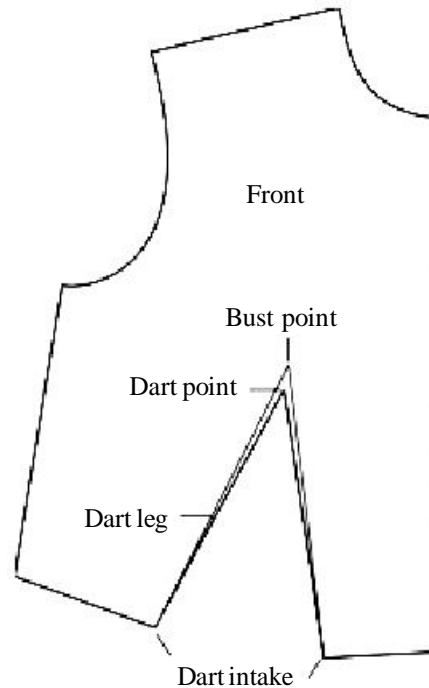


Fig 1.4

• **Dart point** : The end of a dart.

• **Dart legs** : The two lines of the dart that coverage at a predetermined point on the pattern.

• **Dart intake** : The amount of excess (or space) restricted between dart legs. Its purpose is to take up excess where it is not needed so as to shape the fabric to the body curves and create a perfect fit in the garment.

• **Trueing** : The blending and straightening of pencil lines, cross marks and dot marks for establishing correct seam lines

• **Blending** : A process of smoothing, shaping and rounding angular lines along a seam and marks made on the pattern or muslin

• **Ease** : The even distribution of fullness without forming gathers.

• **Gusset** : A square, diamond or triangular piece of fabric cut on the bias and inserted in a slash at the underarm curve of a sleeve to provide freedom of movement.

• **Land marks :** These are the perfect points around the body that match with those of the form which are used for measuring the body sections when draping and drafting.

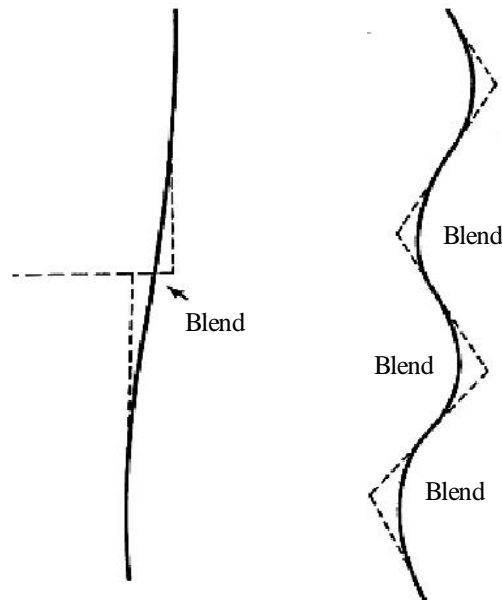


Fig 1.5

1.3 Principles

It is important to understand the different pattern making principles not only to make a flat pattern but also for making alterations according to various designs. Principles makes the task of developing new designs easier without affecting the size and fit of the original pattern. There are three basic principles that are to be mastered by the pattern maker or fashion designer which helps to create and modify any pattern.

The three basic principles are

1. Dart manipulation
2. Added fullness
3. Principle of Contouring

1. Dart manipulation : Dart is a triangular fold of fabric stitched on the wrong side of the garment which responsible for fit of the garment. Dart manipulation is changing the location of a dart within the pattern frame. There are many rules for creating, combining and dividing the darts and transferring dart at different places on a pattern piece. In doing so it is possible to shift the

dart, divide the dart and relocate the dart into other parts of the bodice without changing the fit of the garment but helps in creating interesting dress designs.



Fig 1.6 Dart is relocated to various locations of the bodice block

2. Principle of added Fullness : There are rules for adding fullness in a garment. Fullness can be provided in a garment with the help of gathers, pleats, tucks etc. So this principle provides greater amount of fullness than the dart excess gives in a pattern. Due to this added fullness the pattern's length and/or width is increased.

3. Spreading fullness

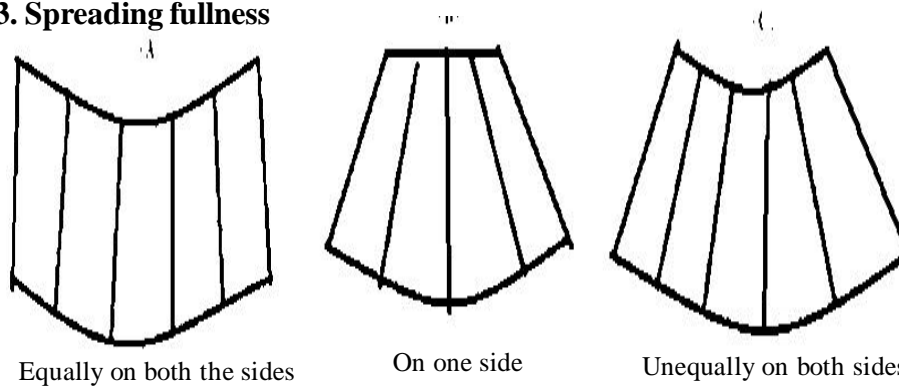


Fig 1.7 Spreading fullness

There are three different ways in which this principle can be achieved in clothing. One is by increasing fullness equally on top and bottom of a pattern, the other is giving fullness on one side only while the other side remains unspread and lastly by spreading pattern unequally on both the sides. This means that the pattern is spread more on one side and less on the other side.

4. Principle of contouring : This principle makes a pattern well fitted to the curved human figure than even a normal pattern with darts. Fitting is achieved in the pattern by reducing within its frame to fit the body above, below and in between the bust and shoulder blades using seams and darts for a closer fit. Strapless dresses, bra top are examples of garments made on this principle.



Fig 1.8 Principle of contouring

1.4 Basic techniques used in flat pattern designing

Flat pattern designing is simple to make, economical and practical. Designs can be obtained by relocating the darts and changing them into various forms. Yoke, collar, sleeve and skirts designs can be created using basic slopers. Many designs can be created by simply relocating the dart or by converting the dart into various forms such as gathers, pleats, tucks, princess panel etc.

Basically through flat pattern method a basic pattern is created and this is used to create various other new designs by manipulating it in different ways specific for a particular design. Designers generally can create new designs by a combination of cut, slash and spread techniques of the basic pattern which is

also termed as 'pattern alteration.' Through pattern alteration a pattern can be altered in length and width or making changes in position. This is true in case of darts, as they form an important aspect in pattern designing. Now let us understand the two basic methods

(a) Slash and spread method.

(b) Pivot method

(a) Slash and Spread method

In this method, new line is drawn anywhere from the edge of the bodice pattern (AB) in such a way that it touches the bust point. The pattern is slashed at this new line until the bust point but not through it. The old dart (CD) is now closed. Now the slashed line opens out in the form of dart. This creates relocation of the dart without changing the fit of the garment. Let us see this with an example of shifting one of the side seam dart to armhole.

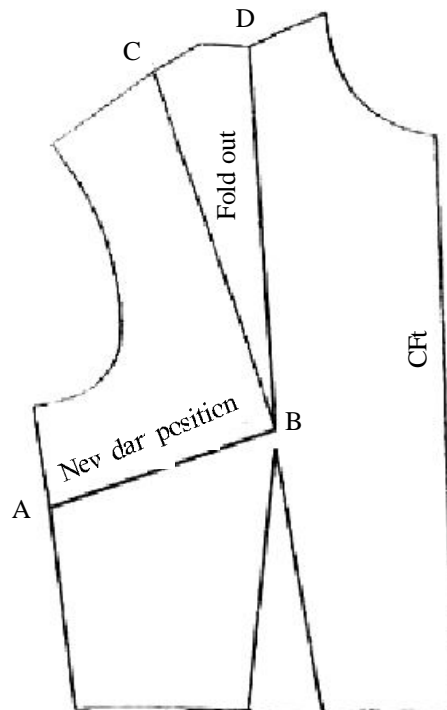
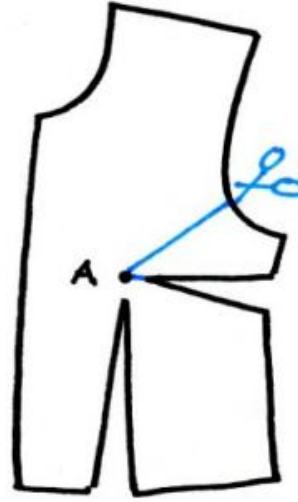


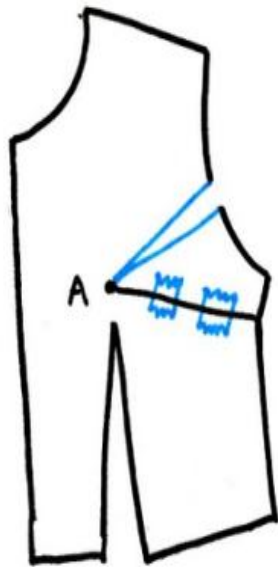
Fig 1.9 Slash and Spread method



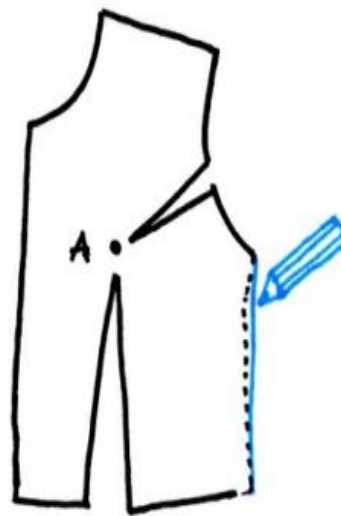
Original pattern



Location of new dart at armhole and slashing it



Closing the old dart so that new dart is formed at armhole



Trueing the side seam line

Fig 1.10

(a) Pivot method : This method does not require slashing of the pattern. It is a faster method but requires little skill for the designer. Let us see how this can be achieved.

