

UNIT-4 WARDROBE PLANNING

Definition

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 device 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.

Importance of wardrobe planning:

- **Saving time** deciding what to wear. Imagine having at least 1 or 2 outfits that work well for any event in your life!
- **Saving money** on wardrobe 'orphans' (items that don't go with anything else), and buying duplicates of items you already have
- **More ease (less stress)** by knowing you have something to wear for every occasion

Steps of wardrobe planning:

1. Sort and purge

Remove items from your closet and drawers. As you remove items, sort them into one of four piles:

1. “Store” (for seasonal items)
2. “Repair/Clean” (items you enjoy, but need hemming or buttons or cleaning)
3. “Donate” (useable items with no repairs or cleaning needed)
4. “Toss” (items that are too worn or cannot be repaired)

No digging through the “Toss” or “Donate” piles; if you’ve put the item there on first consideration, that’s where it should stay. If you haven’t worn something for a year, definitely donate or toss it. Once the items are removed, bag them up to send to their respective places. Items to be stored can be boxed in airtight Rubbermaid containers or vacuum-storage bags and put under the bed or in your storage locker; anything to be repaired or cleaned needs to be taken immediately to the drycleaner or seamstress; donated items can be taken to the Salvation Army, Value Village or be picked up by Big Brothers; items to toss can be, obviously, tossed!

2. Shop in your own closet

Once you have finished sorting and purging, make a note of the items that are left in your closet and drawers. Group them according to type; tops, bottoms, jackets and accessories. Mix and match these items to create new outfits.

3. Make a list

As you are mixing and matching, make a list of the items you need to purchase to complement your existing pieces. This list is the basis of your wardrobe plan.

4. Set your budget

Estimate the cost of the pieces you’ll need to purchase. If you’re not sure, you can base the estimate

on pieces you've already purchased, or do a little web surfing to find out a range of prices for the items you're looking for.

5. Determine time and place

Decide what time of year each piece needs to be purchased and where you will purchase these items. For example, a great time to purchase a winter coat for cost savings is actually at the end of winter, but if you value selection over cost, you should shop at the beginning of the season instead. The choice of store is determined by your budget and location. Allocate time and funds from your budget as needed for shopping trips and schedule it into your calendar. Once per season is the recommended minimum for scheduled trips; a minimum of two hours should be allocated to each trip.

Now that you have followed the basic steps to create a plan for your wardrobe, you will find that shopping is much easier and far more cost effective. Next month, click back to find tips on how to organize your closet to get the maximum efficiency from your wardrobe and minimize the stress associated with getting dressed in the morning.

FACTORS AFFECTING WARDROBE PLANNING

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 firstimpression.

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. Socialfactors**
- 2. Economic factors**
- 3. Psychologicalfactors**
- 4. Technologicalfactors**

1. Social factors

- 1. Population changes:** The changes in the population has taken place owing to the following:
 - better health services; the total population isincreasing
 - shift in population; migration of the rural population to the urban areas in search of job (localmigration)
 - proportion of the people of different agegroups

- 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.

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. **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 mean 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. Technological factors

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

FACTORS INFLUENCING CONSUMER BEHAVIOUR

Various factors influencing consumer behaviour are classified into 4 categories

1. economic factor
2. personal factor
3. cultural and social factors
4. psychological factors

1. Economic factors influencing consumer behaviour

- Personal income- total income of the consumer
- Discretionary income – income available to a consumer after deducting taxes and basic cost of living.
- Disposable income – income available with consumer to spend according to his wishes.
- Family income - income of the family. Lower income families have less demand and prosperous families.
- Consumer Expectations regarding future income
- Availability of liquid assets with the consumer
- Consumer credit – availability of consumer credit, credit policy
- Level of standard of living

A consumer demands more and spends more with increase in the income or expectation of future profit or availability of liquid cash or availability of credit but saves and demands less in its absence. The nature of consumption and buying pattern of a consumer is also affected by the income of the family and the level of standard of living.

2. Personal factors influencing consumer behaviour

- Age- people of different ages have different needs.
- Occupation – professionals, Businessman, salaried workers have different demands
- Lifestyle cycle stage – newly born, teenager, bachelor, married, parents, grandparents.

- Lifestyle – achievers, strugglers strivers, makers
- Personality – aggressive, shy, introvert and extrovert, conservative, experimental.
- Self-concept – one's perceptions towards themselves.

3. Cultural factors affecting consumer behaviour

- Culture- 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.

