Course Title: INDIAN AND GLOBAL FASHION (THEORY)
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Unit II: Social Aspects of Clothing

- Global Designer Practices- Vendor as Designer, Private Label Designer, Brand Label Designer, Free Lance Designer, Designer as Manufacturer, Costume Designer, Consumer as a Designer

SOCIAL ASPECTS OF CLOTHING

Clothing has various <u>social</u> aspects. Wearing specific types of clothing or the manner of wearing clothing can have the deliberate purpose, or the desirable or undesirable side-effect, to correctly or incorrectly be interpreted in terms of class, income, belief and attitude.

For example, wearing expensive clothes can be due to (a combination of)

- being rich
- liking to spend much money (as much as one can afford or even more)
- spending one's money for a large part on clothing
- managing to obtain clothing cheaper than usual

An observer can see the resultant, expensive clothes, but may be wrong about the extent to which the four factors apply. All factors apply reversely for wearing cheap clothes, and similarly for other goods such as a house, a car, etc.

Other messages clothing can give:

- stating or claiming identity
- establishing, maintaining and defying <u>social group</u> norms

Dress codes may apply:

- by law
- for employees, pupils/students, etc. - sometimes a <u>uniform</u>; sometimes depending on the day, see <u>Casual Friday</u>; see also international standard business attire
- for customers, e.g. for a <u>disco</u>, nightclub, casino, or more relaxed rules (e.g. shoes required, and not bare chested) in shops and restaurants
- on special parties; sometimes a special kind of clothes is the theme of the party
- in social life in general

Possible "inappropriate" or socially unacceptable ways of wearing clothing include:

- unbuttoned (notably the fly)
- unzipped (ditto)

- backward
- inside-out
- mis-matched socks
- A wide dress, skirt or shorts exposing underwear or genitals by the way one sits, or when blown upwards (see also Marilyn Monroe), etc.

Possible inappropriateness of clothing relative to the occasion (note also the concept of dress code):

- too bright or merry for a serious or sad occasion, for example at a job interview or at a funeral
- too somber for a festive occasion
- insufficiently modest
- too formal
- causes a potential breakdown of the command chain (for example, in school situations, a teacher is required to adhere to a much stricter dress code than the students)

Global Designer Practices

Vendors as Designer- In general, a vendor is any outside entity that you buy products or services from. Vendor only sale the products but many time he creates something new introduce to market his own design and perform a role of vendor as well as designer also.

Private Label Designer- A private label designer's manufactured a product on contract or third-party manufacturer and sold under a designer's brand name. As the retailer, you specify everything about the product – what goes in it, how it's packaged, what the label looks like – and pay to have it produced and delivered to your store. This is in contrast to buying products from other companies with their brand names on them. The principal advantages of this lie in the power it gives retailers. They control production, pricing, and branding. Taking on established brands and manufacturers, though, is no small undertaking.

For example, Target sells a variety of branded snacks from companies like General Mills and Frito-Lay, but it also sell its own chips and crackers under the Archer Farms brand – Target's private label brand.

Brand label Designer- The term designer label refers for clothing, and other personal accessory items sold under an often prestigious marque which is commonly named after a designer. A brand label designer work for a particular brand, A designer, design a product and sold with an identity.

Freelance Designer- Freelancer, or freelance worker, are terms commonly used for a person who is self-employed and not necessarily appointed under a particular employer long-term. Freelance designer are sometimes represented by a company or a temporary agency that resells

freelance labor to clients; others work independently or use professional associations or websites to get work. They can design at own level and introduce their design at offline and online also.

The term freelancer is most common in culture and creative industries, and use of this term may indicate participation therein.

Designer as Manufacturer- Manufacturers plays the role of designer and A designer can lead a company as a manufacturer. A fashion house or a company can have more than one designer, A designer after getting industrial experience he can establish own fashion house and become a manufacturer.

Costume Designer- A person who perform the designing of all type of dress material, dress and accessories used with dress, called complete costume designer accessories includes Necklace, ear-rings, hair accessories, bangles, rings, footwears, buttons, tussles, handkerchiefs, perfumes etc. Sabya Sachi Murkhi is the best example of it.

Consumer as a Designer- Many times consumers like to wear own designed dress, they put their own creative ideas to create new design and develop an innovative product. They can create variation according to their personal choice. Consumer can create variation in not only dress and they can create variation in use of fabric, colour, texture, design and print of fabric, style and pattern of dress and accessories. By taking interest consumer can become a good designer also.