

SEMESTER I

Course Title: FASHION: DESIGN & DEVELOPMENT (THEORY)

Course Code: MFD/1/CC/011

Unit III: Terms and Concepts Related to Fashion

- Fashion Terms: Fashion, Fad, Classic, Trend, Haute-Couture, Prêt-A-Porter, Knockoff, Accessories, Toile, Atelier, Boutique, Bespoke
- Inspiration and Sources Of Fashion- Printed Sources, Historic/Traditional Costumes, Media, Travel, Fabrics, Awareness
- Fashion Cycle
- Theories of Fashion Adoption – Trickle Down, Trickle Up, Trickle Across
- Factors Favoring and Retarding Fashion
- Fashion Categories – Women's : Style, Size, Price

FASHION TERMS

- **Fashion:** A dynamic social process by which new styles are created, introduced to a consuming public, and popularly accepted by the public. It also means a style accepted by a large group of people at a particular time. It can be termed as a style or a particular look which is reflection of the social, economical, political and environmental/climatic forces of any given time/period. In other words, fashion represents the popular, accepted, prevailing style at any given time.
- **Fad:** It is a kind of miniature fashion, usually more trivial or more fanciful than the normal fashion. Often it reaches fewer people and it sometimes is confined to a subculture. (eg: ;love beads, striped blazers, message T-shirts etc.)
- **Classic:** It is an occasional fashion that is so universally accepted that it gradually crystallizes into a conventional norm of dress. They remain popular for so long that they rest on the borderline between fashion and custom. (eg: T-shirts, jeans, cardigan sweaters, skirt and shirt combinations etc.)
- **Trend:** Trend denotes to the thing that is popular at a particular point in time. The word is regularly used in relation to fashion and jewelry. In the fashion industry, the word trend denotes the fashions that are popular at a certain point in time. For instance, the power suits were the trend in the 1980s. In 2018, sky blue and purple were the trendy colors. Trends in fashion can be impacted by multiple aspects such as social, political, technological, and economical.
- **Haute couture:** This term is French for high sewing or high dressmaking and often refers to exclusive designer creations. The exclusivity comes from the fact that haute couture outfits are constructed by hand from start to finish. Couture is always limited edition and is more expensive than ready-to-wear garments. They are also custom-made according to

the wearer's size. A good example of a couture outfit would be the Cinderella-esque gown wore by Aishwarya Rai Bachchan at this year's Cannes festival.

- **Pret-A-Porter:** Often abbreviated RTW; "off-the-rack" or "off-the-peg" in casual use is the term for factory-made clothing, sold in finish condition, in standardized sizes, as distinct from made to measure or bespoke clothing tailored to a particular person's frame.
- **Knockoff:** Lower priced copies of garments. They are produced in high quantity with lower priced materials. Copies of Haute Couture garments are made in quantity by high prices manufacturer – they look like the original, but the price has been reduced.
- **Accessories:** Accessories belong to a product category in fashion stores, which includes items such as scarves, hats, gloves, belts, foot-wears, ornaments and purses. All the accessories used to enhance the beauty and give the finished and complete look to wearers.
- **Toile:** An early version of a finished garment made up in cheap material so that the design can be tested and perfected. A translucent linen or cotton fabric, used for making clothes .
- **Atelier:** An atelier is a place of creativity. An atelier is a room where artists make their work. A painter's atelier will be full of paint, brushes, canvases, and other tools of the trade. Sculptors and designers also have ateliers. An atelier gives the artist the space and privacy needed to create.
- **Boutique:** A boutique is "a small store that sells stylish clothing, jewellery, or other usually luxury goods". The term *boutique* and also *designer* refer (with some differences) to both goods and services which are containing some element that is claimed to justify an extremely high price. As with the fine art market, and the use of art in money laundering schemes, national governments have to be concerned with boutique shops and the high pricing of boutique goods as instruments in fraud and other financial schemes. The term "boutique" entered common English parlance in the late 1960s.
- **Bespoke:** Made-to-order garment, usually a suit, could also apply to shoes or a wedding dress; tailored specifically to the customer's measurements and specifications.