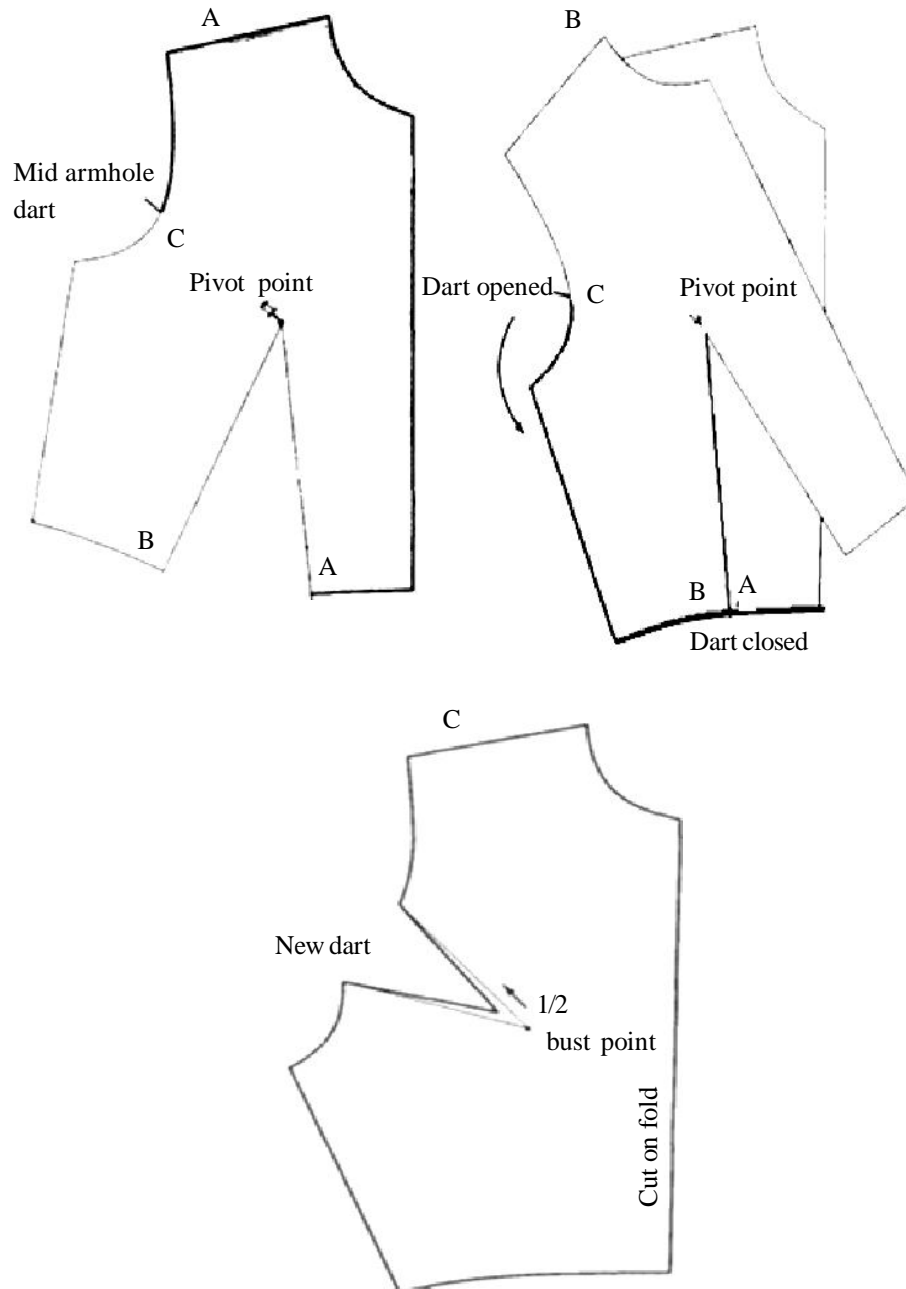


Fig 1.11 Pivot method

First place a working pattern on a piece of paper which is wider and longer than the pattern. Pin it down with a push pin at the bust point. Mark a point on the pattern where the relocation of dart has to be made. In the picture given below the relocation is done to the midpoint of arm hole. Now place it on the paper and trace the pattern from dart leg (A) to the new located point on the pattern (C). after reaching point C, pivot or rotate the pattern in such a manner that the original dart legs B meets A. at this point it can be seen that the dart is closed. At the same time it can be observed that point C also moves. Now trace the pattern from the new location of C to combined dart legs AB. Remove the top pattern and it can be seen that a new dart is seen on the paper at armhole point only.

I. Test your understanding

State if the following statements are true or false.

1. With the help of a pivot method the waist line dart can be shifted to shoulder ()
2. Flat pattern technique can be used to prepare the patterns in garment construction. ()
3. Dart can be shifted by slash and spread method ()
4. The dart can be moved from one place to another place ()

II. Test your understanding

Fill in the blanks with correct answers

1. _____ method is used in overlapping the dart.
2. Fullness can be provided in a garment with the help of gathers, _____ tucks etc
3. Dart is a _____ fold of fabric stitched on the wrong side of the garment which responsible for fit of the garment(triangular)
4. A process of smoothing, shaping and rounding angular lines along a seam and marks made on the pattern or muslin is called _____. (trueing)
5. Dart point means it is the _____ of the dart. (end)

Summary

Flat pattern technique is methods of developing different patterns by pivot method and slash spread method. Locating the bust point and shifting darts are most important in the lesson. The darts can be shifted to any part of the pattern.

Short Answer Type Questions

1. Name the techniques used in flat pattern method
2. What is pattern alteration ?
3. Write two uses of pivot method.

Long Answer Type Questions

1. Explain the Pivot method
2. Write in detail about slash and spread method.
3. What are the principles involved in flat pattern designing?
4. Describe the various pattern making tools.

UNIT

2

Designing Through Draping**Structure**

- 2.0 Introduction
- 2.1 Basic tools principles of draping
- 2.2 Principles of Draping

Learning Objectives

After studying this unit, the student will be able to

- Recognize the importance of draping
- Understand the fundamentals of draping
- Gain knowledge about draping on dressform

Unit Preview

“Draping is an artistic approach in which the person makes pattern by fitting cloth to the curves of a dress form or human figure”. It is also the quality of a fabric which describes the way fabric hangs. Draping allows one to visualize the garment before it is cut and stitched. It requires great skill and attention to develop the form of a drape in a garment.

2.0 Introduction

Draping is one of the best methods of creating patterns. Draping is often used for dramatic effect in fashion design. It allows piece of fabric to form to the

curves of an individual's body thereby drawing attention to human shape. This is a particular style of design in which the fabric is handled on the model and designer marks over it according to the design. Draping is most preferred by the world's most popular designers, as this method brings their vision into reality.

2.1 Basic tools principles of draping

In order to create a design through draping method, we require some basic tools. The following tools and materials are as follows.

L Square : A 24" ruler that has two arms, one of 24 inches and the other 14 inches. These two arms meet at 90° angle.

Dress form : Dress forms are available in different types and sizes. They are also available for men, women and children. They are available with sleeves, without sleeves, with legs and without legs. One can choose from the different varieties to suit their need.



Fig 2.1

- **Straight Pins :** These are called as dressmaker pins that have sharp tapering points that will not rust. They should be of fine quality so that they pass through the muslin into the dressform smoothly to anchor muslin or fabric.

- **Awl :** A pointed metal instrument used for punching eyelet holes in belt

- **French Curve Ruler :** An irregular curved ruler for shaping the curved edges of collars, necklines, crotch seams, and armhole.

- **Muslin :** A plain weave inexpensive fabric with different weight, and from fine to heavy in weight and from soft to coarse in texture.

- **Notcher** : A punching tool used to mark the edge of a sloper or paper pattern.
- **Pencils** : Pencils used in developing muslin patterns.
- **Pin Cushion or Pin Dispenser** : A sewing tool that keeps pins organized in a convenient place.
- **Scissors and Shears** : Shears are usually four-to eight inches long and made of steel Bent-handled shears are excellent for easy and straight cutting.
- **Style Tape** : A narrow, woven tape that is used to define style lines on the dress form.
- **Tailor's Chalk** : A small piece of chalk, approximately 1 1/2" square, with two tapered edges. It is used to mark lines temporarily on garment hems and other alteration points.
- **Tape Measure** : A flexible, narrow, firmly woven, 60-inch reversible tape marked with measurements indicating both inches and metric terms used to take dress form, muslin, and body measurements.
- **Tracing Wheel** : A sharp, spike edged circular wheel with a handle that is used to transfer markings from the drape to the pattern paper.
- **Yardstick** : A wooden or metal ruler one yard in length (36 inches) that is marked in inches or metric terms, An aid for laying pattern pieces on the straight of grain of the fabric or for measuring hemlines.

2.2 Principles of Draping

1. Fabric to be used should always be used on proper grain lines as per the design.
2. The body lines of the dress form such as bust line, waistline, hipline etc should be parallel to the floor
3. Good quality pins that do not rust nor loose shape easily should be used.
4. Before starting draping see that seam lines on the form are well established, otherwise the dress may go out of shape.
5. Muslin piece should be torn from the bolt of the cloth instead of cutting. This helps in maintaining proper grainlines
6. Muslin should be checked for the grainlines if they are at right angles to each other

7. Mark grainlines on muslin; mark cross grain at the fullest part of the dress form
8. Pin the fabric to the form at the seams and designated points on the form
9. Never pull the fabric and distort the grain. Handle curved edges gently
10. Darts, pleats, tucks etc need to be pinned and mark all lines clearly
11. Drape all pieces of the garment and mark all design and seam lines with small dots or lines at frequent intervals.
12. When darts, pleats and tucks cross seam lines mark with a X mark
13. For symmetrical designs one half of design can be draped and later copied in full
14. Use the same type of low priced muslin that resembles the original that is going to be stitched



Fig 2.2 Principles of Draping

Advantages of draping techniques

1. It is possible to visualize the design before even cutting and stitching the garment, so it helps in modifying the design at every stage

2. When dressform is chosen as per the personal measurements, custom made dresses are possible
3. Less wastage of fabric as only trials are done before cutting
4. The muslin-draped pattern can also be stored for a long time and can be used repeatedly.
5. Paper patterns can also be made from the muslin patterns designed for further use
6. Designs such as drapes and cowls are more easy to create than flat pattern technique.



Draped dress



Cowl neckline in dresses

Fig 2.3

Disadvantages of draping techniques

- It is an expensive technique of garment construction and not so common in India.
- Draping requires more talent on the part of the designer
- Initially dresses are draped on dummy with a cheaper fabric so sometimes look and final fitting of the garment cannot be assessed precisely by this method

I. Test your understanding**Fill in the blank**

1. _____ is the fall of the fabric.
2. _____ material is used for draping.
3. Draping process involves _____ hanging material.
4. Draping is a _____ dimensional method of garment construction.

II. Test your understanding**State if the following statement are True or False**

1. Designer has to consider weight and type of material (T / F)
2. Designer first drape the garment on croquis (T/F)
3. To find out the fabric stiffness of the fabric drape meter is used (T/F)

Answers

1. Drape
2. Chiffon, Silk
3. Loosely

II. True or False

1. True
2. True
3. True

Summary

Draping is an artistic approach in which the person makes pattern by fitting cloth to the curves of a dress form or human figure. When proper principles are followed designing garments is much easier and designs are achieved with perfection. Draping has both advantages and disadvantages.