- Subculture- subculture is a segment of culture which helps a marketer to know another person's culture either psychologically, socially or through mass identification. Subculture consists of a group of people within a culture who exhibit similar buying behaviour and have similar beliefs

example within India, buying behaviour of Muslims of the north India can be differentiated from the Muslims of the South India

- social class – social class segments the market on the basis income criteria and standard of living. It refers to divisions of members of a society on the basis of education, occupation, income etc. Usually people belonging to the same social class have similar preferences in case of choice of Residence, entertainment, luxury products etc,

Example buying behaviour of the upper class can be easily differentiated from the middle and lower class

Social factors influencing consumer behaviour

- social group- A group is any collection of individuals with similar interest, opinion and activities. An individual draws news regarding consumption and disposal of products from various social group he belongs to. The various social groups and individual forms a part of are;

a) Reference group- it refers to all those people which directly affect the Purchase pattern and decision of a consumer as they serve as a point of reference for comparison for the consumer while making a Purchase Decision.

b) contractual group- it includes friends, family, peers who have a direct and daily face to face interaction with an individual. They are most important source of influence on consumer behaviour.

c) avoidance group – A group of people that have a negative impact on a consumer. A consumer dissociates himself from such a group and avoid using products and services used recommended for promoted by the avoidance group. d) aspirational group – it includes film stars, TV celebrities, sports stars etc. Whom

a consumer aspires to be. A consumer wants to associate himself with people he aspires and uses products and services used, recommended and promoted by them.

- **Opinion leaders** - it refers to a key individual in a group which influence the behaviour of member of a group by providing them relevant information about a new Trends and products in the market.
- **Role and status** – every person place many roles in the society that is employee to his boss, parent to his children, referer for young ones, advisor to peers etc. and their behaviour pattern depends upon the role they play in the society. People also select and buy products according to their

status in the society. Social status of a person refers to his or her position in the society depending upon his income, occupation ,education etc.

Example CEO of a company would prefer to buy branded products from big store, while working in the same company may prefer value for money products from nearby stores

4. psychological factors affecting consumer

Customers behave differently towards the same marketing mix due to their respective psychological makeup. The psychological factors that affect consumer behaviour are;

- a) **Motivation** – motive is an internal force that drives a person to do something that is fulfill a need, achieve a goal, solve a problem. Different motives of a consumer can be understood through Maslow hierarchy of needs. All consumer react differently towards a product depending upon their position in the hierarchy. That is an individual will first satisfy his basic needs and then move upward in the hierarchy with satisfaction of each want
- b) **Involvement** - it refers to the amount of interest or importance a consumer shows towards a product. A consumer may have high or low involvement in a product for example a cricketer will give a very high importance and will be highly involved by purchasing a cricket bat while he may have very low involvement and interest when purchasing luggage bag.
- c) **Perception** - it is a process of selecting organising and interpreting information from our internal and external environment to form a meaningful picture. All consumer perceive the same product differently according to their own perception. For example wrestling is perceived differently by different people some perceive it a meaning less fighting while some consider it a sport.
- d) **Learning**- it is a process which brings a permanent change in the behaviour of a person. People generally learn through past experience and develop a certain behaviour towards a product or service.
- e) **Personality** - it refers to the total of all physical mental and moral characteristics of a person. Consumer buy products that suit their personality, for example some people prefer wearing formal clothes some like to wear casual clothes depending upon what suit their personality.

- f) Lifestyle- a person's life style is made up of his activities opinions and interest. Lifestyle of a person also depends upon his position in the life cycle stage that is teenager, bachelor, marriedetc.
- g) Attitude - attitude is a person's predisposition to act favorably or unfavorably towards a product, service, event, people etc. It is the way a person think or feels about an object. Consumers develop positive or negative attitudetowards a product or service due to a marketing stimuli, situational variables, experience or advertising and then decide upon an intended action for that product or service for example entrepreneur attitude towards risk, some are risk takers some like to play itsafe.

CLOTHING REQUIREMENTS OF INFANTS

New born babies' clothing must provide warmth, comfort and hygiene. Since baby's body allows quick heat up and cool-off, their body temperatures have to be watched very carefully. Hence clothes selected for babies should keep them sufficiently warm at all times. During the early months, the activities of an infant are limited to eating and sleeping, the clothing needs are limited to a few items which are necessary for his protection and comfort like shirts and diapers. Babies outgrow clothing very fast. Everything a baby wears should to be washable. In fact, it is wise to wash everything a baby uses before wearing even if in a sealed package.

KEY POINTS FOR SELECTION OF INFANTS CLOTHING

Clothing requirements for babies from birth to six months are few. The amount and type of clothing which the infant will need will be determined by:

1. Time ofyear
2. Climatic conditions
3. Warmth of the child'sroom
4. Condition of thechild

However, infants clothing should be selected primarily on the basis of following points:

- 1. Infant's clothes should be selected primarily on the basis of comfort and ease of care.** Comfort is the most important factor to be considered for baby's clothing. It can be achievedby

- The use of rightfabric/material
- The design of thedress
- The method ofconstruction

Use of right fabric/material: The fabric chosen for the infants clothing should be absorbent, porous, soft, pliable and not irritating to the skin of the baby. Cotton is by far the most suitable fabric. Blends with more percentage of cotton are also suitable. Fabrics chosen should be lightweight yet warm enough. Fur materials are to be avoided, as there is a danger of the loose fibres getting into the baby's throat.

The design of the dress: Design of the dress is an important aspect that should be considered while selecting clothes for children. Wrappers, Kimonos, and shirts that open all the way down the front or back are considered to be the best choice, since

they need not be pulled over the baby's head. The garments should be sufficiently large to make it easy to get the baby's arms into the sleeves but should not be so large that they make uncomfortable folds.