INSPIRATION AND SOURCES OF FASHION

Printed Sources, Historic/Traditional Costumes, Media, Travel, Fabrics, Awareness

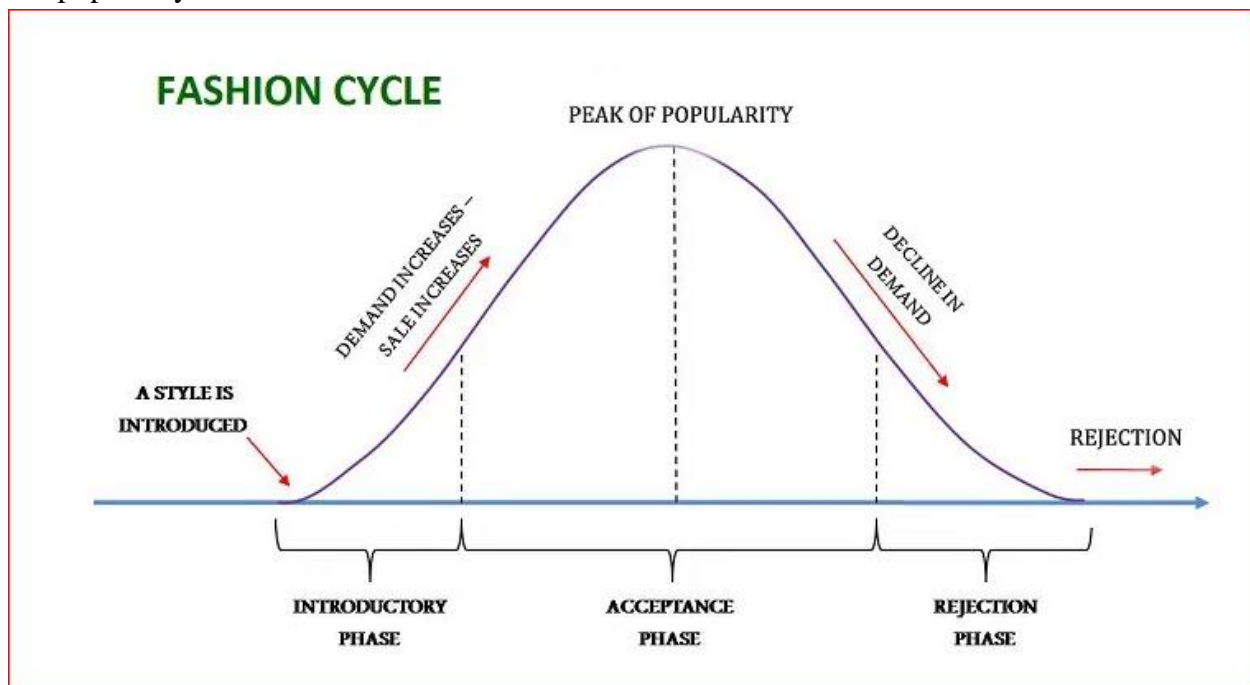
- **Printed Sources-** Film and music are prompted with often astonishing posters and print media, as are every kind of commercial product, events and even ideas. Many print ads are made by the leading designers of the day to ensure eye-catching imagery and effective communication. This media is an essential resource for the designer to find reference material and inspiration.