Short Answer Type Questions

1. List out the tools used in draping
2. What are the principles used in draping?
3. Write the advantages and disadvantages of draping

Long Answer Type Questions

1. What are the points to be considered while draping the garment?
2. Explain in detail about the tools used in draping.

UNIT

3

Fashion Scenario**Structure**

- 3.1 Introduction
- 3.2 History of fashion
- 3.3 Top designers of India and their specialization

Learning Objectives

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

- About fashion
- Acquainting with fashion changes
- Know about the top designers in India

Unit Preview

The term fashion applies to mode of expression. It often applies to personal expression. In this lesson we are going to learn about how fashion developed over a period of time. The origin of making clothes can be traced back to the time when human beings started to cover their bodies with various forms of body supplements. Fashion industry can play a vital role as it has created jobs and contributed to the economy.

3.1 Introduction

Fashion has taken a royal form in which the brand has made its own place. Different designers see fashion in different ways. In some people fashion is life style. Every designer has its own meaning about fashion term. As time progresses people are more fashion conscious. India is the fastest developing country and also vibrant. People in India are more conscious about fashion since many decades.

3.2 History of Fashion

Indian fashion development may have taken place in the 15th century and its impact is seen on 18th century designers. Fashion began the day of Eve and Adam. Eve covered herself with the leaves of big tree. In ancient India the information about fashion is available from the sculptures, as only very few examples of costumes, textiles and jewellery have survived.

The choice of clothing is dependent on the person's status, wealth and religious orientation. It is well known fact that fashion was influenced by the rich and famous people. The kings or raja's patronized their own fabrics, styles and weaves in their courts. Their robes were embroidered with gold threads, pearls, and expensive stones. Only the noble could wear certain fabrics and styles while the rest of the population had to wear differently. . India saree was discovered on the statue of mother goddess of Mohenjadarro in the small cloth wrapped around the waist and the forso covered with jewellery.

The clothes of men changed radically but the women remain more or less the same with yards of cloth draped over the body. No matter how many styles and trends come into the limelight, the Indian sari never lost its grace, beauty and elegance. The sari is a simple attire that consists of a single, rectangular piece of material that constantly changes in looks, styles, designs and fabrics from generation to generation. India prides in works like Zardozi, Dabka, brocades, Pashmina, Jamawar and bandhni which adorned the fabrics and dresses. Even today designers have a fascination to all such embroideries and have made them world famous

3.2.1 Fashion over decades

India is a country with diverse cultures. It is truly a wonder that each and every region of India has its own exclusive local dress and traditional apparel. Indian women were fashion conscious compared to western women

In 50s, 60s and 70s, Indian fashion scenario was exciting, stylish and very graceful. During 40's and 50's Japanese georgettes Chiffons and imported

silk gave way to khadi and hand weaves, south Indian silks. Sarees were draped loosely around the body with long pallav. After this year, Indian women turned into Salwar – Kameez. This change was found as it is more convenient for daily wear. This has boosted to Indian salwar kameez industry.

In 60s, tight ‘kurtas’, ‘churidars’ and high coiffures or headdress were a trend among ladies. A boutique in India was new concept in 1960’s. It is French word means a small shop that specialized in stylish clothes and accessories.

In 70’s international fashion arrived in India due to increase in the export of traditional materials outside the country creating trade among countries. It was in the early 80s when the first fashion stores opened in Mumbai with a very high price. With this store elegant fashion design culture was a trend among Indians. In the 90’s prices were slashed due to competitions and awareness of the consumers.

After the independence, globalization is being witnessed in the Indian fashion industry, due to which changes have occurred in the style of Indian dressing. Styles of wearing saree and salwar –kameez have changed. Also Indian fashion industry is greatly influenced by the films. In fact we came across designs named after a movie or after a film star who wore it like Banti Bablu dress, NTR’s collar etc.

3.2.2 Present status

Today fashion is an integral part of every young Indian’s life hence fashion apparel and textile designing has become a growth industry. In 21st century, with new designers and models and some good designing fashion gathered speed. While traditional clothes were worn in rural India, urban people adopted international fashion trends. Fashion in India has become a growing industry with international events such as the India Fashion Week, Lakme fashion week and annual shows by fashion designers in the major cities of India.

Fashion designers such as Sabyasachi, Ritu Kumar, Ritu Beri, Rohit Bal, Tarun Tahiliani, JJ Valaya have taken the Indian fashion industry to the global stage.

3.3 Top Designers and their special areas

Some of the famous designers in India, already you read in the 1st year unit 5 of Designers of India.

Rohit Bal

Rohit Bal is called as “Indian master of fabric & fantasy”. He draws inspiration from history, fantasy & folklore. He experiments with different colours

following the golden rule i.e light for the day & heavier for evening. He was also chosen by the Khadi Gram Udyog to collaborate with khadi & design collections for them to sell in all their outlets.

Manish Malhotra

Manish is a well known designer in new fashion world as well as in bollywood. He received the first only Film Fare Award for costume designed for Urmila in Rangeela, Lux-Zee Cine Award for his work in Kuch Kuch Hota Hain. He has also been graced with Indira Memorial Award for his contribution to the fashion industry.

Ritu Beri

Ritu Beri graduated from Delhi University in 1987 and was amongst the first batch of 25 students from NIFT. Her collection “SANSKRITI” in 1995 was a breaking way of tracing her roots in the fashion industry. She even launched a program “caring for sharing” where she designed a unique collection of line styled with products range on animals. Her clients are Bill Clinton, Nicole Kidman, Andy McDowell, Parmeshwar Godrej, M.F Hussein, Maduri Dixit and the royal family of Saudi Arabia.

Sabyasachi Mukherjee

He designs both casual and party wears for women. He specialized in different types of bags, and head gear suiting to the dress and also designs for poets, artists, painters, with dresses having a very casual and informal look. His silhouettes include retro details, long and slim with lots of layering and layered skirts and jackets. His enrichments include –burnt effect, embroidery, use of laces, stains prints, rugged looks.

Ritu Kumar

Ritu Kumar has contributed in the revival of Indian crafts. Ritu Kumar mostly designs bridal wear sarees. Ritu kumar mastered in Block prints, Kasuti, Chikankari to Zardosi, Bandini and Kalamkari which was used in her timeless ethnic wear for women. Ritu kumar was selected by Miss Universe & Miss World organizations to dress their International beauties,

Tarun Tahiliani

Basically Tarun is a women’s wear designer but he has tampered with men’s wear from time to time. He mostly concentrated on Lucknow chikankari embroidery and draped garments are his passion. sari, dhoti, lungi, & orhni are draped by him in a variety of ways.

JJ Valaya

JJ Valaya is some times referred to as the ‘Monarch of Indian fashion’. His splendid collection of hand embroideries and exquisite bridal trousseau are a rage in the fashion world globally. His effort to create timeless attires, with dollops of contemporary classicism clinging onto it, has a fresh look and looks distinct from all the other designer wears.

International Designers

1. Pierre Cardin : He is born in Venice. He is a first couturier in Japan. His designs are labeled as progressive classic. Today’s fashion is coming out of comfort shaped clothing is his moto.

2. Valentino Garavani : From Italy, this man knows how to make a woman look like a goddess. Having dressed many of the world’s most famous leading ladies (such as Julia Roberts and Elizabeth Taylor), he has proven his talent and risen to the top as The King of Elegance.

3. Tom Ford : Born in Texas this man is not only the Creative Director for Gucci, he’s also the Creative Director for Yves Saint Laurent. Ford won the Best International Designer Award in 2000.

4. Donatella Versace : Is one of fashions most loved divas. Born in Calabria Italy, she took over her late brother Gianni Versace’s design house. By following in his footsteps Donatella has become known for her sexy yet elegant designs.

5. Alexander Mcqueen : Is one of the worlds most innovative and outstanding designers. Known for his theatrical influence, his creations are not only beautiful but also colourful and raw.

6. Betsey Johnson : Her designs are brilliant, bold and fun. They are funky and edgy, with a lifetime of flare. Straight from the American fashion capital [New York] Betsey is known for “her celebration of the exuberant”.

7. Ralph Lauren : He could possibly be the king of ready-to wear. When anyone mentions Ralph you know they have a deep love for fashion. Known for dressing the most beautiful in the “prep” world, his lines now include Polo Ralph Lauren, Polo Sport, and the Ralph Lauren collections.

1. Test your understanding

Fill in the blank with correct answers

1. The term fashion applies to mode of _____.

2. Fashion industry can play a vital role as it has created _____ and contributed to the _____.
3. For some people fashion is _____
4. In 60s, tight _____, _____ and high coiffures or headdress were a trend among ladies.
5. After the independence Indian fashion industry is greatly influenced by the _____.

Answers

1. Test your Understanding

1. Expression
2. Jobs, economy.
3. Life style
4. 'kurtas', 'churidars'
5. Films.

Summary

In this unit, we discussed about how fashion began and also the present situation of India in fashion scene. There are many designers of national and international level, each designer has his/ her own mark in their designs.

Activity : Students collect the pictures of designers and their designs.

Visit latest fashion websites for the top designers of India and the world

Short Answer Type Questions

1. What is fashion ?
2. Name two national designers of India.
3. Where were Indian Sarees discovered ?
4. Name the material which were available in 1940-50's.
5. Describe fashion of 60's and 70's.

Long Answer Type Questions

1. Write briefly about Indian Fashion designers and their specialization.
2. Explain briefly about the history of fashion.

3. Write about International designers.
4. Describe fashion changes over decades.

UNIT

4

Status of Indian Apparel Industry

Structure

- 4.0 Introduction
- 4.1 Effect of Industrial revolution
- 4.2 Present scenario
- 4.3 Size and structure of the industry
- 4.4 Advantage and disadvantages of the industry

Learning Objectives

After studying this unit, the student will be able to

- Know how apparel industry developed
- Understand the organizational structure of the industry
- Comprehend the advantages and disadvantages of the industry.

Unit Preview

In order to understand the present position of apparel industry, the student should understand the past, present and future development of apparel industry.

4.0 Introduction

Apparel industry is highly labour intensive and requires skilled, unskilled and semi-skilled laborers. It is also highly fragmented in nature. It supports 7

million people as a part of its workforce meaning that it is one of the major employment generating industry. The industry is expected to grow at a very high rate as there is an increase in the demand for readymade apparels in rural areas, rising income levels and youth population preferring branded goods. The domestic apparel industry constitutes of five segments – menswear, women's wear, Kids wear, unisex and uniforms. Menswear is the largest segment whereas uniforms and women's wear are the fastest growing segments

History

The history of apparel in India dates back to the use of mordant dyes and printing blocks around 3000 BC. The foundations of the India's textile trade with other countries started as early as the second century BC. Even the clothing styles remained practically changed for a century at a time during the ancient and medieval times.

4.1 Effect of Industrial revolution

Before the start of the Industrial Revolution in the late 1700s, products were hand-made for each individual requirement. A tailor, for example, would measure each customer, ask about the preferred style, fabric, colour, hang and fit and then make the garment, the cost of goods was high.

Industrialisation changed all that. Mass production became a cost-effective method of manufacture, with long runs of similar products made in the most efficient, most automated manner possible. So prices fell and people had more spending power leading to high market demand. Manufacturers experienced demand from consumers for want of different things.

