

UNIT 5 READY TO WEAR GARMENT

Meaning and importance of readymade clothing in wardrobe planning

The garments which are available readily in the shops for different age groups with varied color combinations, up to date styles, latest prints, and trims and also suitable for different occasions and seasons are known as readymade garments. Ready-to-wear is the transition from handmade sewing and tailor-made garments to standardization of sizes for mass production.

In the present changing life style, each and every member in the family likes to follow latest trend with regard to their wardrobe. They want to dress up neatly and like to display their status. In today's fast-moving life, it is difficult to take the time for getting clothes stitched. We have to go to the market to buy a fabric, look for a tailor order stitching and wait till the dress is ready. To overcome this problem, we have an alternative method of buying a readymade dress. Almost for all occasions family members prefer to buy their garments from the leading readymade shops. They are abundantly available for all the age groups. Suitable accessories are also available along with the garments.

The wardrobe planning is to select clothes that are so basic in style and good in design that they are appropriate for the present set up as well as suitable for a few years to come. To derive maximum satisfaction one must develop good clothing practices. Good clothing practice includes the knowledge of wise selection of clothing, possession of an adequate wardrobe suited to various occasions which in turn helps in proper dressing habit.

Difference between customized and ready – to -wear

Ready -to -wear	Customized
They are readily available in many places	They are not readily available
Garments for various seasons and occasions could be purchased whenever necessary	Can not be purchased whenever necessary, we have to place order in advance.
Saves times spent on construction as in case of tailor made and homemade garments	Time consuming
Latest trends in fashion could be updated	Not possible
Branded goods could be purchased on availability	Not possible
Easy care of fabrics is possible with suitable label instructions	No instructions are there
Customers can try out the garments for their personal fitting	Customers can try out the garments for their personal fitting after competition of the garment
Garments may not match the taste of the buyer	Garment are of the taste of the buyer
Proper fitting is not possible sometimes due to wrong size	Proper fitting is there
Expensive than tailor and home-made garments	
In some cases, the readymade garments are less durable due to poor quality in stitching	Are durable
The garments which are available readily in the shops for different age groups with	Person having knowledge about fashion and having skills in garment construction, foresees

varied color combinations, up to date styles, latest prints, and trims and also suitable for different occasions and seasons are known as readymade garments. Ready-to-wear is the transition from handmade sewing and tailor-made garments to standardization of sizes for mass production.	the upcoming fashion, sketches garment designs, sometimes develop fabrics suitable for a particular type of garment.. A designer can foresees the upcoming fashion and design a range of garments for either one sex or both sexes of different age groups. Some designers work only for one person. Example- Famous celebrities, movie and the costume designers:
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2.FACTORS AFFECTING BUYING OF READYMADE CLOTHING

The clothes are considered as most visible component of the personality of an individual and are judged repeatedly to assess the characteristics of an individual. The first impression formed prior to the verbal communication affects the success of an individual in this highly competitive society. It is also called surface language, which is a pattern of instant impressions conveyed by appearance. The clothing, facial expression, grooming, gestures, the way one carry one selves, all form an impression others receive by non verbal communication as first impression.

As a surface language, the clothes can be used to communicate, to motivate, to attract, to separate, to show rebellion in the family, peer group or the society. So the selection of clothes by an individual should be done critically to project desired characteristics of the self. The choices of an individual for the clothing is are regulated by number of factors. These factors are as follows:

- 1. Social factors**
- 2. Economic factors**
- 3. Psychological factors**
- 4. Technological factors**
- 5. Environmental Factors**

6. Physiological Factors

1. Social factors

1. **Population changes:** The changes in the population has taken place owing to the following:
 - better health services; the total population is increasing
 - shift in population; migration of the rural population to the urban areas in search of job (local migration)
 - proportion of the people of different age groups
 - decrease in size of family; nuclearization of the family
 - Migration of the people to different countries for higher education and better job prospects has led to creation of multi cultural societies (cross border migration)

These changes in population are creating more demand for clothing overall, specific clothing for different age groups, occupations and various activities and global designs and styles in the clothing.

2. **Family location:** The locale where the family resides, affects the type of clothing and the amount of money spent for clothing purchases. The families residing in urban areas have better access to the clothing articles in the markets, their activities are different and have better awareness of clothing items in comparison to rural families. Hence the wardrobe of urban families are different than those of rural families in terms of:
 - Type and quality of clothing and accessories
 - Quantity of clothing and accessories
 - Variety in clothing and accessories
 - Frequency of purchasing clothing and accessories

Beside this, the cultural region (Muslim/ Hindu/ Christian/ east/ west) and the geographic location (tropical/temperate) where they are residing affects the choice for different types of clothing.