Simplicity should be the key point while selecting clothes for infants. Fancy trimmings are to be avoided as they irritate the baby and require extra care during laundering. Drawstring around the neck or a bonnet string should be avoided, as they can get pulled tight and become dangerous if a baby rolls over and get entangled in them. It is better to have ties and flat fasteners than large decorative buttons that can come off and be swallowed or poked in a nose or ear.

The method of construction: Baby's clothes should be comfortably loose to allow freedom of movement. The seams in a garment might cause discomfort if they are

numerous and bulky or placed where they tend to rub against the tender baby's skin. Clothing should be simple and well made.

- 2. The number as well as type of garments in the layette depends a great deal upon the resources and preference of the parents.** The most important thing is to have enough clothing to keep the baby warm and clean at all times. The mother's ideas as to how the baby should be dressed will also influence the number and type of garments to be purchased. To keep the baby comfortable and clean, a small number of easily cared for garments are sufficient. But if the mother feels the need to dress up the baby, then dress up clothes will have to be added to the layette.

Purchasing the layette

The period from birth to 18 months is termed as infancy. As a general rule it is better to have two to three layers of clothing than a single thick layer. Appropriate clothing along with adequate food and sleep contributes to the growth & development of the baby.

The first set of clothes required for a baby is termed as layette. The items to be included in the layette may vary from region to region and as per customs. Generally, a layette includes

- Gown and wrapper
- Shirts/Jabla
- Diaper & diapercover
- Sweater/sacque/hood
- Bonnet or cap
- Booties/shoes
- Mittens
- Bib
- Outerwear/Dresses
- Towels and facecloth
- Blankets
- Crib sheets
- Mattress pads
- Lappads
- Napkins

The first year of the birth is characterized by rapid growth, so the baby will outgrow much of his clothing by the time he is an year old. Hence it is wise to buy one size bigger, for the clothes to last a long time. Changes of season may necessitate a change of items in the

original layette.

Infant's layette in detail

1. **Night gowns or wrappers** - The gown/wrapper/kimono is the basic garment in a layette. They can be used for both day and night wear. They should be made out of soft cotton that is absorbent, comfortable and easy to wash. Suitable fabrics are flannel, muslin, knits, nainsook etc. (hyperlinks for underlined words)

Gowns are long bags with an envelope fold or drawstring at the bottom. Gowns should be at least 27 inches long. One advantage of gown is that it keeps the baby's feet warm. But it has to be changed if the baby wets it. When gowns are closed at the

bottom they are called sleeping bags. They should be long enough to permit the baby to move his legs.

Wrapper/kimono opens all the way down and can be worn with the opening either in the front or the back depending on the way the baby sleeps. If the baby sleeps on the back it can be fastened on the front and vice versa.

2. **Shirt/jabla**- Cotton shirts or jabla's can be found in styles with or without sleeves, diaper shirt, slip-on, or double breasted with either tie-side or pin-on. **Double breasted shirts** have no fasteners and have to be pulled over the baby's head. So they should have adjustable necklines for ease in dressing. Some shirts have waterproof tabs for pinning the diaper to the shirt. **Sleeveless shirts** are made of soft cloth like lawn, and are ideal for summers. In warm climates a diaper shirt and diaper may be enough for the baby. offer extra warmth across the chest and abdomen and are easier to put on and take off.

All the shirts should have an ample armhole to make the dressing easier. Fasteners at the side of the garment are preferable than on the front/back. For slip on shirts, the neckline should be large enough, so that it does not hurt the baby when the shirt is slipped over the baby's head. Shirts that are to be pinned should have extra thickness where pins are inserted, since constant pinning on a single thickness wears out the material.

3. **Diaper and diaper cover**- Diapers are the first item to be considered in a baby's wardrobe. It is essential that diapers be soft, absorbent, easily washed, and quick drying.

There are five main types of diapers

- **Bird's eye:** Made from fairly heavy fabric & woven with small geometric designs. It is bulky and dries slowly but lasts longer than others
- **Flannel:** Made from flannel cloth, they tend to be bulkier than bird's eye. They take a longer time to dry.
- **Gauze:** They are made from two layers of gauze cotton material. They are light in weight, very absorbent and dry quickly.
- **Knit:** Made from knitted material, these diapers stretch to fit the body and do not

require folding. It prevents the bulk between the legs a problem seen with other diapers.

- **Disposable:** Made from paper like disposable material and is available in pin-on, pad and diaper liner types. Diaper liners are made from soft cloth like cheese cloth.

Diaper covers are made from plastic or other water proof material. They should be loose and cut in such a way that it allows air circulation. They should not be tight as it might lead to rashes on the baby's body. They should not be worn more than necessary.

Waterproof pants come in three styles: all rubber that fits close to the body, bloomer with elastic around the legs and waist, tailored or gripper type made with plastic lining and grip fasteners at the sides. Diaper covers prevent the bed clothing from becoming wet.