Industrial revolution started in the 18th century. Until then fashion was monopoly among the rich people. During the industrial revolution it was found that even middle class people also spend money on the luxurious of life including better clothing. Fashion became a status symbol a visual measure to show off wealth.

Fashion began with the first functional sewing machine developed by a French tailor Thimonier. This was a wooden straight sewing machine. Sewing machines did not go into mass production until the 1850's, when Isaac Singer built the first commercially successful machine. Following industrial revolution was the retailing business and establishment of retail units for sale of mass produced garments. This helped the industries to establish more units to meet the consumer demand. This is how fashion came into the hands of common people as well from the dominance of the rich people.

4.2 Present scenario

India's Garment Industry is a well-organized enterprise and is among the best in the world. It constitutes of designers, manufacturers, exporters, suppliers, stockists, and wholesalers. It is estimated and analyzed that one out of every six households in the country depends on this sector either indirectly or directly for its livelihood.

Overall about 25 % of the volume of its garment production goes into export markets, leaving 75 % for domestic consumption. The Industry covers over 1,00,000 units and employs about 6 million workers, both directly and indirectly in almost equal proportion. The indirect portion helps to sustain the direct production sector in the shape of items associated with the garment industry production including sewing/embroidery thread, buttons, buckles, zippers, metal plates, cardboard sheets, plastic butterflies and packaging material.

Geographically, men's garments are largely produced in western and southern India while production of ladies garments predominates in Northern India. Eastern part of India specializes in children garments. The menswear sector includes all garments made for men and boys. It includes both outer and under garments. The women's wear sector consists of the retail sale of all women's and girls' garments including dresses, suits and coats, jackets, tops, shirts, skirts, blouses, sweatshirts, sweaters, underwear etc.

In India, the readymade garment industry had its beginning during the first half of the 20th century and has witnessed inspiring growth during the last four decades. It is reported to be the second highest contributor to India's export, after gems and jewellery. India has approximately 30,000 ready-to-wear apparel manufacturing units, with a wide production range. India produces more than 100 garment product categories and is increasingly considered as a major supplier of highquality fashion apparel

4.3 Size and structure of the industry

The apparel sector has over 25,000 domestic manufacturers, 48,000 fabricators and around 4,000 manufacturers/exporters. Over 80 per cent of the total units are small operations (less than 20 machines) and are either proprietorship or partnership firms. Based on the number of employees, the industry can be categorized as a small scale or large-scale unit. The size structure is considered during installation of machinery and purchase of equipment.

One can identify the whole industry as a pyramid, starting from the production of fiber through natural or man-made resources, to the manufacturing of garments & made-ups, which are then either used domestically or exported.

Till today, Indian clothing industry is dominated by sub-contractors and the industry is located in the informal sector. Who is a manufacturer and a sub contractor?

Manufacturer's own account : In this type of organization the manufacture is responsible for every stage in the production of garments from design and selling to production and delivery to the customer.

Sub contractor : These are small factories within the industry and they exist because they produce garments of acceptable quality.

Many manufacturers and retailers hire specialty contractors to perform processes for which they lack skills or equipment for special operations such as making belts, pleating, printing, embroidering etc. These contractors can help the manufacturer with the sourcing of material and also complete some special stitching operations and sell them to the manufacturer.

4.4 Advantage and disadvantages of the industry

India has a high production and self sufficiency of raw materials especially natural fibers and its textile industry can handle and produce all types of fibers into fabrics. More over the cultural diversity in our country provide ample opportunities to the budding designers. The cheap labour and strong skills are the backbone of the industry. There is greater flexibility in manufacturing as per the demand due to small size manufacturing units and demand for clothing is increasing in the home market. Due to our traditional art form of embroidery, this has contributed greatly for the industry as an exclusive and extraordinary market.

In Indian apparel industry, there is less investments done and so there is a problem for specialized machines to be purchased which would help in international level quality products. Due to this there are low quality products being made in India which are not being accepted at the global level. On the other hand due to lack of proper skill upgradation, workers are not able to produce good quality products at high speed which is essential to maintain good business.

We have a lot of opportunity for the industry as from all over the world the retailers are increasingly come to India attracted by low production costs. Today's changing consumer preferences - buying branded apparel and fashion accessories are a major boom in retail industry, people shopping at department and discount stores, shopping malls, with rising disposable incomes, government policy focused on fast-track textile export growth, and ambitious goals have created several investment opportunities in India.

Despite the fact that India has an advantage of cheap, easily available and skilled labour in textile and apparel manufacturing, inexpensive labour and subsidies are now freely available in neighbouring countries like Sri Lanka, Bangladesh, China and Vietnam. Low costs, subsidies, lower taxes, lower exchange rate values and the abundance of cheap labour is becoming a serious threat to India.

I. Test your understanding

State True or False for the statement below

1. Industrial revolution started in 18th century (T / F)
2. Fashion became a status symbol (T / F)
3. Apparel industry consists of designers, manufacturers, exporters, suppliers, stockists, and wholesalers (T / F)
4. In India, the readymade garment industry had its beginning during the first half of the 10th century (T / F)
5. The apparel sector has over 25,000 domestic manufacturers (T / F)

II. Test your understanding

1. _____ developed the wooden straight sewing machine
2. Indian apparel industry supports _____ people as a part of its workforce.
3. _____ is the largest segment in Indian apparel industry.
4. The foundations of the India's textile trade with other countries started as early as the _____ BC.
5. During the industrial revolution it _____ people also spend money on the luxurious of life including better clothing.

Answers

I. Test your understanding

1. True 2. True 3. True 4. False 5. False

II. Test your understanding

1. Tailor Thimonier 2. 7 million 3. Menswear
4. second century 5. Middle class

Summary

Garment industry worldwide is also undergoing significant restructuring since a decade. There are many opportunities and strengths that the industry should consider to compete in the global competitions. India has only recently emerged as a major exporter of apparel on a global scale and has to maintain it utilizing all the human resources in a productive way.

Short Answer Type Questions

1. What is the history of apparel industry in india?
2. What is the effect of industrial revolution on the apparel industry?
3. Describe the advantages of the industry.
4. Who has invented the sewing machine?
5. What is meant by mass production of garments.

Long Answer Type Questions

1. Write the present status of garment units.
2. Discuss the size and structure of garment industry.
3. Describe the present scenario of indian garment industry.
4. What in your opinion should be the steps to be taken for good sustainability of the industry?

UNIT

5

Fashion Accessories**Structure**

- 5.0 Introduction
- 5.1 List of fashion accessories
- 5.2 Discussion of accessories with diagram

Learning Objectives

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

- The importance of accessories
- Role of accessories in day to day life
- Distinguish between the different types of accessories, their purpose and use.

Unit Preview

Fashion accessories are things that supplement apparel. There are many types of accessories available, which are worn by individuals besides their basic attire. They add style and glamour to any dress. There are different types of accessories that not only make one beautiful but also perform a function of protection like sun glasses, umbrellas etc. Handbags help store essential stuff while travelling or moving about, gloves keep hands protected and warm just like stockings; belts help pants stay fitted to the body while Watches help you see the time and be punctual and lastly scarves, have multiple uses like protection your face from the dust.

5.0 Introduction

Accessories is an extra element of fashion which enhance the beauty of the garment design. They give an excellent focal point if used carefully. They add a unique character to one's personality. They help in differentiating from the crowd apart from speaking about what is person is whether a lively person or reserved and soft spoken. Accessories are available for every occasion, from weddings and parties, an evening outing and from a formal meeting to a house-party.

Fashion accessories are items used to complement the whole outfit. They include colorful range of bags and purses, ties, belts, shawls, scarves, handkerchiefs, suspenders, caps, hats, footwear, fashion eyewear and watches. Handbags, belts and footwear etc these items are must have a practical and aesthetic needs. Proportion and color are important consideration. The feeling or look must be right to the theme and style of clothing.

1. Scarf
2. Belts
3. Jewellery
4. Hand bags
5. Foot wear or shoes
6. Hats

5.1 List of fashion accessories

5.1.1 Scarf

Scarf, also known as a **muffler**, or **neck-wrap** is a piece of fabric worn around the neck, or near the head or around the waist for warmth, cleanliness, fashion or for religious reasons. The popularity of scarves, shawls, and stoles, like other accessories is cyclic. Scarf are many types, in different shapes, sizes and made with different types of materials. Scarves can be made of silk, wool, cashmere, cotton, and man-made fibers.

Their use is limited to the seasons and occasions. The production of scarf fabrics, particularly silk, rayon, or polyester is the same as other woven textiles. The difference is in printing and finishing. The printed fabric is cut and then hand rolled, machine rolled, flat hemmed, or fringed. Designer scarves are having exotic colours and also seasonal.

They may be made into squares, rectangles, oblongs and triangles depending on the their final use. A narrow version of the shawl is known as a **Stole**. Stole are made from cottons, chiffons, silk, brocade, fur, etc.





Fig 5.1 Types of Scarfs

5.1.2 Belts

According to oxford dictionary, a belt is a long narrow piece of leather fabric etc that is worn around the waist. They have been documented to be present in male clothing since the Bronze age. Belts add finishing touches to one's attire as they blend with any formal or casual event.

It function is to keeps the pants from falling off. Now it has also become a part of the uniform. Women's waist and hip can be emphasized with the help of a belts. Different types of materials are used in making the belt. They include leather, fabric, synthetic, plastic and canvas.



Belts with fringe end

Fig 5.2 Types of belts

Jewelry belts, fabric belts, thin and wide belts, classic belts and belts with unusual designs are trendy. Fashion belts are made of lightweight leathers and suedes, metallics, woven cord, metal chain, fabrics, and elasticized fabrics. Belts in style of rope along with fringe endings are in vogue.



Macramé belt



Wooden bead belt



Metal chain belt

Fig 5.3 Types of fancy belts

Jewelry

Jewelry is an item of personal adornment, such as a necklace, ring, brooch or bracelet, that is worn by a person. Because jewelry is made from metals and stones, it is a completely different industry from the other accessory industries that use leather or fabrics. Some of the types are fine, bridge, and costume jewelry.

Fine jewelry is made of precious metals and gemstones; it is made by hand with settings reproduced by casting. The quality of craftsmanship, the beauty of the design, and the value of the metals and gemstones determine the cost. Because fine jewelry is usually a life-long investment, its design is, often classic.

**Fig 5.4 Fine jewelry**

Bridge jewelry is a category between fine jewelry and costume jewelry defined by lower price points than fine jewelry.



Fig 5.5 Bridge jewelry

Costume jewelry is mass produced to provide consumers with a variety of jewelry to coordinate with each look in their wardrobes.



Fig 5.6 Costume jewelry

Classic costume jewellery simulates the look of fine jewellery, using a base metals such as brass, palladium, aluminum, copper, tin, lead, or chromium electroplated with gold or silver.

