

## **SEMESTER I**

**Course Title: INDIAN AND GLOBAL FASHION (THEORY)**

**Course Code: MFD/1/CC/012**

### **Unit I: Fashion Industry**

- Origin of Fashion, Principles of Fashion
- The World Fashion Scenario- Structure of Fashion Industry and Future Prospects

#### **Origin of Fashion, Principles of Fashion**

#### **Fashion design**

Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories. Modern fashion design is divided into two basic categories: haute couture and ready-to-wear.

The haute couture collection is dedicated to certain customers and is custom sized to fit these customers exactly. In order to qualify as an haute couture house, a designer has to be part of the Syndical Chamber for Haute Couture and show a new collection twice a year presenting a minimum of 35 different outfits each time.

Ready-to-wear collections are standard sized, not custom made, so they are more suitable for large production runs. They are also split into two categories: designer/createur and confection collections. Designer collections have a higher quality and finish as well as a unique design. They often represent a certain philosophy and are created to make a statement rather than for sale. Both ready-to-wear and haute-couture collections are presented on international catwalks.

#### **Who Invented It?**

The first fashion designer was Charles Frederick Worth, in the 19th century invented fashion. Before he set up his fashion design house in Paris, clothing was made by anonymous dressmakers and fashion standards were derived from the styles worn by royalty. Worth was the first designer to actually dictate to his customers what to wear rather than following their demands.

His fashion house became so famous that people were able to attach a face and a name to designs when they knew they were from the House of Worth.

#### **Principles of Fashion**

The Principle & concept of fashion is what most people accepted the way of dressing or doing something at a given time. It is a style or trend which is accepted by a mass number of people at a particular period. Through fashion we express our behavior and fashion. Fashion reflects our society and culture.

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### **There are 5 Principles of fashion:**

1. Consumer offers fashion
2. Fashions are not based on price
3. Fashion changes style to style
4. Sales promotion makes no change in fashion
5. All fashions have the limits

#### **1. Consumer offers fashion:**

Consumer is the **end user of the product** and they decide whether the product is attractive or not and which style will be attractive for the next season.

#### **What is customer chain?**

Customer is a person who purchases the product.

The customer chain is – retail store is customer of apparel manufacturer whereas apparel manufacturer is customer of fabric manufacturer and designs are created by the designers. But the reality is not the designer creates the fashion, the **customer chain that creates the fashion.**

#### **2. Fashions are not based on price:**

Price is not the indicator of the current fashion. If the product is sold at high rate that may not be considered as sign of new fashion. The fashion is where new fashion apparel is sold at moderate price once it is identified as successful fashion.

#### **3. Fashion changes style to style:**

Fashion changes from one style to another style and one season to another season. The fashion is well understood by the fashion designers and they create a new design by considering the current design & style.

#### **4. Sales promotion makes no change in fashion:**

The sales promotions are done by the retailers to increase the sales but they cannot change the fashion interest of a customer. The sales promotion makes an offer on product but not on fashion.

## **5. All fashions have the limits:**

All fashion will attain its end of life when people are getting bored with the style or fashion and they look for a new or different style.

# **THE WORLD FASHION SCENARIO- STRUCTURE OF FASHION INDUSTRY AND FUTURE PROSPECTS**

## **The World Fashion Scenario-**

Fashion Futures presents four vivid scenarios of the world of 2025 and the role of the fashion industry, helping companies around the globe navigate the ever-changing challenge of developing sustainable business.

The scenarios take account of the key factors that are already affecting the industry and will bring profound change over the next 15 years. They are designed as a tool to challenge companies' strategies, inspire them with new opportunities and help them plan for the future. "For the fashion industry to be sustainable economically, it must be sustainable socially and environmentally too," said John Anderson, President and Chief Executive Officer of Levi Strauss & Co., which worked with independent sustainability experts Forum for the Future to produce the report. "These provocative scenarios challenge all of us to look beyond the short term and use our collective power to work to create the kind of positive world we'd like to see in 2025," continued Anderson.

Peter Madden, Chief Executive of the Forum, said: "The global fashion industry generates a trillion dollars a year. What we wear — and how it's made and sold — can have a huge positive impact on our society and environment. This report describes how fashion's future could be greener. " Forum for the Future produced the four scenarios in collaboration with fashion experts from around the world in manufacturing, design and retail, as well as universities, trade unions and NGOs. They explore every aspect of the industry, from production of raw materials, through manufacturing and sale, to use and end of life.