4. **Sweater/sacque/hood-** Sweaters are a necessity, they keep the baby warm. A hood or a cap will provide extra warmth to the baby. Sweaters can be made out of cotton, acrylic or wool. They should be large so that they can be put on over the gown/shirts.

A sacque fits the baby closely like a bed jacket and opens down the front. The sleeves should be loose and large. Gripper fasteners are used with a soft knitted neck band. They may be knitted, crocheted or made out of any light weight fabric. Hoods and cap fasten under the chin and should be snug. They can be knitted, crocheted or made from soft cotton.

5. **Bonnet or cap-** This is only for outdoors when there is a cool wind blowing. A cap, fastening under the chin, is a good type to use for the baby. It keeps the baby warm.

6. **Booties / shoes-** A tiny baby's feet easily get cold except in hot weather, and he needs to wear woolen booties which fit snugly round the ankles fastened with a crochet draw string.

7. **Mittens** - Mittens cover the tiny hands of the baby and help keep them warm. They are different from gloves in the sense that mittens do not have separate finger openings.

8. **Bib-** They are necessary to protect a baby's clothing from soil & moisture and drooling. Absorbent cotton fabrics such as terry cloth with a plastic underliner are a wise choice. Dress up bibs can be made of organdy with an underlined absorbent material.

9. **Outer wear / dresses:** The new born baby requires some outer wear or dresses also. Dress should be made of soft cotton and be sufficiently large to make for easy dressing and allow for growth. Shoulder buttons help in easier dressing. Trimmings on the dresses should be simple like pin tucks, hemstitching, feather stitches, French knots and narrow simple embroidery that add to the appearance of the dress. Raglan and magyar sleeves are better than set-in-sleeves as they fit more loosely and allow

for a little room when the baby grows.

10. **Towel/ face cloth:** Towels and wash cloths should be soft and sterilized before use. They can be made from soft absorbent material like terry cloth. It is not necessary to purchase special towels for the baby. A family towel can be set aside for this use.

11. **Blankets:** Blankets can be

1. Receiving
2. Crib
3. Outdoor type

They can vary in size and weight. **Receiving blankets** **Crib blanket** can be a quilt, made from soft and absorbent material. Crib blankets should be light weight and large enough to tuck in at the bottom of the crib. There should be at least 1 to 2 crib blankets in a layette. **Outdoor blankets** are heavier and needed to wrap baby to help protect the baby from cold. Usually a hood or head covering is attached to these blankets. can be of flannel or napped material, light in weight and are generally small in size. They are used to wrap newborns snugly to lessen the shock of the new, open environment. About 2 or 3 receiving blankets or outgoing flannel squares about a yard square are adequate.

Cotton and acrylic are preferable for baby's blanket. Cotton blankets are easily washed, soft and inexpensive, but required more drying time. Acrylic blankets are light weight, dry very rapidly and are less apt to stains, but are more expensive than cotton.

12. **Crib sheet:** Crib sheets are useful for tucking the mattress. They should be of adequate size to tuck in. If slip sheets are made for the crib, the baby's bed can be kept clean easily with three sheets. The slip sheet is placed on the crib tied to the four corners of the crib. If the baby spits up and wets the slip sheet, it can be easily removed without remaking the bed. Since the slip sheet is not much larger, it is easier to wash than a full sheet.
13. **Mattress pads:** They are made of either plastic, rubber or quilted cotton. And should be large enough to cover the mattress. If a slip sheet is used, the mattress should be placed between the slip and lower sheet.
14. **Lap pads:** They are 15" x 15" in size and can be cut from any plastic or rubberized material.
15. **Napkins:** Napkins are a necessity, while handling a baby. They are made from absorbent material and are useful to wipe the baby's mouth after feeding.

CLOTHING REQUIREMENTS FOR TODDLERS

A child who is 12 to 18 months old is known as a **toddler**. Toddlers need additional clothes as their physical activities change during this phase. Their crawling activity is the most significant one during this phase. Also physical growth is rapid. So clothing selected should be large enough to allow for growth. Cotton is best because it is a good conductor of heat, absorptive, easy to wash, cheap, durable and soft etc. Firmly woven and durable materials like poplin, cambric etc are ideal for toddlers.

Desirable features in toddler's clothes

1. Comfortable to the child – loose enough
2. Easy to put on / put off
3. Good absorbency
4. Warm during winter / rainy season
5. Soft
6. Cheap and durable
7. Easy in care & maintenance
8. Light weight fabrics

Since the toddler is engaged in crawling and climbing, clothes should protect the body from the dirt on the floor and should be loose at crotch and hip area to allow room for diaper/training pants. The garment should be snug at the shoulder and stay on. Suitable garments would be rompers, overalls and knitted shirts.

A toddler's clothing / wardrobe should include

1. Overalls, creepers and sun suits
2. Training pants
3. Shirts and blouses
4. Dresses and slips, Suits
5. Nightwear
6. Shoes and socks

1. Overalls, creepers and sun suits

A one piece garment with a fastener opening at the legs or crotch is known as a **creeper**. A creeping baby moves on his hands and feet and so requires clothing that allows him freedom to do so. Ideal clothes for boys or girls in summer would be creepers or sun suits. In winter both boys and girls can wear overalls. Overalls give protection to the knees and legs of the creeping child.