Fashion jewellery Is more trendy and utilizes metals that imitate gold and silver, as well as materials such as wood, plastics, leather, beads, glass, or clay. Fashion jewellery is often colourful and styles change seasonally in keeping with apparel design



Fig 5.7 Fashion jewelry

5.1.3 Hand Bags

A handbag must be both decorative to look and emphasize the look of the person carrying it and also be functional as it must hold necessities conveniently. Handbag styles range from classic, constructed types to soft shapes. Materials such as leather, suede and reptile, cloth, straw and fabrics like cotton, denim,

polyester, nylon etc are used in their manufacture. The component parts of a bag may range as few as three or four parts or as many as thirty. It also has gussets, side panels that help in expansion of the bag, lining for quality, handles of different length and material and closures such as buckles, zipper, locks, clasp snaps or drawstrings.



Fig 5.8 Hand Bags

Luxury handbags are cut by hand. In the production of better and designer hand bags, both fabrics and leathers may be stitched by machine, but much of the assembly of linings, ornaments, handles, and closures must still be done by hand.



Fig 5.9 Luxury bags

Moderate bags are sometimes made of leather but usually of vinyl or fabric.



Fig 5.10 Moderate bags made of vinyl

Large bags such as totes, satche's, portfolios, or backpacks tend to be functional; smaller bags such as clutches or envelopes are usually decorative. As part of the demand for functionality, backpacks have' become mainstream fashion.



Sachets



Portfolio



Totes



Backpacks

Fig 5.11 Bags

5.1.4 Shoes

Shoes are an Item of footwear evolved at first to protect the human foot and later, additionally, as an item of decoration in it. Shoes are difficult or produce and sell more than any other segment of the accessory market. They are both functional and fashionable which are produces worldwide in several billion pairs. People who makes the shoes are called shoemakers, cobblers or cordwainers . let us understand the difference between boot and shoe.

Most **boots** mainly cover the foot and the ankle and extend up the leg, sometimes as far as the knee or even the hip. A **shoe** is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration.

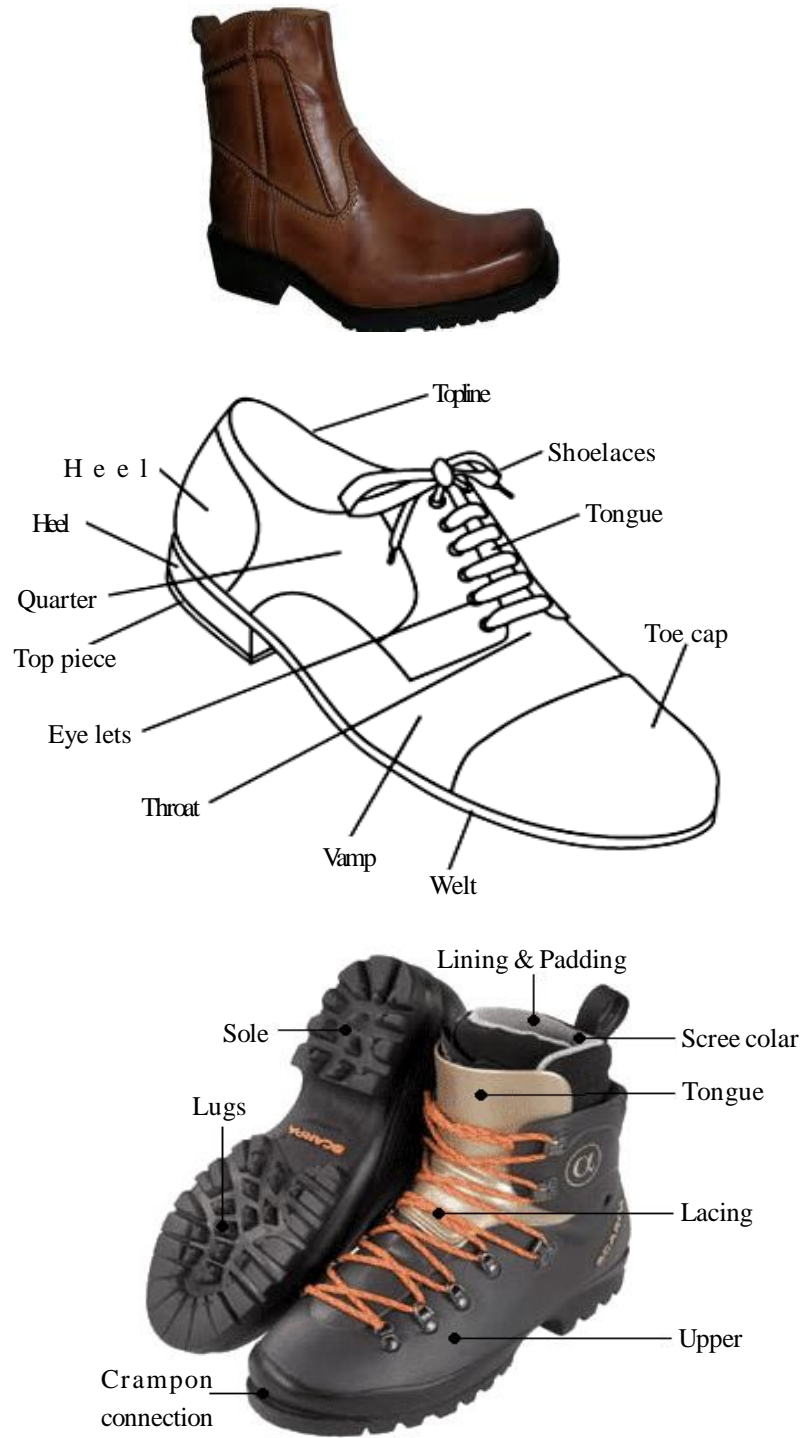


Fig 5.12 Parts of shoe and boot

Shoes come in assorted materials, including calf, kid, suede, and reptile skins, imitation leather, and fabrics such as canvas or nylon. There are around two to three hundred operations that are to be done to make a shoe. So, highly skilled workers are required in this trade. Shoes are available for men, women and children and also for various occasions such as casual, dressy, sports, mountaineering, racing, jazz & ballet dancing shoes etc. Special foot wear called **orthopaedic** footwear is also available for diabetic patients, for people with unequal lengths, and for people with ankle disorders. Unisex shoes such as sandals, slip-on shoes and slippers are also available in the market.



Sports shoes

Fig 5.13 Various shoes for men



Platforms

Stiletto heels

Fig 5.14 Various shoes for women



Slip-on



Slippers

Fig 5.15 Unisex foot wear

5.1.5 Ties

The word tie appeared in 1820. It's a men neck wear that was wore over a shirt. is a long piece of cloth worn for decorative purposes around the neck or shoulders, resting under the shirt collar and knotted at the throat. Neckties are the ancestor of the cravat, a thick scarf-like accessory with ruffles that is like a neckerchief. The necktie evolved from the cravat to become one of the most popular male accessories.

A necktie should be made of pure silk. A mix with other natural fibers, such as cashmere, wool, cotton, or linen are acceptable, but not synthetic fabric. They should be properly knotted for good aesthetic look. A necktie is a decorative accessory so it is important to know how to balance it between shirt, suit and pocket square. There are different varieties such as

The classic necktie ties in a knot at the throat and hangs down the front of a button-down shirt, ending in a point. There are many lengths, sizes and patterns for the classic necktie.

Clip-on neckties are pre-knotted neckties that clip directly onto the shirt. They are typically made of polyester rather than finer materials. Clip-on neckties are best reserved for children who are unable to tie their own necktie.

The bow tie is the most formal of all neckties. It consists of a neck band that sits underneath the collar of a button down shirt and ties in a bow at the throat.



Fig 5.16 Ties

5.1.6 Eyewear

Primarily eyewear was used for functional purpose but now it is a fashion statement. Like clothing, eyewear helps people to have individualized looks. Sunglasses are the most famous types used by both men and women. They are available in many colours, shapes and sizes.

The first eye glasses wear for elderly people for reading purpose. They are also used by youngsters to have better looks and at the same time correct your vision. Eyewear is also used during swimming and by sky divers and skaters. Army and navy personnel use aviator type eyewear while Mountain climbers use sunglasses with leather blinders on the sides. These protect the eyes from sun rays around the edges of the lenses.



Swimmer wear



Reading glasses



Glasses for army



Skating glasses



Swimmer eye wear



Sun glasses

Fig 5.17 Eyewear

Today eyewear is a major segment of the fashion industry. Designers who designed garments have started have now moved in designing eyewear.

Glossary of terms related to accessories

Scarf

1. **Apache Scarf** : Men's small square or triangular scarf.
2. **Ascot Scarf** : Oblong scarf frequently white lapped over and worn loosely around the neck by men and women.
3. **Bandanna** : Large square cotton handkerchief either red or blue with distinctive black and white design.
4. **Comforter** : Woolen scarf worn around the neck in cool weather.
5. **Designer scarf** : Scarf is with a large design with beautiful or unusual color.
6. **Fascinator** : It is large woolen scarf made with lacy knit worn over the head or around the shoulders.
7. **Hacking Scarf** : Long and double folded scarf placed at the back of the neck. Both the ends are pulled through loop and hand down in front.
8. **Muffler** : Long scarf 12" wide knitted or women or plain colored wool silk or rayon.
9. **Sailor Scarf** : Scarf folded diagonally worn under sailor color and shipped through loop front of blouse, tied in a knot.
10. **Stole** : Long wide scarf after fringed at ends and also matched with women's dress.
11. **Sash** : A long soft material worn around the waist.

Belts

1. **Bikini Chain belts** : Gold chain worn with bikini or hip hugger pants.
2. **Chain belts** : Belts made of different sizes of chain. May be a single chain, chain loops.
3. **Corselet Belt** : Wide belt enclosing the rib cage.
4. **Cow boy belt** : Wide leather belt worn at the top of the hip bone.

5. Money belt : Belt worn under or over clothing when travelling with hidden zippered compartment for money.

6. Safari belt : Wide belt attached flap pockets in front.

Jewelry

1. Afro Choken : Necklace with strand of spring of metal worn around the neck.

2. Bayadere : Pearl necklace made of multiple strands twisted together.

3. Chokar : Necklace fits round the base of the neck.

4. Chute : A single strand of pearls.

5. Floaten necklace : It is called invisible necklace. Necklace of beads string on a cord that is invisible.

6. Pendant necklace : Ornament such as a locket or single jewel suspended around the neck.

7. Tassel necklace : Long linked chain necklace with cluster of as many 12 short chains hang like tassel at the end.

Bags

1. Bags : Buck pack : Bag with straps fitted over shoulder, so that it can be worn on back.

2. Carry on bag : Any bag designed small enough to carry on to an airplane.

3. Duffel bag : A large soft oblong or barrel shaped canvas bag.

4. Garment bag : A soft long bag that folds in half or in thirds vertically and has a handle at the top.

Shoes

1. Ballerina shoes : Soft low kid shoes with thin sole and flat heel.

2. Bracelet shoe : Women's ankle strap shoe with loop extending on rim in center back to hold the strap.

3. Cack : Heelless shoe with soft leather sole, made for infants in size one to 5 years.

4. Duck shoe : Trade marked or slip on style shoe usually made in two colors.

5. Dyeable shoe made of white fabric such as satin or silk that may be dyed to match a dress.
6. **Mule** : High heeled slipper shoe but without back, made of fancy leathers and fabrics.
7. **Slip on shoes** : Any shoe which stays on the foot without using straps.
8. **Tango shoe** : A women shoe that is cut high in the back with an ankle strap that buckles or ties.