3. **Occupation:** The type of occupation in which a person is involved affects the specific clothing he requires at the work place. Usually the clothing of work place differs from that of the general clothing. Also some occupations call for specific clothing for identification of different hierarchical levels as well as the required protection at the work site. So the person has to maintain different types of clothes for general use and for work place.
4. **Family mobility:** The movements of the families from one place to other affect the clothing practices of the family. Today the mobility of families has increased owing to the job requirements. Some jobs require a person to move from one place to other to continue it, like in army or bank sector while other jobs require movement due to shifting as in MNCs or pvt. Sector. This instability in place of residence sometimes forces the family members to have a limited wardrobe as well as their mobility to different place might require them to purchase region specific garments.
5. **Housing changes:** The availability of the convenience facilities in the house affect the types of clothes used by the family members. The air conditioning facilities in houses has increased the use of all weather clothing instead of season specific clothing in the families. Also the structure of houses has changed a lot. Adequate storage facilities are available in all the households; this has enabled family members to have different types of clothes according to the seasons as well as for different activities.
6. **Family size and cycle:** The position of the family in the family cycle decides the size as well as its composition i.e., the number of family members and their age group. The family members of different age group have varied requirements for clothes and the number of members in family affects the per capita budget for clothing.
7. **Social role and status:** The social role of a person in the society is

regulated by its age (child, adolescent, adult, elder), the position in the home (child, sibling, spouse, parent, grandparent) and designation at the work place (Owner-employee, manager- supervisor-worker) or in the organization (executive body member/ general body member). Every role has a status attached to it. So to perform their roles, people choose proper dresses to carry out their task effectively and to express their status. Example buying behaviour of the upper class can be easily differentiated from the middle and lower class.

8. **Cultural factors affecting consumer behaviour** - culture is basically the way of living and thinking pattern that is followed from generation to generation in a society. It includes knowledge, beliefs, traditions, morals, values, customs and other such habits that are acquired by people as members of society. Example Indian culture is entirely different from cultures of other Asian, Arabic and western countries.
Example buying behaviour of the upper class can be easily differentiated from the middle and lower class
9. **Occupation** Many professions have a specific dress code which gives them a special identity. For example: People working in the hotel industry, airlines, traffic policemen, security guards, etc. Certain specialized activities require special apparel. For example: Special overalls are worn in the laboratory, during mixing chemicals for pest control by people or by those who work in nuclear power plants. They protect the workers against radiation hazards. Firemen wear apparel made of fireproof fabrics.
- 10 **Gender** - Western culture many traditional garment forms were specifically reserved for one gender e.g. trousers for men and skirts for women. With the relaxation of the earlier rigid social attitudes since 20th century, the roles of men and women have changed. Over a period of time, conventional barriers have been breached wherein fashion for one gender has 'borrowed' components from the other's wardrobe e.g. trouser suits for women.

2. Economic factors

1. **Income:** The increase in income occurs due to high pay scales offered in different jobs and more number of family members earning livelihood per family now-a-days. The increase in income of the family affects the availability of the funds for purchasing the clothing for different family members. Besides basic clothing needs, the specific wants of the family members could also be met with the availability of money in hand. Thus the members could choose different types of garments along with the accessories to improve their appearance.
2. **Technological Advancement-**The developments in the technology related to apparel and textile production and finishing along with the allied sectors affect the clothing choices due to:
 - ☐ Availability of new products with better comfort, durability and finish
 - ☐ Suitability of product to varied end uses
 - ☐ Communication of designs globally at fast pace
 - ☐ Care auxiliaries' and equipment's availability resulting in easy care and maintenance
3. **Changing status of women:** The education and the employment of the female members have changed the financial status and decisive powers in the families. The families have high income level and the women are now taking decisions for the clothing of other family members owing to their empowerment. Besides this, different clothes are required for work and home. Thus the clothing selection for a specific family member has changed a lot in terms of style, colour, texture and their quantity.