Points to remember while buying overall, creeper and sun suits:

1. Overalls, creepers and sun suits should have fasteners (zips or buttons) in the crotch to permit enable changing of diapers without completely undressing the child.
2. The back crotch should be several inches longer than the front to accommodate the diaper and allow easy movement.
3. Creepers, sun suits and overalls are available with a water proof plastic lining in the pants, which help them to stay dry even though the diaper is wet.

2. Trainingpants

Training pants helps in toilet training of a toddler. They should be large enough to fit the child from the diaper stage until he is of pre-school age. There are two main types of training pants for toddlers, cloth and disposable. A two-way stretch girdle is a popular type of training pant. It fits snugly around the hips, is short in the crotch and is sufficiently heavy and absorbent to catch most accidents.

3. Shirts and blouses

These are worn with the overalls and sun suits. These should be made from a soft fabric, preferably cotton knit. Well known 'T-shirt' is the most suitable one.

- Blouses should have extra fullness at the shoulder to make for ease of movement.
- Shirts that open down the front or back are easier for dressing than those that pullover the head.
- Gowns and wrappers cut off at the bottom can be used for shirts and blouses for everyday wear.

4. Dresses and slips, Suits

Dresses and suits should be purchased with room for growth, but not so large as to be cumbersome for the child. They should allow for freedom of activities and be easy to put on and take off as well as to launder. If a dress is light in weight and a thin slip may be needed also. Avoid elaborate trimmings that tend to irritate the child's skin and cause problems in laundering.

Outer suits should be of wool / acrylic and should be interlined. These suits should be large enough to accommodate overalls or dresses and also should have allowance for growth. In cold weather, baby needs warm suits / coats and legging sets or leg warmers.

5. Nightwear

One piece pyjamas are better than two piece for a creeping baby / child. Pyjamas should be soft and easily washable.

6. Shoes and socks

1. Shoes are used to protect the creeping or crawling baby's feet from being scratched.
2. Shoes and socks provide warmth.
3. Shoes should be soft and have flexible soles.
4. Shoes should be heelless and slip proof and fit snugly around the heel in order to grip the foot firmly.

CLOTHING REQUIREMENTS FOR THE PRESCHOOL CHILD

Children between 3 to 6 years of age are termed as ‘**pre-schoolers**’. At this age the child is engaged mostly in play and hence clothes should be suitable for their physical activities. At the same time comfort and health features should not be overlooked, while selecting clothes for the child.

Preschoolers have a distinct liking and disliking for different clothing and they like to wear clothes that are similar to their playmates, which give them a sense of belonging to the group. A little boy will not enjoy wearing a new jacket when his playmates are all wearing sweaters. A child may suffer from being overdressed or feel inferior because he is not as well dressed as his friends. Dressing up like their playmates is necessary for their social development but at the same time clothes should be suitable for their physical activities which are equally important for child’s physical development. While at play, pre-school children like to run, jump, climb, carry, push and pull with ease. Thus, one should select light weight; well-fitted, comfortable garments with less constructional details which will not create hindrance in playing.

Consequently, proper clothing not only enhances growth and development of the child but also gives the child pleasure and self confidence, thus making childhood a delightful period.

Factors To Be Considered While Selecting Preschool Children’s Clothing

- 1. Fabrics**
- 2. Comfort**
- 3. Safety**
- 4. Selfhelp**
- 5. Room for growth**
- 6. Easy of care**
- 7. Decoration**

1. Fabrics

The right fabrics for preschoolers would be those that are

- Absorbent so that they do not irritate the child’s sensitive skin
- Comfortable to wear and soft to touch
- Wrinkle resistant and therefore easy to maintain
- Do not soil readily

It is better to avoid clothes that require dry cleaning. Cotton is the best choice for children’s clothing as it is easily washable and comfortable to wear. A blend of cotton and polyester is often more comfortable for child than all polyester as it is more absorbent. Wool is warm but requires some special care and may irritate delicate skins. Acrylic sweaters may show pilling but are warm and machine washable & require no special care. Trims are undoubtedly

attractive on children's clothing but should be selected with thought. If a trim is not colour fast it ruins a garment. Some braids may shrink more than the fabric itself causing puckering.

Materials suitable for boy's suits and shorts are lawn cloth, poplin, gingham, gabardine, Khadi, soft denim and Jean etc. Girl's dresses need more fullness and hence use soft materials such as lawn, poplin, gingham, voile, mulmul, cambric etc.

2. Comfort

The most important clothing consideration for children is comfort. Clothes should not hamper the child's play rather facilitate play. Tight clothes which restrict activities and interfere with natural circulation should be avoided as it may actually cause an unpleasant rash to develop in sensitive areas.