Ties

1. **Ascot** : Wide neck tie worn looped over and held in place by scarf pin. The ends are cut diagonally.
2. **Baud bow** : Pre tied bow tie on an adjustable sized band fastens around the neck.
3. **Black tie** : Man's black bow tie worn with dinner jacket.
4. **Cravat** : Worn with morning coat and pinstriped trousers.

1. Test your understanding

State if the following statements are TRUE or False

1. Accessories is an extra element (T / F)
2. Scarves are also used for the purpose of protection (T / F)
3. Primarily eyewear was used for functional purpose (T / F)
4. Necktie the most popular male accessories evolved from the cravat. (T / F)
5. Special foot wear called orthopaedic footwear is available for cancer patients. (T / F)
6. Smaller bags such as clutches or envelopes are usually functional. (T / F)
7. Fashion jewellery Is more trendy and utilizes metals such as gold and silver. (T / F)

II. Test your Understanding

Fill in the blanks with correct answers

1. Accessories add style and ----- to any dress
2. Fashion accessories are items used to _____ the whole outfit.
3. **Scarf**, also known as a _____ or _____.
4. Women's waist and hip can be emphasized with the help of a _____.
5. Fine jewelry is made of precious metals and _____.
6. Most boots mainly cover the foot and the ankle and extend up the _____.

Answers

I. Test your understanding

1. True 2. True 3. True 4. True
5. False 6. False 7. False

Fill in the blanks

1. Glamour 2. Complement 3. Muffler, neck-wrap
4. belts 5. Gemstones 6. leg

Summary

Accessories are the most important elements in fashion designing. There are many types of accessories. Each accessory has its own importance and also it gives an elegant look to the person.

Short Answer Type Questions

1. What is an accessory ?
2. List out the types of accessories.
3. List out the types of shoes.
4. Differentiate between shoe and boots.

5. Mention about ties.
6. What is Chokar ?
7. What is Stole ?

Long Answer Type Questions

1. Write about
 - (a) Ascot scarf (b) Fascinator
 - (c) Money belt (d) Bayadere
 - (e) Tassel necklace (f) Duffle bag.
2. Explain in detail about types of jewellery
3. Write in detail about varieties of bags.
4. Illustrate scarfs.
5. Write about shoes.
6. What are the different types of eyewear used for different occasions?

UNIT

6

**Study on Different Costumes
Styles of India****Structure**

- 6.0 Introduction
- 6.1 Costume styles of different states

Learning Objectives

After studying this unit, the student will be able to

- Understand the importance of costumes used by different states
- Recognize different styles of wearing the costumes
- Comprehend costume related to a state and people
- Acquaint with the differences between the cultures and their costumes of various states
- Seek inspiration from the past in designing present day's garment styles

6.0 Introduction

Dress represents a country's cultural norms and practices. Indian men and women have always loved to dress up in their traditional costumes, attires and accessories during festivals and other occasions which are an integral part of Indian life.

6.1 Costume styles of Different States

6.1.1 Andhra Pradesh

Andhra Pradesh is a representation of true soul of India as it is the home of diverse cultures of India. Andhra Pradesh is the fourth largest southern state in India. It has wide spectrum of varied population with diverse cultural heritage.

a. Women's costume

General costume for women is saree and blouse where as for men it is Dhoti and Kurta. Sari is traditionally called as Chira. Sari is 5 1/2 meters long which entangles the women showing the creativity of the women folk. The word sari is derived from 'Sadi' which existed in Prakrit as 'Sadia' inturn derived from Sanskrit word 'Sati, meaning a strip of cloth. Women of all communities including Muslims and Christians wear a sari. Brahmin women wears with 7.3 m length of sari in styles called 'Billagochi' which has a back tuck,. Non Brahmins wears them in style called 'Goodakattu' with pleats in the front and a pallu hanging behind the left shoulder while working class wears the saree with 'Mattagochi' which has also a tuck at the posterior.

Younger girls wear ravika and long skirt with pleats all around the skirt and tied at one end. Over the skirt they wear pamita or half-saree measuring 2.3 m which is pleated and tucked into the left side of the skirt.

b. Men's costume



Fig 6.1 Skirt and blouse



Fig 6.2 Saree and blouse

Men prefer to wear the traditional white dhoti with gold border. They wear Addapancha & Goodakattu which is otherwise called lungi. Commonly men wear the dhoti in Gochi Pancha style with posterior tuck and pleated front.



Fig 6.3 Addapancha



Fig 6.4 Gochi Pancha style

c. Accessories and Ornament : The traditional ornament like toe rings, chains, bangles, finger ring, nose ring, earrings, are most traditional ornaments done in pearls, Diamonds ruby and emeralds.

6.1.2 Tamil Nadu

a. Women's costume

People of this state generally wear traditional dress. Women here wear saree that make them special from the rest of the country. The saree is known as selai or pudavai. They were a six yards to 10 yards saree preferably a Kanchipuram saree draped around the body. The way it is draped depends on the community largely especially the Brahmin Iyer and Iyengars. The inner ends of the saree forms the posterior tuck and pleats tucked at the left side for Iyers and on the right side for Iyengars in such a manner that the lower part of the calf is exposed with the pallu wrapped around the waist displaying the design on the pallu. Non brahmin wear the saree without a posterior tuck called as Goodakallu or Mambayakattu.



Fig 6.5 Woman and man of Tamil Nadu

They conceal their back tuck by bringing the sari at least once more round the waist after the posterior tucking. Women of the working class uses 5 ½ yards.



Fig 6.6 Saree style by Iyers



Fig 6.7 Saree style by Iyengar

b. Men's costume

Men in this region uses dhoti called as 'Vesti'. This is worn on sacred occasions in a style called 'Panchagachcham' with three tucks along with an upper garment called angavastram. The fabric is longer than its counterpart which is draped simply around the waist without any pleats and tucking. Men of lower class wears a turban around the forehead and sometimes it is tied around the waist. in a mark of respect.



Fig 6.8 Dhoti style

6.1.3 Karnataka

Karnataka is well known for silk fabrics and use of colourful costumes

a. Women's costume

Women in Karnataka use Nine yards saree. It is tighted at the centre front waist line. One half is pleated and tucked at the back and other half is drawn over the shoulders called the Gola style. Ilkal sari the world famous, is worn by many village women as well modern ladies.

Kodavas are the main community of Coorg or Kodagu. Women in Coorg drape the sari in different style where the pleats are created in the rear, instead of the front. The loose end of the sari is draped back-to-front over the right shoulder, and is pinned to the rest of the sari.



Fig 6.9 Style of Coorg women

b. Men

Men use Panche, a dhoti-like costume which is worn along with a traditional headdress called Mysore peta. The main clothes is a 'lungi' worn below the waist beneath a shirt. An 'angavastram', is a silk or cotton stole (muffler) is draped on the neck, covering the shoulders.

c. Accessories and Ornaments

Women wears gold chains, nose rings, ear rings and anklets, glass bangles. For marriages time green colour is the major one.

6.1.4 Kerala

The people of the region, both men and women, generally dress in off-white or white attires. The traditional form of dress is for both men and women consist of Mundu and Neriyanthi, a piece of white cloth having borders of golden zari.

a. Women's costume

The conventional piece is the Mund which is the lower garment which consists of two cloth pieces with a coloured strip called border or Kara. The Mundu is worn around the hips and beneath the navel. For Christian women the Mundu is folded up in multiple folds and hung at the back. Over the Mundu, a special type of blouse, covering the navel is used.

The Neriyyathu is the name of the upper garment which is put over the blouse having one of its ends inserted in the Mundu and the other long end worn over the front torso. This is worn in a diagonal way, from the right hips to the left shoulder looking like a sari.



Fig 6.10 Mundu of Kerala

b. Men's costume



Fig 6.11 Mundu style for men

The men of the region are more conservative than the women. Their main garment is the long cloth called Mundu, which is tucked at the waist and reaches to the ankle sometimes folded to the knees. Many men wear no garment above the waist, but those who belong to the higher castes at least drape a towel-like cloth over the shoulders, and if they consider themselves modern they wear shirts.

6.1.5 Maharashtra

a. Women's costume

Maharashtrian women wear the Maratha 'Sadi' (saree) of nine yards and a short-sleeved 'Choli' (blouse) covering only about half the length of the back. The nine yards Sadi is generally worn by elderly ladies and is known as "Lugade" or Sadi in Marathi.



Fig 6.12 Sadi in Marati style



Fig 6.13 Sadi in Marati style

The dress of Maharashtra women includes traditionally a 9 yards sadi and choli. Sari has border both lengthwise called Kinara and widthwise on both the ends called Padars. They do not use a petticoat instead they first wrap the saree around waist and knotted to form like petticoat. The right end of the saree is pleated and tucked at the front waist. The balance of saree is pleated taken between the two legs and tucked the back of the waist. The left end of saree is pleated taken over the bust to the left shoulder. The end of the saree is drawn over the head and tucked in the front waist. It gives a freedom of movements but back leg is exposed. The best examples of Maharashtra women costumes is Rani Jhansi Laxmi bai. The choli is bright colour and close fitted.

Choli covers half back & knotted at front just under the breast (older style). In modern styles the blouse with fitting are used. Working class women wears the same style with less pleats and they do not cover their head with the pallu.

b. Men's costume : In Maharashtra, men wear dhoti and shirt with a headdress known as the "Pheta", The headdress is a folded cap of cotton, silk or woolen fabric, or a freshly folded turban known as 'Rumal', 'Patka' or 'Pheta'. The pre-formed turban known as "Pagadi" is now rarely to be seen. Sometimes a waistcoat or jacket known as "Bandi" is also worn over a shirt. Brahmins dhoti has five tucks, three into the waistband at the two sides and in front, while the loose end is tucked in front and behind.

c. Accessories and Ornaments : Women wear elaborate jewellery made of gold silver, and other metals. They use rings, neck laces, waist bevels bangles nose pins , finger rings and ankelets .

6.1.6 Punjab



Fig 6.14 Punjabi couple

Costumes of Punjab are indicative of the dazzling and vibrant culture and lifestyle of the people of the region. The costumes are an amalgamation of colours, comfort and beauty. Punjabi's are distinguished by their beard and head guard. They belong to sikh community.

a. Women's costume

It is impossible to tell by dress whether a Punjabi woman is a Hindu, Muslim, Sikh or Christian – they all dress in salwar topped by a kameez (a garment that can be fitted like a dress loose like the kurta) and accented by a rectangular scarf about 2.5 metres long called the chunni or duppatta . As mark of respect women pull it over the head.