- **Book** - While the best way to see art is in the flesh, and so much is available on the Internet, one of the best ways to study visual work is in books. For book designers and typographers, of course, the book form is the best way to present their creations. Books are available on all types of artists, history and techniques, and they remain one of the most rewarding means of finding inspiration.
- **Magazine**- In common with books, magazines and periodicals are a fine way of finding inspiration. Publications such as Art Review and Modern Painters cover the latest trends and contemporary artists, whilst also providing overviews of past movements and critical theories.
- **Historic/Traditional Costumes**- The best way to experience art is in the flesh and fortunately our galleries and museums are great source to reach history. There is a mass of inspirational art to explore, from the embarrassment of riches held by national museums such as the British Museum and National Galleries to the cutting edge work found in small contemporary shows. Many of the finest museums are free to enter (although some charge for majors exhibitions), and many offer talks and events exploring the collections. Historical buildings, palaces are also the great source of history.
- **Media**-
 - **Motionographers**- “Motionographer is the go-to, cream-of-the-crop for the animation industry. Everything from stellar client work to innovative personal projects are posted here. Motionographer (pronounced like “oceanographer”) gives motion designers inspiration by showcasing the work of established and up-and-coming motion designers, sharing helpful articles on design, and featuring commentary on industry topics.
 - **Pinterest**- It is a daily source especially during the research period of a project where you can find incredibly unique design, illustration, photography, and references. Pinterest is a free social media platform that allows users to curate images and videos onto digital Pinterest boards. This makes it a great source of design inspiration you can use for your project.
 - **Instagram**- Through this source the designer found various ideas and different related things and work done from decades. It is also helpful to identify current trend.
 - **The Internet** - It is easy to take the Internet for granted, but it was only a few years ago that researching artists and creative techniques would involve trawling through libraries, searching for periodicals, and attending evening classes.
 - **Travel**- Travel exposes you to new cultures, people, and experiences. It’s no wonder professional designers like William use it as a source of design inspiration as well. By immersing yourself in an area that’s far from home, you break out of your comfort zone and open your eyes to new possibilities in your creative projects.

- **Fabrics-** The designer inspired from fabric of a dress or costume. The designer creates different design of dress by inspiring the fabric of another one.
- **Awareness-** It is a psychological aspect which affects the inspiration level of designer. The designer observed the things around him and used as a source to create design.

FASHION CYCLE

A fashion cycle is the term used to describe the process that a type of fashion goes through. The fashion first gains mass acceptance and popularity from the consumers and then with time, the tastes and preferences of the consumers' ebbs, which causes the fashion to lose that acceptance and popularity.



The fashion cycle is usually depicted as a bell shaped curve with 5 stages:

1. **Introduction**
2. **Rise in popularity**
3. **Peak of popularity**
4. **Decline in popularity**
5. **Rejection**

1. Introduce a Fashion:

- Most new styles are introduced in the high level.

- Designers create the designs with few limitations on creativity, quality of raw material or amount of fine workmanship.
- The create new apparel and accessory style by changing elements like line shape color etc.
- Product costs are high and only few can afford.
- Production in small quantity gives the designer more freedom, flexibility.
- New products are shown to retail buyers and press.
- At the first stage of cycle, fashion implies only style and newness.
- Celebrities, TV stars, models buy these clothes as they want to wear them in some events.

2. Increase in popularity:

- When new styles are seen worn by celebrities on TV or magazines they attract the attention of the general public.
- Viewers may wish to buy the new styles but perhaps cannot afford them.
- Manufactures use less expensive fabric and modify the designs to sell in low price.
- Some companies also do imitation of designer originals at low prices.
- High priced designers now have secondary sales line which sell at lower prices so they are able to sell adoptions of their original designs in great quantity.

3. Peak of popularity:

- When fashion is at height of popularity it may be in such demand that more manufactures copy it or produce adaptations of it at many price levels.

4. Decline in popularity:

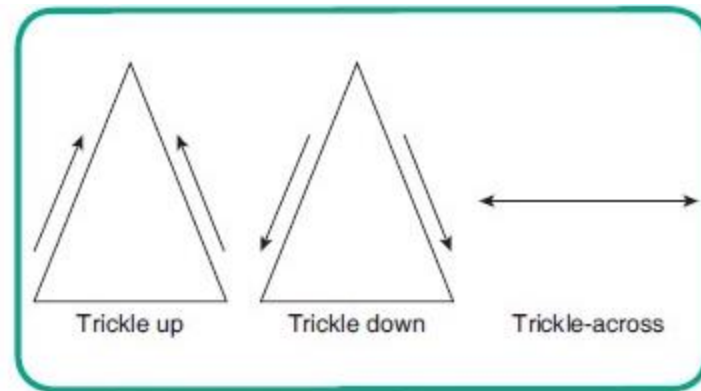
- After so many designs copies are mass produced, people get tired of that style and begin to look for something new.
- Consumers still wear garments in style but they don't buy them at regular prices.
- Retail stores put declining styles on the sale rack.