1. Soft and absorbent fabrics contribute to comfort.
2. Clothing selected should be of correct size according to the age of the child. It should fit the body & the limbs snugly rather than one that is one size big.
3. Pants & panties should have enough room around the crotch. They should not restrict the child's movements.
4. Rough textures are to be avoided as they tend to irritate the child's smooth skin.
5. Garments selected should not have undue strain across the waistline.
6. Elastic bindings should be loose otherwise it may cause irritation on skin.
7. Heavy, bulky clothes are tiring and hard to handle, hence select light weight clothes.
8. Clothing should be changed as per season. The child should be kept warm in winter. Dress the child in minimum clothes during summer.

3. Safety

Comfort and safety go hand in hand for children's clothing. Clothes which are too large may be uncomfortable and may also cause awkwardness in the child. Loose garments can get caught on objects or parts of playing equipments and may catch on fire more easily so should be avoided. Buttons and loose trims are unsafe for babies and little children who put everything in their mouths.

- Accidents or death in fire can be prevented by using fabrics made from fibres that do not burn readily or using fabrics that have been treated with flame retardant finishes. Synthetics burn fast, melt and stick to the body and hence should be avoided.
- Reinforcement should be given at garment areas that are subjected to a lot of strain. Ex: at knee area.
- Drawstrings should be avoided at neck.
- Long ribbons /belts that get caught while at play are to be avoided.
- Ties at either cuffs or pant hems that might cause the child to trip and fall should be avoided in garments.

4. Selfhelp

The features that help the child to put on and take off the garments easily on their own are called 'self-help' features. These features develop independence in the child and foster a

feeling of confidence and self-reliance. Following are some of the self help features that can be incorporated into the preschool child's clothing:

1. Large openings in garments aid in easier dressing.
2. Front openings are easier to handle than back or side openings.
3. A child can easily grasp large buttons and dress himself without the aid of an adult.
4. A garment front must look different from the back so that a child can easily recognize it.
5. Simple styles are easier to handle than complicated ones.
6. Large armholes and neck, loose sleeves make garments easier to get into.
7. One piece garments are easy to put on than two piece ones.
8. Mittens are simpler to put on than gloves.
9. Collarless dresses are simpler to handle than those with elaborate design details.
10. Separate belts are best avoided as they may get twisted and get caught while dressing.

5. Room for growth

Growth is most rapid during the pre-school years. Clothes with adjustable features have possibilities for longer wear. However, the following features should be looked for when selecting clothing for the pre-school child:

1. **To provide for growth in height:** The following features provide for growth in height
 - Skirts, dresses & trousers with deep hems or tucks at the bottom can be later opened up as the child grows in height.
 - Overalls with adjustable straps help in adjusting the length of the garment
 - Yoke dresses with lengthwise tucks can be released later as the child grows in height
 - Two piece garments are better since they can be mixed and matched with other garments
 - Garments with no waistline and deep hems can be lengthened as per the child's needs.
2. **To provide for growth in girth or width:** The following features provide for growth in width
 - Yoke dresses with crosswise tucks can be released later as the child grows in girth
 - Garments that provide growth in girth or width such as Raglan or kimono sleeves are better than set-in sleeves.
 - Garments made out of stretch fabrics help tide over any sudden growth spurts.
 - Tucks, pleats and gathers at shoulder can be released as and when the garment gets tight.
 - Large underarm and leg seams can be let out as needed.

6. Easy of care

Clothes that wash easily, stand the strain of wear and frequent laundering, need little or no ironing, and do not need continual mending are ideal for children. Good quality seams, buttons, buttonholes and trims should be used while making children's clothes.

Reinforcements should be given at garment parts subjected to strains such as knees, pockets corners and elbow. French or flat fell seam wear longer than plain seams. Fasteners should be as flat as possible. Hems should be firm and devoid of strings that may get caught.

7. Decoration

Children love animals and their pictures. Appliqué work in animal designs looks elegant on children's clothes. Bias binding, drawn thread work, smocking cross stitch, French knots, faggoting, blanket stitch are some of the recommended decorations to be used on the children clothes. Pockets add to the child's pleasure and satisfaction more than any other feature. Pockets may be used on boy's shirts, shorts and play suits. Pockets for a hankie and a little girl's "valuables" encourage neatness and help to provide a sense of self-importance. Patch pockets are easy to reach and less likely to tear if placed on the slant. They must be placed on the dress in relation to the design of the dress so that they do not become the centre of interest or spoil the proportions of the dress. Large collars add weight and bulk and are therefore not comfortable for a child.

Wardrobe of pre-schooler

A preschooler may have exact preferences for colour type and style of garment to wear. Shorts, slacks, frocks, overalls, trousers and jeans are favourite play clothes of pre-schooler.

Little girls' dresses can be very attractive in a simple style with becoming lines and colours and simple trims. Dress length should never be too long otherwise it might come under the feet while playing. Some girls like dress shoes and garments to be very feminine, preferring frilly petticoats and full skirts that make an "effect" when twirling. As little girls grow up, they enjoy having some accessories "just like mothers" like purses etc.

Pre-school boys are rarely as fashion conscious as little girls but they want to be dressed like other boys as well as be comfortable. Most children copy the dress habits of their peers and feel uncomfortable when dressed differently. Clothing with self-help features and sturdy garment construction is essential for little boys. If all trousers or overalls are of the same style, self-help is easier and the small one feels more secure. Diversity in clothing can be obtained by having variations in colour and fabric.