3. Psychological factors

1. **Needs:** The clothing is required to fulfill the physiological (comfort, warmth and disposition) and psychological (comfort, conformity and personality) needs of the wearer. So the clothing with specific colour/s, fabric and style is chosen by an individual to have proper fit, comfort and to express the personal self through it. Since every individual has distinct physical characteristics and psychological needs, they require different types of clothing even in same conditions. Besides this, people with special needs (physical and mentally challenged) require clothing as per their needs and their garments may differ in structure and features. Besides this, the needs of an individual are also regulated by various social and economic factors.
2. **Values:** Values are the standard behaviours expressed by the individuals and are expected by society from an individual. The values of each individual vary as they are affected by different agents of socialization process and they change from time to time. So the values of the members in a family are different from each other. The values we esteem reflect our individuality and play an important role in directing our behaviour and decisions. The clothing choices of an individual are thus affected by his/her values.
3. **Attitude towards clothing:** Attitudes refer to the way one feels, thinks and behaves; are built through experience and interaction with other people. Attitudes and attitude change are influenced by an individual's personality and lifestyle. The clothing is taken as a means to express one's attitudes towards group conformity, self expression, aesthetic appeal, comfort, economy, etc. So while selecting clothes the individual's attitude affects the type of clothes and accessories chosen for different activities.
4. **Environmental Factor**

Climatic Factors- People living in cold climate need to wear woollen clothes to

keep warm. People living in very hot climates as in deserts need to wear turbans of thick cloth to protect their heads and wear garments made of cotton to stay cool.

Weather - Some fabrics and colors are suitable for winter while others are not, for example synthetics; silk and wool are suitable for winter as they are bad conductor of heat. Cotton and blends of cotton with synthetics are good for summer as they are good conductor of heat and absorptive. There are cool and warm colors. The cool colors are associated with coolness, for example, blue, green, white etc. Warm colors are bad conductors of heat and associated with warmth for example, red, golden yellow and orange. So warm colors are suitable for winter, whereas cool colors are chosen for summer.

5. Physiological Factor

Age Clothes worn by an adult woman are definitely not the same as those worn by a college going girl. For small children dainty prints in soft colours can be chosen. When children enter late childhood stage, boys like masculine colours like blue, greyish blue and brown and girls like to wear feminine colours like pink, green, red etc. Teenagers like to have variety in their clothes. Selection of clothes for adults depends upon the type of work a person is engaged.

Body Structure - Every person has unique figure. Some are tall or short, fat or lean and thin. Some are of normal height and width. A man should wear clothes in accordance to his figure irrespective of latest trends in fashion and design.

Whatever is the body shape, clothes can make it look different. By judicious use of colors and clothes the figure flaws can be camouflaged or salient features highlighted. For example, persons who intend to look taller and thinner should wear clothes that are plain and of single color and with vertical lines and designs. Similarly, those who wish to look shorter and fatter should wear horizontal designs and with two or more colors in

their dress, e.g., if the salwar is of light color, the shirt should be of dark color with horizontal lines.

They may also use frills, piping in their dress to look fat. For a tall and fat lady, clothes with diagonal lines are more suitable. They should also not wear very light or loose clothes. Short coat and jacket too, give a feeling of shortness. All types of clothes do not suit to all body figures. For a fat person light and soft clothes, and heavy and fluffy clothes-like organdy and taffeta, should be used for a lean and thin person.

Activity level- It refers to certain traits in a person that distinguishes him from others. A person can have a personality wherein he/she is confident, introvert and doesn't like to socialise much. Similarly there could be people who socialise a lot and are adaptable, open minded to discuss anything have interest in many activities like swimming, mountaineering etc. these type of people would buy products that suit their interest. An outgoing person would prefer buying trendy and attractive clothes, and prefer sitting in a coffee shop with friends, etc. Similarly an introvert person will have a different choice of colours when choosing a dress, etc.

Interest – personal interest is an attitude, and a way in which an individual stays in the society. The buying behaviour is highly influenced by the interest of a consumer. For example when a consumer leads a healthy lifestyle, then the products he buys will relate to healthy alternatives to junk food. Example if the person is interested in fashion then he will buy fashion products more than the person who is not fashion conscious.

Health - healthy persons are physically and socially active. They are involved in various activities. Hence the need for clothing is more than an unhealthy person.

OTHER FACTORS

Fashion: Fashionable clothes look beautiful. One looks odd when one goes out of fashion. Few fabrics and colors are in fashion while others are not. Some clothes should be bought according to fashion and others should be simple. Children belonging to

high-income group can wear fashionable clothes to great extent as compared to low-income group. Too much of fashion should be avoided.

Selection of clothes should be very judicious so that we can buy best clothes by spending minimum amount of money.

Politics _ Individuals have a specific perception and image of themselves. These self-concept or self-images are closely connected to the personality of the products or services patronised by them. This means that consumers tend to purchase goods or services, which according to them have symbolic image closely related to their self-image.