Fig 6.15 Punjabi women

b. Men's costume

The traditional costume of the men of Punjab comprises a Kurta Pyjama. The Kurta is a kind of loose shirt which is long and straight-cut. The Pyjamas are loose, baggy pants which are tied at the waist. Some men also wear the Kurta with the Lungi or Tehmat, which is a kind of sarong rectangular piece of fabric wrapped around the waist like a lungi. The Sikhs among the Punjabis can be distinctly identified by their attire as they are obliged by religion to wear turbans, known as Pugg or Pagri. They tie it in different styles. These people grow their hair long and their hair is pull up made a knot in the centre of the head and covered with a fabric.



Fig 6.16 Turban- Pugg or Pagri



Fig 6.17 Punjabi boy with hair tied into knot

Punjabi women, as well as men, can be seen bedecked in gold. They adorn themselves with necklaces, bangles, **rings**, **nose rings**, **ear rings**, toe-rings, anklets and other ornaments to pin up the hair with. Sikh women and men are seen wearing the Kada, a steel bangle, at all times.

6.1.7 Rajasthan

The term Rajasthan means the land of Kings and Queens. As the name goes the costumes are very rich and beautiful. People of Rajasthan are colorful and everything they from head-to-toe including the turbans, clothes, jewellery and even the footwear establishes their identity, religion and economic and social status in Rajasthan. The dresses of the males and the females are well defined and are made to suit the climate and conditions in which they live. This area is also well known for craft jewellery and beautiful embroidered costumes. Most women involves in making of craft items and surface designs.

a. Women's costume

Ghagra, Choli and Orhni, phetai, kanchali, ghunghat, saree are the women's costumes.

Rajasthani women wear ankle-length long skirts with narrow waist that gain width like an umbrella at the base. It is called Ghaghara. It is the lower garment and is worn slightly below the navel. It is narrow at the waist and wide at the lower end. A triangular pieces of bandhini of different colour are

stitched together to give a pleasing look to ghaghra. The width and the number of pleats in the 'Ghaghara' symbolize ones prosperity.

It comes in many colors and styles. The skirt is not folded at the lower end like normal skirts but a broad colored fabric known as sinjaf is sewn underneath to make it stronger. Skirt used for special occasions are enriched with mirrors and beads. Women in upper class generally wear 25 yards of cloth. In ceremonial occasions, plain cloth is tucked into the skirt called phetia. It indicates the spouse of the wearer is alive.

A choli is worn to the upper parts of the body. It is half sleeved jacket it is called kancholi is worn with ghaghra, it is opened at back.



Fig 6.18 Rajasthani women's ghagra and odni

Odhni is 10 feet long and 5 feet wide, one corner is tucked in the skirt while the other end is taken over the head and right shoulder. Colors and motifs are particular to caste, type of costume and occasion. Both Hindu and Muslims women wear 'odhnis'.

b. Men's costume

The traditional dress of men fold consists of dhoti angarkha and potia. The dhoti is worn with a posterior tuck called Kachcha. The style of turbans varies from region and caste. The common style are pagari, pencha, sela and safa. The potia in turbans are long and narrow.



Fig 6.19 Turban styles

They are twisted and tied around the head. The length of pagari is 285 cm and width is 20 cm. They are made out of single colour. The colour changes with the occasions otherwise it is in white colour.

The upper garments is Achakan. It means body protector. It is long gown with front opening. It is fastened with cords. The style of Kamari Angrakhi is frock that runs up to the waist, the height is increased to the knee.



Fig 6.20 Punjabi Achakan

Dhotis or Pyjamas are used to cover the lower part of the body. The lower garment of Rajasthan men resembles like A.P. costumes which is long rectangular white cotton fabric.

6.1.8 Kashmir

The Northern State of India is Kashmir. It is called as Switzerland of Asia. For nature lover it is heaven in the earth. The mode of the dress in Kashmir bears the blend of many elements. Buddhism in the past, laid strong foundation in Kashmir.

a. Costumes of Men and Women

In Kashmir the lower garment of men and women are similar to Punjab. Both of the garments consist of Pheran and salwar. The pheran is upper garment a long gown made of wollen material, it is down to the ankles in loose folds worn by women and men. The pheran is having $\frac{3}{4}$ sleeve or full sleeves and it is beautifully embroidered over the pheran a sleeves jacket of embroidered velvet over coat is used.

As lower garment of both men and women wears salwar. It worn like trousers, it is little baggy and slightly gathered near the ankles causing vertical folds. It is beautifully embroidered at the ankles.



Fig 6.21 Kashmiri couple in traditional attire



Fig 6.22 Kashmiri women in dance

In marriages, all the people wears similar cap. The Hindu cap is called Paranga and is highly decorated when compared to the Muslim cap Kasaba. In Kashmir every one use woolen shawls made out of pure wool from the goats of the local

6.1.9 Gujarat

Gujarat is located in North West of Rajasthan. They speak in Gujarati . It has a mixed costumes of Kutch and Saurashtra have their own regional dresses.

a. Women's costume

Ghagras are the major costumes in Gujarat. Normally they use petticoat. decorated with laces. The women in upper class people wears saree is 4.6 metres in length. One end of saree is tucked in the petticoat at the left waist the remaining portion is taken around the back from the left and brought in front to form few pleats tucked in the navel. The remaining length is lifted up to cover the back and head. The remaining cloth is passed over the right shoulder and brought again to the front where the left corner end is tucked in the left waist. Ghagras or lehengas are gathered ankle-length skirts secured around the waist. The attire is completed by a veil-cloth called odhni or dupatta draped across the neck or over the head.



Fig 6.23 Gujarati couple



Fig 6.24 Style of wearing the sari

Choli is used as a upper garments. These cholis are brightly embroidered, waist-length barebacked blouses.. The choli is made of a silk and cotton material, the sleeves are extended to the elbow. It is decorated with patch work, mirror work and embroidery. Muslim women wears Kurta, salwar and dupatta

A orhna or scarf is used to cover the bust . It is made up of cotton or silk material. The length varies depending upon women states and occupation. Women in upper class wear long length orhna.

b. Men's costume

Gujarati males generally wear dhoti, long or short coat and turban cap. The style of wearing is the posterior tuck called kach chadi is taken from right side to left the remain portion for the front pleats patli comes from the left side. The pleats are taken and tucked at the navel. The upper garment is double breasted waist length jacket bodana or bandiyan with the upper angarkhu (coat), Jamu (long coat). Dupatto pachedi or khes shoulder cloth is generally used. The lower part of the dress is dhoti, Potli or panchiyu. The head gear is paghadi pheta or safo, the folded turban. They wear turban according to cast and religion.

c. Accessories and ornaments :

Long and decorative chain, nose rings, head chains. Anklets big size ear rings, colourful glass bangles. Men uses turbans pointed shoes with rich embroidery.

I. Test Your Understanding

State of the following statements are true or false

1. A.P women wear salwar and kurta (True or False)
2. The traditional ornaments of A.P are rings, nose pins, bangles etc (True or False).
3. The common dress of men in A.P is kurta and pyjama. (True or False)
4. Punjab people are identified by beard and head gaurd. (True or False)
5. The name of Tamil Nadu saree is selai (True or False)
6. The Tamil Nadu women tuck the saree is front (True or False)
7. The length of sadi in Maharashtra is 9 meter (True or False)
8. The best lady in Maharashtra sari style is Jhansi lakshmi Bai (True or False)
9. As a mark of respect some women pull the chunni over the head (True or False)
10. Rajasthan is well known for Iron manufacture (True or False)
11. The lehenga, choli is common weddings costume of Rajasthan women (True or False)

12. In Kashmir the lower garments of men and women are similar to Punjab (True or False)
13. The major costume of Gujarat is lehenga (True or False).
14. Gujarat men use Addapenhca (True or False)
15. The head gear of Gujarat is Paghadi (True or False).

II. Test Your understanding

Fill in the Blanks With Correct Answer

1. The most common mode of wearing dhoti in AP is _____.
2. The upper garments of women in A.P. _____.
3. Tamil Nadu sarees is _____.
4. _____ is used by men in Tamil Nadu.
5. Karnataka is well known for _____.
6. Maharashtra women wear _____ meter of saree.
7. The lower garment of men in Maharashtra is _____.
8. _____ is the cover over the shoulders in Punjab.
9. In Rajasthan _____ means flower.
10. _____ costumes are the same for men and women in Kashmir.
11. The head gear of Gujarat is _____.

Answer

I. Test your Understanding True/False

1. False
2. True
3. False
4. True
5. True
6. False
7. True

8. True
9. True
10. False
11. True
12. True
13. False

Summary

Almost all the states of India have their own traditional dress both for men and women. It symbolizes their wealth, happiness and displays their skill in embellishing it. The lower garment of men from many states is almost similar except in the mode of wearing it. Sari or sadi as it is called is found to be draped from the most simple style to a very complex type by women revealing their skills in draping. Each of the style discussed above helps the student in taking inspiration for designing apparel to the present day's market trends.

Short Answer Type Questions

1. List out the Male costumes of A.P .
2. What is the length of the saree in A.P. ?
3. Name the ornamental pleats in Tamil Nadu .
4. Karnataka is famous for which material .
5. Mention the Accessories used by Maharashtra .
6. List out the costumes of Punjab .
7. List out the Female costumes of Rajasthan .
8. What is mundu of kerala?
9. What is a choli ?
10. What is the style of wearing sari by Andhra Pradesh women ?

Long Answer Type Questions

1. Explain in detail about costumes of A.P.
2. Differentiate between Punjab and Kashmir costumes .
3. Write in detail about Female costumes of Karnataka, Kashmir and Gujarat.

4. Discuss about Male costumes of Maharashtra and Kashmir .
5. Write in details about accessories and ornament of any three states.
6. Write about male and Female costumes of Tamil Nadu .

UNIT

7

**Fabrics Merchandizing
and Marketing****Structure**

- 7.0 Introduction
- 7.1 Basic Terminology
- 7.2 Core concepts
- 7.3 Product development
- 7.4 Product Pricing
- 7.5 Branded verses unbranded items

Learning Objectives

After studying this unit, the student will be able to

- Understand the meaning of the merchandizing
- Role of Merchandizing in the fashion world
- Basic terminology used into the fashion market
- Distinguish between product pricing and development in branded verses unbranded items

Unit Preview

Fashion and merchandizing is where business and style unit. So in addition to having a flair for style and knowledge of textiles, business skills and market

techniques and the merchandizing quantities must be correctly ordered, priced and marketed at the right time and place.