Requirements of children's clothing

The ideal baby clothing should be:

- Soft, comfortable, easy to put on and take off and comparatively loose.
- Easy access to his/her nappy because it requires frequent changing.
- Non-flammable.
- Lightweight.
- Non-irritating.
- Underclothes should be essentially made of organic fibres.
- Allow quick transmission of sweat from skin to environment.

Garment classifications

Children garments are generally classified into many categories. They are as follows:

Casuals

Garments designed for informal occasions are termed as casuals: They are T-shirts, knitted garments, etc. Knitted fabrics give more freedom of movement than woven fabrics and are ideal for casual wear. During the movement these knitted loops help in pumping air through close-fitting garments, thus removing body heat during summer. It gives pleasing appearance, loose elastic structure, comfort and softness.

Daywear

The fabric's selected to wear as daytime wear are cotton, gingham, gabardine and sail cloth during summer season. Double knits velveteen and corduroys are selected during winter season. Children's day garment has to be made up with a fabric that will stand for repeated laundering, the seams should be strong and fastenings should be secure.

Nightwear

While selecting the garment it should not possess any harmful ingredient and accessories, as the skin of children is very tender and smooth. The garment selected should have good drape and it should serve the purpose.

Partywear

Industries focus on manufacturing luxurious garments for children in various styles and prevailing trends. These are also called as special occasion garment. Fabrics like velvet, denim, satin, etc., are used in party wears with different styles.

Uniforms

The uniform worn by children should be subjected to certain treatments like antibacterial finish, etc., and it should be free from odour.

Sportswear

It should have freedom of movements. Knitted garments have higher extensibility in both length and widthwise directions. Hence, knitted materials are mostly selected as sports wear for children. Active sports wear can be classified as summer sports wear and winter sports wear.

High fashionwear

Fashion in clothing has always been a reflector of change in life style of people. A complete range with the most luxurious look and superior comfort is an absolute must. Greater spectrums of bright, vivid colours and designs have become the key for the purchase of high fashioned wear. They look only for latest fashions and these can be worn during special occasion like parties.

Selection based on seasons

Children's garments are selected with respect to season in order to protect their body. During selection, the garment is selected according to two seasons, summer and winter season.

Summer season

Lightweight garments should be preferred on summer season because the lightweight fabric can be able to breathe the body moisture in to the environment easily. Children feel more comfortable on wearing cotton fabric. The garment selected should be loose to wear. Colour also plays vital role. Colour differs according to different climatic condition. During hot season light colours like white, blue, green, purple, etc, should be given importance. Black colour should be totally avoided during summer season.

Winter season

To give a warm condition, the garment should be in thick nature. Hence materials like wool, acrylic are mostly preferred. The colours preferred for this season are red, red-orange, maroon etc, during this season children easily get affected by cool air. So, knitted garments like sweater come into their existence. Sweaters can be designed as smooth and bulkier, shagged, hairy, etc, which prevents the loss of heat from the body. Sweaters are also named as pullover. Cashmere type of sweater is used for great softness and lightness.

Selection based on liking

Children focus their eyes on the new creations, new styles and new models while selecting their garment.

Children wider their selection based on:

- Fashion
- Colour
- Accessoryworks
- Painting andprinting

Fashion

Fashion reflects the changing life style of garment. Fashion changes accordingly to the new development techniques. Now-a-days fashions are created according to the mindset of children. The garments are designed and styled based on these fashions.

Colour

Children like bright colours: Red, blue and yellow. Brown, warm/cool colours combination, the royal purple is some of the colours that are raising its peak in this youthful world. The colour reflects the mood of the children. The colours used in children's garments should not be sensitive to their skin.

Accessory works

The value added works in children garment mostly consist of:

- Embroidery
- Patchwork
- Attachment
- Printing andPainting

Trim can make a garment special to child. Decorative machine stitching, embroidery, smocking, ribbons, braid, rickrack, appliqués, ruffles. Lace and bias binding are some trimming possibilities. Be sure the care requirements are compatible with the fabric while selecting the trim.

Children also like designs. Such as printed designs, stripes, and plaids should be small and in scale with the child's size.

Finishes for children wear

A finish is a process given to a fabric to improve its qualities such as appearance, hand, drape and certain other properties.

Antistatic finish

Synthetic fabrics are hydrophobic in nature and tend to accumulate static electricity. This static electricity causes problem such as clinging of the garment, attraction of dirt and sparking. These fabrics are given a chemical treatment, which enables the fabric to attract and retain water molecules. This helps to dissipate electric charge from the fabric surface and making the fabric more comfortable to children.

Antibacterial static finish

This is a chemical treatment, which makes the fabric resistant to bacterial growth. It renders the microbes inactive, which come in contact with it. Some of these finishes also make the fabric mildew resistant and even prevent damage of the fabric by perspiration.