Public personalities associated with politics may, by virtue of their charisma and achievements, evoke people to emulate them through clothing. The jacket with a band collar called *bandhgala* jacket worn by Pandit Jawarharlal Nehru was a popular alternative to the western menswear suit in the 1950s. Lady Diana was a global icon whose style was appreciated for elegance and appropriateness for the occasion.

Spiritual beliefs : A belief is a descriptive thought, which a person holds about certain things. It may be based on knowledge, opinion, faith, trust and confidence. People may hold certain beliefs of certain clothing . Beliefs develop certain images about particular clothing, which in turn can affect buying behaviour.

Personality

The personality, value and culture of a person can be judged easily from his dress. There are different types of personalities.

Highlighting salient features of the personality and camouflaging the figure flaws to some extent is possible through dress. Improper dressing makes person a laughing stock and causes inferiority complex.

On the other hand, proper dresses help in building self-confidence which is essential for the proper development of personality. This affects our behavior and mannerism and develops harmony and personality.

Clothes are an indication of caste, place, state, and occupation of the person. Clothes affect the personality of the wearer. People who are introverts prefer light and sober colors whereas extroverts like bright and gaudy clothes.

National spirit : This term is used to measure the consumer responses to foreign made products. Under this, there can be two types of consumers – consumers who are highly ethnocentric and who feel it is inappropriate to purchase foreign made goods. In India, sometimes the term 'swadeshi goods' is used. If such individuals are in reality highly ethnocentric, they would exclusively go for the purchase of 'Indian made' products – like khadi clothes etc.!

Media

4. AREAS

Traditional and Handloom sector is linked with the artisans which make the clothing with pride to show off their skills and their identity. Indian dresses are all about grace and elegance. The ethnic aura of different Indian outfits, including sarees, salwar kameez, lehenga and many more, help you to look fashionable. In the past this versatile and graceful ethnic fashion is the kind of style which was available only on prior orders of consumer demand. But with the changing of time Traditional wear has always had a special place in the hearts of fashion-conscious Indian women and men. The best part about donning ethnic wear is its ability to evolve into something unique that will definitely make you stand out in the spotlight. Not only does Indian ethnic wear speak the language of eternal grace, but it also takes you back to our country's cultural and sartorial roots. This very school of thought is responsible for changing the face of ethnic fashion in India, by entering

into the field of ready to wear garment clothing to meet the demand of consumers. .The traditional and handloom sector now dream to build the biggest, trendiest ethnic fashion destination that makes shopping as comfortable and easy as possible.by introducing latest fashion garments like .salwar kurta, skirts shirts, trouser,sarees.toppers,scarfs,lehangas,frocks Pants. Achkans etc. For example in past lehenga for wedding was available only on prior orders but now available in variety of designs,colour,and sizes ready to wear. Make any occasion or festivity you attend a stylish affair by diving into a collection that is so vibrant that it will definitely take your breath away. Globalisation has heralded new industries and increase in number of working women has resulted in increased disposable income which in turn has fueled this market segment. The Internet has exposed women to fast fashion and has resulted in awareness on fashion trends and styling. As a result women are also experimenting with fusion looks. Dresses with traditional prints, short kurtis with straight pants are making inroads in everyday fashion. These combinations make the ladies stand out be it at the workplace or at social outings,” “Ethnic wear is not just limited to traditional occasions and festive seasons anymore. People are sporting these looks at the airport, for meetings and in parties,”

Clothing for Infant (8 to 9 Months)

The three “musts” in clothing the new born baby are warmth, comfort and hygienic qualities. The new born baby will react to the variable temperature of new environment. Babies heat up and cool off more quickly than do grown-ups. The new baby is more subject to fever producing infections, many of which can be transmitted by clothing if care is not exercised. During the first few months of life, the baby will sleep 80 per cent of the time and must have comfortable clothing for sleeping. The most suitable fibre for infants clothing is cotton, because it is soft and can be kept hygienically safe by washing in extremely hot or boiling water.

diapers, towels, napkins, footwear, bath and hygiene, toys, travel seats,mittens



booties,jhabla,frocks, etc. are available in the market

Clothing for the Toddler (1 to 2 Years)

The toddler needs clothing that provides maximum freedom for all the activities usual at this stage. Overalls are preferred. One piece garments with gripper openings at the legs or crotch are commonly worn by toddlers, although one-piece clothing is soon outgrown because of the rapid growth in this period. During creeping and toddling years, one-piece pyjamas are usually safer and neater than two-piece ones. Pyjamas should be made of soft washable materials. Shirts, t-shirts,shorts,jeans,trouser, dungaree, nightwear,inner wear,jackets,party wear, sportswear, swim wear etc products are available in the market.