5. Rejection of a style:

- In the past fashion cycle some consumers must have already turned to new look.
- The rejection of a style just because it is out of fashion is called consumers obsolescence.

FASHION THEORY

Fashion theories indicate the process of fashion ideas. The theories explain the fashion trend. It also tells about how fashion moves from one stage to other stage. There are three theories of fashion:



- Trickle down theory
- Horizontal-flow theory
- Trickle up theory.

Trickle Down Theory

- This is the oldest theory of fashion
- It indicates the true fashion
- It starts from top social level people to low social level people.
- Royal families introduced the fashion in olden days.
- Gradually upper class people copy them and then by the lower class of people.
- Fashion pass from fashion leaders to the lower class people also.
- Example- Jeans, Asymmetrical tops.

Horizontal-Flow Theory/ Trickle across Theory

- This is also called as Trickle across Theory.
- In 20th century fashion became similar to all levels of people at the same time.
- Fashion is not created by any section of people.
- Celebrities give an identity to fashion.
- Various designers introduce new fashion in affordable prices.
- High priced garment styles are copied and produced in mass.
- Examples - jogging suits, bell bottom and kurta style tops.

Trickle Up Theory

- This theory is a newer theory.
- It is purely an idea of youngsters.
- Fashions pass from youth to the aged people.

- This is also called street fashion.
- Youth create new mix and match styles.
- Fashion gradually moves from lower class people to fashion leaders.
- Example- Denim, glitter tops, T shirts, metal shine garments.

FACTORS FAVORING AND RETARDING FACTORS

The factors affecting the dressing of people of India as follows:

1. Individuality of person
2. Laws of the country
3. Recession
4. Comfort
5. Fashion and styling
6. Life style and status
7. Financial background
8. Confidence of people
9. Religious and culture backgrounds
10. Region in which the live
11. Dress code of the school, colleges and various other organizations.
12. Mentality of the people
13. Craze of the Branded clothes and brand value
14. Restrictions of families and societies.
15. Climatic conditions

FASHION CATEGORIES

Fashion categories are the most important aspect which divides the fashion into various subcategories and initially the fashion categorizes into two parts according to gender i.e. men's fashion and women's fashion. Women's fashion has been discussed in this section, under this section style, size and price has been discussed:

Style:

- **Bohemian-** Bohemian style focuses on some exotic patterns and textures. The free spirited Bohemian draws inspirations from the gypsy look with their intricate patterns, peasant blouses, multiple chains, head scarves, and also hippy ponchos and tie dye jeans.

- **Chic-** One of the popular types of fashion styles is the chic style. “Chic” is often synonymous with “trendy” or “Fashionable”. People who favor this style prefer classic and stylish designs that are striking and smart. Ex. The garments are always well tailored and the accessories are well chosen. Chic style means having clothes that have strong colours but not garish.
- **Classic-** Classic style may express comfort, but actually it focuses more on quality and popular styles such as white button- down blouses, ballet flats, a wide- legged trouser and leather boots. Classic apparel has a superb fabric and impeccable tailoring. It focuses on clean uncluttered lines and formal balance, which expresses a sense of stability. If you have this type of fashion, you are showing simple elegance in your wardrobe.
- **Exotic-** Exotic style focuses on something very uncommon, striking yet excitingly different. A traveler who comes from another exotic land may show exotic style. Exotic style is often mysterious and intriguing. The clothing style centers on long flowing lines that has rich smoky colors, embroidery, mysterious ornate patterns, jungle prints, mosaics and iridescent textures and shiny jewellery etc.
- **Flamboyant-** Flamboyant is associated with “dramatic”. However, between flamboyant and dramatic, flamboyant is more energetic and outgoing. The main characteristics of flamboyant is being flashy. The clothing of this fashion style are often asymmetrical, exaggerated flouncing, fringe, multi colored and splashy.
- **Glamorous-** Glamorous style shows a dazzling look accompanied with refined drama. But it also has a subtle allure, which can be between dramatic style and sexy style. Similar to flamboyant style, the clothes often get everyone’s attention. Most of apparels are deep to bright, however, not really intense. A glamorous style is never complete without diamonds, silk and satin.
- **Sophisticated-** People with sophisticated style are not easily satisfied. Similar to classic, these people want high quality. Aside from high quality, distinction and culture polish which is beyond the elegance are needed. People who appreciate sophisticated style are often socialites or want to be one. In fact, these people dream themselves as connoisseurs who value haute culture and luxury.
- **Western-** Western fashion style features the cowboy themes of the American southwest and west. The western fashion is great for those who work or live on a ranch, participate in a rodeo or those who wish they live that kind of life. The people with this style typically have active, sunny and straight talking characteristics. Western can be very informal, such as blue jeans, t-shirt, denim jacket, fringe jacket, cowboy hat, leather belt and cowboy boots, etc.
- **Traditional-** traditional fashion style shows the wholesome and sensible “girl next door.” These people’s characteristics are practical, polite and always dress appropriately. Their styles are classic since most of the apparels are time- honored favorites. A girl with this style often wear a plaid flannel shirt or pea coat. She also prefers the classic black dress as long as it suits the occasion.