The four Fashion Futures scenarios follow: Slow is Beautiful presents a world of political collaboration and global trade. "Slow fashion" is in vogue, and high street brands compete on sustainability credentials. Climate change refugees have introduced new fashion influences. People own fewer, but higher quality clothes. "Vintage" second-hand clothes are also popular,

bought and sold online. People also wear “smart” clothes, which monitor their health and wellbeing. Japan specialises in remanufacturing the world’s used garments.

In Community Couture, self-sufficient communities are thriving in a world struggling to cope with the impacts of climate change and resource shortages. Only the rich can afford new clothing, and factories that still make clothes from raw materials need protection from armed gangs. People rent garments from clothing libraries or make their own in community recycling centres. Second-hand clothing is a valuable resource and nothing is thrown away.

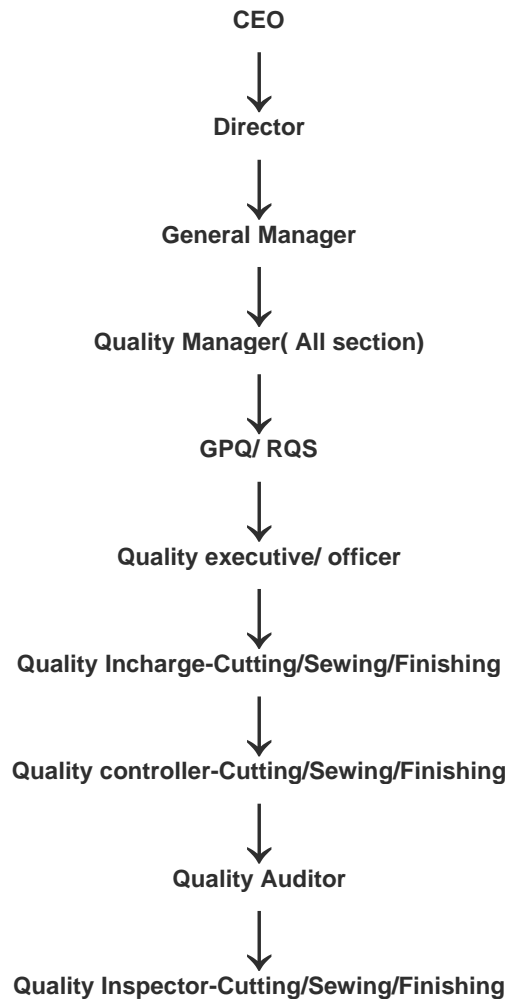
The prosperous world of Techno-Chic has benefited from an early switch to a low-carbon economy and huge technological investment. 3-D body scanners allow people to “try on” clothes in virtual mirrors. Modular clothing, produced by machines in China, is customized in store to individual taste. The latest craze is “Chameleon” clothing, a military spin-off, offering a blank canvas which can change colour and style, programmed to mimic the celeb of the moment. Clothes are designed to biodegrade or be reused.

In Patchwork Planet, the world has fragmented into competing blocs with rapidly changing fashions inspired by religious and cultural ideals. Western clothes are banned in much of the Middle East. Resource shortages have driven innovation: garments can be “grown” from bacterial cellulose. Clothes are designed to be zipped, tucked and strapped to create many different looks, and post-purchase services allow owners to update them in line with the latest local trend. Fashion Futures will be launched during London Fashion Week at an event hosted by Levi Strauss & Co. and Forum for the Future at London’s Southbank Centre on February 23rd. A presentation on the project is on the program for the Defra Sustainable Clothing Roadmap conference the same day, an annual industry event on sustainable clothing.

### **Structure of Fashion Industry-**

The fashion industry is not impervious to the threats presented by the world’s uncertain future, including climate change, resource scarcity, vulnerable economic conditions, changing consumer behavior and so on. The challenge to the fashion industry then is in understanding these threats and taking appropriate action to safeguard its future, protect the environment and improve the lives of its customers, workers and suppliers around the world.

## Structure of Fashion Industry



- **CEO-** Chief executive officer, highest designation after owner.
- **Director-** Some Factories have quality director, give important direction to develop quality.
- **Quality AGM/ GM-** Head of all quality staff and managers.
- **Quality Manager-** Quality Manager is responsible post in garments industry
- **GPQ / RQS-** GPQ and RQS work to implement buyer quality requirements, they work as buyer representative on behalf of factory end.
- **Quality executive:** They work with managers, Quality staff, Quality inspectors and workers
- **Quality In-charge:** They work with managers, Quality staff, Quality inspectors and workers
- **Quality controller-** Every section have quality controller (QC) to work in root level.
- **Quality Auditor:** Quality auditor do lot wise AQL Audit.
- **Quality Inspector-** Quality Inspector (QI) is the lowest grade of Garments quality department. Quality inspectors jobs is to do garments in any section.