Clothing for the Pre-School Child

(2 to 4 Years)

Clothing for the pre-school age child may be a major problem for the family because it is expensive and used only for a short time. Clothing should be selected to help the child develop self-reliance, practice social skills and interact with peers. Garments should be flexible, comfortably warm, easily cleaned, soft, convenient for frequent toileting, adjustable to the rapidly growing body and attractive in design and fabric.

The wardrobe of the pre-school child must be chosen with as much care as that of any family member. Many factors affect the size and content of child's wardrobe. The pre-school child needs clothing that fits close to the body and is free from dangling ties or ornamentation that might catch on things. Growth is more rapid during the pre-school years. Buying clothes with growth features will enable a garment to be worn over a longer period of time. Shirts, t-shirts,shorts,jeans,trouser, dungaree, night wear,inner wear,jackets,party wear ,sportswear, swim wear etc products are available in the market.

Clothing for Expecting Mothers (Maternity Wear)

Maternity clothes around the world have been undergoing significant changes. There is greater demand for fashionable maternity clothes. Nowadays pregnant

women are no longer trying to hide their “Baby Bumps” instead chooses to wear garments which fit their new shape often emphasizing the bust and abdominal area. There are many brands which produce everyday wear for pregnant women. As the body shape is changing the maternity clothing is made with Lycra and elastic for stretch and growth. The outerwear category held a major share in the market and is expected to witness significant growth due to rising demand for formal wear among pregnant working women population across major cities in developed and emerging countries maternity wear that provide t-shirts, camis, jeans, and sweatpants with the classic, clean lines tunics, night wear, inner wear and frocks etc for women of all sizes.

Sportswear or activewear is [clothing](#), including [footwear](#), worn for [sport](#) or [physical exercise](#). Sport-specific clothing is worn for most sports and physical exercise, for practical, comfort or safety reasons.

Typical sport-specific garments include [tracksuits](#), [shorts](#), [T-shirts](#) and [polo shirts](#). Specialized garments include [swimsuits](#) (for [swimming](#)), [wet suits](#) (for [diving](#) or [surfing](#)), [ski suits](#) (for [skiing](#)) and [leotards](#) (for [gymnastics](#)). Sports footwear include [trainers](#), [football boots](#), [riding boots](#), and [ice skates](#). Sportswear also includes [bikini](#) and some [crop tops](#) and [undergarments](#), such as the [jockstrap](#) and [sports bra](#). Sportswear is also at times worn as [casual fashion](#) clothing.

For most sports the athletes wear a combination of different items of clothing, e.g. [sport shoes](#), [pants](#) and [shirts](#). In some sports, protective gear may need to be worn, such as [helmets](#) or [American football](#) body armour.

Sports fabrics are technical materials which help to keep the wearer comfortable during exercise. The type of fabric required will depend upon the intensity of the exercise and the activity. [Yoga clothing](#) should use fabrics with exceptional stretch ability for easy movement which will likely require the fabric to be of a knitted construction. Apparel for long distance running will keep the wearer in good comfort if it has excellent moisture wicking properties to enable sweat to transfer from the inside to the outside for the garment. Performance clothing for

outdoor sports in the winter or snow sports should use breathable fabrics with very good insulating properties

MENS WEAR – Trousers and shirts are extremely comfortable are fabricated from the best fabrics. Moreover, these shirts and Trousers are available in variety of sizes and types such as formal, casual, semi-formal, semi-casual, denim and many more. Ethnic style kurta pajama,achkan ,sweaters, jackets,t-shirts ,shortssocks,caps, sportswear,swim wear and many more variety are available in the market for men's wear

Female wear-Tops,skirts,palazzos,trousers,leggings, frocks, gowns,one piece,saree,lehenga night wear,nighties,shapers,pyjamas and lounge pants,scarfs,shawls,stoles,track pants, joggers,sportswear ,maternity wear,swim wear, etc are easily available in the market to ready to wear .