Size-

The garments are available in various sizes. Availability of size in clothing provides a large range to customer which make easy to take decision in selecting clothing. The size range of women garment is available in extra small to triple extra large. The clothing range contains extra small, small, medium, large, extra large, double extra large and triple extra large. The triple extra

large size is specially design by industry and on demand. Size distribution has been presented in following table:

LADIES							
SIZE	XS	S	M	L	XL	2XL	3XL
	0-2	4-6	8-10	12-14	16-18	20-22	24-26
CHEST (Inches)	32-33	34-35	36-38	39-41	42-44	45-47	48-50
WAIST (Inches)	24 1/2 - 25 1/2	26 1/2 - 27 1/2	28 1/2 - 29 1/2	30 1/2 - 32	33-35	36-38	39-42
HIP (Inches)	34-36	37-38	38-40	42-44	45-47	48-50	50-52
CHEST (Centimeters)	81-84	86-89	91-97	99-104	107-112	114-119	122-127
WAIST (Centimeters)	62-65	67-70	72-75	77-81	84-89	91-97	99-107
HIP (Centimeters)	86-91	94-97	97-102	107-112	114-119	122-127	127-132

GIRLS				
SIZE	GXS	GS	GM	GL
	4-5	6-8	10-12	14-16
CHEST (Inches)	22-24	25-27	28-30	31-33
WAIST (Inches)	22-24	24-25	25-27	28-30
HIP (Inches)	23-24	25 - 28 1/2	30-32	34-35
CHEST (Centimeters)	56-61	64-69	71-76	79-84
WAIST (Centimeters)	56-61	61-64	64-69	71-76
HIP (Centimeters)	58-61	64-72	76-81	86-89

LADIES JUNIOR FIT						
SIZE	XS	S	M	L	XL	2XL
	0-1	3-5	7-9	11-13	15-17	19
CHEST (Inches)	31-32	33-34	35-36	37-39	41-43	44-46
WAIST (Inches)	24-25	26-27	28-29	30-32	33-35	36-38
HIP (Inches)	33-34	35-36	37-38	39-41	42-44	45-47
CHEST (Centimeters)	79-81	84-86	89-91	94-99	104-109	112-117
WAIST (Centimeters)	61-64	66-69	71-74	76-81	84-89	91-97
HIP (Centimeters)	84-86	89-91	94-97	99-104	107-112	114-119

Price –

Price is the most important factor which is directly related to economic status of the customers. High price fashion garment and accessories are accepted among the higher economic status. The people belongs to higher economic status they select exclusive designs of any garment and accessories as well as low price garment are selected by the consumer who belongs to lower economic status and they have less willingness to pay on clothing. Lower price garment has no exclusive design these products are prepared by the industry in large numbers and these are replications of designer products which is accepted by mass group.