7.0 Introduction

The fast developing Indian economy has placed before the fashion merchandiser, fashion buyers, the importance of fashion merchandising lies in the fact that any significant contributors made by the designer in reducing materials cost will go a long way in improving profitability. Fashion merchandizing deals in detail with entire purchase stores, ware housing and management, but it advisable and essential that every fashion designer appreciates the role of fashion merchandizing a buying activity its role and importance.

7.1 Basic Terminology

1. **Apparel** : An all embracing term that is applied to men women and children clothing.
2. **Adaptation** : The design is same as the another design but not an exact copy.
3. **Advertising** : A personnel method of seller through a paid managed selling through news paper, magazines, T.V, window displays etc.
4. **Antique** : A style of the past that indicates the ancient designs .
5. **A symmetry** : Unbalanced designs both sides do not look alike
6. **Alkelies** : A design workshop. It is French word.
7. **Backless** : The back is exposed. E.x. Swim suits.
8. **Blazer** : A long sleeved casual jacket with lapels
9. **Boutique** : A free standing shop devoted to specialized sales for the interest of customers.
10. **Brand name** : A trade name indicates particular product made by particular producer.
11. **Carrier dressing** : It is a dress code for the professional people.
12. **Casual wear** : An everyday clothing or informal clothing.
13. **Chic** : Stylish or sophisticated.
14. **Cheap style** : Fashion created form cheaper clothing from second hand stores.

15. **Cost Price** : The price at which goods are billed to a store exclusive of any discounts that may apply to the purchase.
16. **Costume** : It is traditional garments and accessories. Address with particular culture, country, which indicates their culture story.
17. **Couture** : A famous designer made designs of her own.
18. **Design** : The components of fabrics form, colour line, shape, size, and texture are arranged on a fabric to form a garment
19. **Drape** : The fall of the fabric
20. **Dhingree** : A single dress or overall with durable material for industries workers.
21. **Emblem** : A symbol or badge
22. **Ethnic** : A traditional outfit of a particular place
23. **FAD** : A style which is popular for short period of time.
24. **Gorcon back** : A boyish fashion worn by women.
25. **Haute couture** : The regional designs of the famous designers which are exclusive and custom made for a particular client. Usually very expensive.
26. **High fashion** : A fashion that is in the stage of limited acceptance and having high fashion.
27. **Hot number** : A style that sells quickly and in large quantities .
28. **Knock off** : A design is an exact copy of a higher price garments.
29. **Lingerie** : Women's undergarments
30. **Mass fashion** : Styles are accepted by many people, the products are produced and sold in large quantities.
31. **Mass production** : The lower price product are produced in large quantity.
32. **Hismatched** : It implies unexpectedly matching.
33. **Pret-a-Portw** : French word ready to wear.
34. **Ready to wear** : Approach are stitched in standards measurements in large quantity.

35. Semiformal : A dress code which is not a strict conventional style, with features of the convents and style.

36. Sithoutte : The outline of the garments.

7.2 Core Concept

Fashion merchandizing is the promotion of apparel and involves all of the tasks necessary to deliver the clothing request and meet the needs of potential customers and designs. Developing campaigns displays and advertisements, directing, manifesting and marketing and creating sales strategies are all parts of the job. It also refers to the necessary preparation that must be done to the merchandise is accessible and appealing to the customer it intended for.

Fashion merchandizing entails the connection of different fashions to related consumers and ensuring merchandise appeal to the targeted consumer and anticipating the future trends that consumer will follow. The main function of merchandize is to promote the goods. This can involve going to international fashion events, buying fashion and negotiating with merchants, manufactures retailers and designers. Fashion merchandizing effects on retail stores, boutiques and wholesalers.

7.3 Product development

In product development there are few steps involved

1. Costing
2. Purchase of raw-material
3. Pattern making
4. Grading
5. Mark making
6. Spreading
7. Cutting sewing and pressing

Once the design is selected the final costing is done using actual figures costing for sale. It all depends on the style based on the available data, the details are made for the material requirements based on the sample garments and product on pattern. The garment construction is having different stages for calculation of the cost.

Flow chart of product development market research

Long Range Forecasting Trend research	Short Range Fore casting Colour research	Target customer Research Fabric and thrive research
---	--	---

Designer inspiration
 Theme –colour – fabric , trim style
 Design sketches
 Fabrics samples
 Making the pattern
 Cutting and stitching
 Fitting
 Cost estimation
 Selection of styles
 Fabrics orders for sales samples
 For sales samples order sample
 Marketing
 Retail buyer place the order

2. Purchase of the raw material

Depending on the order, the raw material purchase and goods are prepared on the garment costing. Along with the fabric trimmings, labels, vangers, plastics bags, threads etc are included to purchase. Some of the fabric defect generally observed are holes, shade differences, oil marks. If there are many defects the material is returned to the mills for replacements.

3. Pattern Making : The pattern maker always makes the pattern at the sample garments production stage. The different methods are drafting, draping and flat patterning, sign specifications are also included, the special patterns made by hand or with computer.

Grading : Grading means increasing or decreasing the samples size

E.x. Size 10 is made in 12, 14, 16 sizes. 8 and 6 are small sizes. The grade specification are varied from company to company. It can be done in two

ways by hand or by computers. As per the size, grading can be done in color paper for the size recognition.

4. Marker Making : The pattern lay out is done in sheet of paper. The master plan is made in the pattern pieces of different sizes. The plan helps in reducing the wastage of the cloth and pattern pieces. It gives the correct quantities of each size are cut. Most companies follow CAS.

5. Spreading : The fabrics is placed one over the other on the cutting table. The fabrics is laid on the table according to the size colour pieces to be cut.

6. Cutting : Once the cutter places the fabrics on the table, the cutter cuts the fabrics following the outline of the markets. There are different types of equipment which are available. i.e. Straight knife, Circular Knife, Notcher dart puncher etc.

7. Sewing : After cutting the fabrics, it should assemble the garment as demined model. There are different types of sewing machines which are available such as lock stitch machine, chain stitch machine, over lock machine etc.

8. Pressing : What ever the garment is stitch the pressing is most important process in the product development.

9. Packaging : This is the last stage where the garment are packed before the shipping. Packing is generally used as styling weapon. Especially in ready to wear apparel different companies follow different packages formulas. e.x Packing done in bottle by Paco Rabanna company.

7.4 Product Pricing

There are a number of pricing strategies that a business can use for its products including:

- Cost based pricing where the selling price is set to cover the cost of manufacture.
- Market orientated pricing.

Market orientated pricing covers several different approaches:

- Market penetration, where a new product is priced low to attract a high volume of sales
- Market skimming where a new product has premium pricing to give high revenues whilst the product is unique in the market

- Premium pricing, where there is a uniqueness and exclusiveness about the product so that it can command a high price
- Economy pricing, which tends to be for no-frills, basic products, where the cost of manufacture and marketing are kept to a minimum.

The price of a product relates to its perceived value. Lower priced items will expect a higher volume of sales, whilst fewer sales of luxury products may achieve the same revenue through higher pricing.

Each product type behaves in a different way. Customers are willing to pay more for 'aspirational' products, such as designer wear. These products or brands show that those who own or wear them have a degree of success in their lives. These brands are not price sensitive, as people are willing to pay premium prices for individuality or for the latest styles.

Low price brands often copy the market leaders and may be generic own brands, such as those produced by supermarket chains. The main purpose of price here is to indicate value for- money and such brands do not expect customers to show loyalty.

7.5 Branded verses in Branded

Brand name is strongly recognized by the customers. They spend many rupees for the brand. Unbranded clothing is packed by small labels, lack of the name recognition. But it is common experience, unbranded clothing is usually purchased and sold less than the branded clothing. The lower income customers prefer to have brand naming clothing but they are unable to afford to spend high price. Although these people like to wear brand name clothing, but they go for only unbranded clothing because of high rates. There are some customers who are having great pressure on them, to purchase branded clothes because of trends and fashion and their social status.

Branded clothing is popular in market not only in its style and style but also as a result of several other reasons like sturdiness, pattern and trendy look. The whole name attracts a variety of people to them than that of unbranded clothing and then their design and appearance motivate individuals to possess them. Branded clothing is regarded as a lot of a lot of durable as compared to the unbranded clothing. This helps to achieve the trust and a focus of a variety of people. Although branded clothing is trendy and much sturdy, still they have a massive drawback that they're thus expensive that it becomes difficult for a lay man to possess this kind of clothing.

Urban clothing wholesale Non branded clothing is kind of cheap than that of branded clothing. This helps the business owner to gain huge profit by

selling them as they get them at cheaper rates from the vendor. Typically it becomes tough for somebody to tell apart between branded and unbranded clothing as a result of similar designs. Therefore those folks who opt for unbranded clothing are justified as a result of the look and style of unbranded clothing that's abundant like branded clothing.

Summary

Fashion merchandizing is a promotion of new product in the market. It deal with different aspect in the business. Different terminology gives the definition into the world of fashion merchandizing. Here in this unit the differences between branded and unbranded items are mentioned. And also flow chart shows how to improve the product development in the different steps.

(I) Test your understanding

1. Merchandizing means only buying T/F.
2. Every day clothing is informal clothing T/F.
3. A casual outfit for a particular place in Ethnic T/F.
4. Women's upper garments are lingerie T/F.
5. Branded items are of affordable price T/F.

(II) Test your understanding

Fill in the blanks with correct answer

1. Stylish or sophisticates is _____.
2. A designer workshop in French word is _____.
3. The fall of the fabric _____.
4. Increasing and decreasing of the sample size is called _____.
5. Ready to, meaning in French word _____.

(III) Test your understanding

Fill in the blanks with correct Answers

1. Fashion merchandizing is where _____.
2. _____ a famous designers made designs of his own.
3. A long sleeved casual jacket with lapel _____.
4. A dress for the professional people _____.
5. A outline of the garment _____.

(IV) Test your understanding**Match the following**

- | | |
|----------------|---|
| 1. Apparel | (a) Style of past |
| 2. Antique | (b) Men and women and children clothing |
| 3. Emblem | (c) A single piece out fit |
| 4. Dungree | (d) A symbol |
| 5. Not number | (e) A boyish fashion worn by women |
| 6. Gorcon look | (f) A style that sells quickly in large quantities. |

Short Answer Type Question

1. What is merchandizing ?
2. What is product pricing ?
3. Name any four branded items .
4. What is Haute couture ?
5. What is Grading ?

Long Answer Type Question

1. Explain the flow chart of product development .
2. Write the differences between branded versus unbranded clothing.
3. Explain about core concept .
4. Discuss about fashion merchandizing .
5. Describe the following
 - (a) Design
 - (b) Adaptation
 - (c) Man fashion
 - (d) Semi formal

Answers**I. Test your understanding**

1. Clinic

2. Atelier
3. Drape
4. Grading
5. Pret or porte

(II) Test your understanding

1. Business and Style
2. Couture
3. Blazer
4. Career dressing
5. Silhouette

(iii) Match the following

1. B
2. A
3. D
4. C
5. F
6. E

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