4.READY MADE INDUSTRY DEPARTMENT

1.Merchandising Department - Merchandiser is a person who interacts with the buyer and seller, and also puts efforts into proper relation between buying offices, buying agents, agency and seller, exporter in terms of executing an order. A garment export unit generally has many departments like stores, cutting, production, packing and checking. Merchandising department is the star of the department among all the working departments in the export concern, because merchandising is the only department having maximum control over the departments and totally responsible for profit and loss of the company. The job

of a merchandiser is to coordinate with the entire department in the office as well as the customers. Merchandiser meets the buyers and collects the details of their requirements to develop the relationship with the customer. After conformation of an order from the buyer the planning process for execution of the order is done.

2. Designing and sampling are the main process in garment industry and it has a vital role in attracting buyers. The buyers generally places the order after they are satisfied with the quality of the samples. The samples decide the ability of an exporter. The buyer will access the exporter and his organisation only by the samples. The purpose of sampling is not only to get bulk orders and also give some additional benefits to the exporters. By doing sampling the exporter can estimate the yarn consumption for developing the fabric, a clear idea on costing and more over the manufacturing difficulties. There are different phases of sampling; the first phase covers the development of the initial concept or design idea through its approval by the customer. The second phase covers the process following acceptance of the first prototype sample and includes the functions of sourcing and ordering component, testing the product and carry out trials and finalized sample specifications. The third and final phase phase includes a range of activities that are carried out before large scale or bulk production capacity outside the home producer or developers wherever this is applicable.

3.Spreading, Marker Planning and Cutting Department - Approved sample, pattern and measurement chart must be ready in the department. The head of the department will be a pattern master. His skill will be a very big asset to the company by way of saving the fabric and making new designs for the export trade.

Machinery required: one cutting machine. One table of 18 m/1.5m length and breadth

Spreading - In the cutting department, spreading plays a vital role. In spreading, the number of plies of fabric, that the production planning process has dictated to the

length of the marker plan, colours required are correctly aligned as to length and width, and without tension. This saves time, cost of cutting and cost of materials.

Marker Planning The amount of fabric consumed per garment and the total profit of the garment unit is decided by the marker planning and marker making. The length and width of the marker is very important here. Based on this marker only the spreading length will be decided. The fabric consumptions and fabric wastages depends on this marker making. The industry has always paid great attention to marker planning, because when the cutting room cuts cloth it spends around half the company's turnover. Any reduction in the amount of cloth used per garment leads to increased profit.

4.Stitching - Power operated machines preferably batch system is used to get uniform quality and better productivity. Production in charge will be responsible for the sewing operation. He must know quality aspects in every stage, guide tailors and supervisors to get the work done at satisfactory level and to meet the targets. Additional to sewing machines, attachments, guides, folders are required for special operations. Machines like Double needle, Feed of arm, Button Hole and Buttoning machines are also required.

5. Finishing Department - Either for effects or shrinkage garments are washed. Washes vary depending upon the type of fabric used and the type of garment. Some of the common washes are garment wash, stone wash, caustic wash, bleaching acid wash, sand wash and enzyme wash.

Machinery required : Washing machine, Hydro Extractor, Tumbler Drier, Store/
Chemicals

6.Inspection - Inspection is an important concept in all stages of garment production. To get the quality product, check and controls must be ensured in each stage of the production. This will also avoid all kinds of mistakes.Prevention is better than cure and also do the things right at the first time. These will really bring an awareness in the production line. By any chance an alteration or a mistake in the garment is difficult to be rectified properly. For upkeep of quality, good housekeeping and cleanliness should be of top priority.

7.Pressing and Folding - Presentation of a packed garment makes all the

difference in sales. The real skill of the industry lies in this point. A welltailored garment can be finished badly or a badly stitched garment can be presented properly. Garments can be folded as follows:

1. Stand up pack
2. Plat pack
3. Deadmen fold
4. Semi stand pack

Machinery Required

Steam pressing with vacuum table, Dummy blowers, Shift folding tables, Stain removing guns.

8. Packing and Despatching - In the garment export trade packing is an art and is a very important stage. If the presentation and packing is good, it will really attract customers and sales will be faster. Our ultimate aim must be to impress the buyer with quality product. While packing, ratios, size, colour, tables are to be observed and followed meticulously. As policy matters decision taking or making has to be done as early as possible. Delay in minutes/ hours will create problems and losses. Concentration, involvement and commitment will fetch real good foreign exchange to the entrepreneur and to the country in the international market.

9. Ware house or store All the departments in a clothing industry require administrative support for their operations to ensure orderly and systematic functioning. The procedure covers preparing orders to supplies, checking goods, timing and methods of stock taking, imports and exports, obtaining credits for returned goods and materials, issuing credit for customer returns, negotiating and issuing tenders for major projects and purchase of furniture and equipments.