Antimicrobial finish

Antimicrobial finishes are applied to the garments like sports wear, leisure wear, T-shirts, socks, wipes etc. Antimicrobial are used to control the growth of algae, bacteria and yeast. This prevents the fabric from rotting, staining, unpleasant odours and other health concerns like physical irritation, allergic sensitisation etc.

Crease-retentive finish

It is also called as permanent press finish, or durable press finish. A resin treatment is given to a fabric, which is then stitched into a garment, eg, a pleated skirt for girls. Heat treatment is applied to the garment to have a permanent pleat. It does not require ironing but may require lightpressing.

Mildew resistant finish

Cotton/linen and cotton/wool blended fabrics are mostly liable to mildew in humid climates or if left moist in the dark. Cotton and rayon's containing starch are particularly vulnerable to attack by mildew. If a mildew resistant finish is given, these fabrics resist the growth of mildew or mould. This is mainly given to children's bed spread, towels etc.

Moth-resistant finish

Wool is susceptible to attack by moth. If the wool is treated with certain chemicals like fluorine compounds, chlorinated sulphonamides, quaternary phosphonium compounds it is not damaged by moth and carpet beetle. This is given to woollen sweaters and woollen garments of children.

Soil release finish

This finish is mainly applied to sports-wear of the children, which helps the garment from getting stained. The finishes that give soil release are:

- Polymer containing carboxylic groups.
- Compounds containing oxyethylene or hydroxyl groups.
- Fluorocarbons containing hydrophilic groups chemically reactive compounds.

This helps the garment from getting stained.

Anti-shrink/anti-stretch treatment

Anti-shrinking is a process in which the dimensional instability is avoided. This makes the fabric dimensionally stable. The material used for children's wear should be treated with anti-shrink or anti-stretch treatment.

CLOTHING REQUIREMENTS FOR THE ADOLESCENTS

Adolescence is a stage that links childhood and adulthood i.e., it is the last stage of the childhood when an individual starts imbibing adults' characteristics physically, psychologically and socially. An individual undergoes physical, physiological, psychological and social change at rapid pace. Chronologically adolescence is regarded as the period between 11 to 18 years of age. Adolescence extends from the time the child becomes sexually mature to the time when he attains legal maturity. It is divided into two parts as follows:

- Early adolescence (11 to 15 years)
- Late adolescence (16 to 18 years)

The awareness of this period of development of an individual with relation to his clothing needs become very important because of number of aspects like rapid changes in body size and shape, increased interest in clothes and grooming, enlarged social circle and being a stage of intense emotions.

Characteristics of adolescents

- 1. Physical development**
- 2. Emotional development and mental state**
- 3. Social role and status**
- 4. Adolescents and their parents**

1. Physical development

- a. girls develop physically sooner than boys; changes take place in body proportions, size and appearance; the long bones of the legs and arms grow very rapidly, face takes its adult shape and reach their maximum adult height and gains weight because of growth of fat tissues,
- b. the onset of puberty is most obvious; primary and secondary sex characteristics develop fully
- c. a girl has broader hips, smaller waistline and wider shoulder and further growth in height stops suddenly on achieving sexual maturity while among boys shoulders broaden and hair appears on the face, sexual maturity of boys does stop their growth, there is continuous increase in weight and strength
- d. Skin changes result in acne, the most universal physical plague of the early adolescents
- e. Late adolescents take the appearance of an adult physically

These physical changes are accompanied by physiological status including basal metabolism, blood pressure, respiratory volume and changes in muscular strength, etc.

These bodily changes affect the adolescents a lot; their clothes outgrow very quickly and hence need to be selected very carefully. Their clothes should be designed or selected to allow for the change in size besides being as per their taste. Particular care is required in case of girls who have marked growth in bust that sometimes makes her embarrassed about her development. Hence their clothes must minimize bust rather than to emphasize. This can be done by use of appropriate undergarments and proper selection of clothes like by using Jersey bra and two piece dresses rather than one piece dress.

Some times growth features grow reverse in case of boys and girls; development of feminine characteristics in boys like slender shoulders, wide hips and wide shoulder, thin hips and a flat chest in girls. Such cases require special attention while choosing garment like choosing clothing with extra padding or stiffeners at different portion to achieve normal contours.

2. Emotional development and mental state

1. the period of transition from childhood to adult independence
2. personality develops; put emphasis on self-appraisal; increased emphasis on personal dignity and self-esteem
3. establish a unique personality; inherent behavior, special interests, likes and dislikes
4. individuation process initiates; increase the psychological distance between themselves and their parents
5. separation anxiety and sense of loneliness develops
6. want to spend time alone; day dream about their future life
7. intellectual interests expand and gain importance in life
8. short sightedness; interested in present, limited thoughts of future
9. emotional chaos creates negativities at both body and psyche level like change in dietary pattern, depression or anxiety; negative emotions are tremendously powerful
10. conflicts at adolescence in teenagers and adolescents are more mental than physical
11. period of considerable stress; tendency to return to childish behaviour, particularly when stressed among early adolescents that tends to reduce with age
12. display shyness, blushing and modesty; increased interest in the opposite sex so are concerned about physical and sexual attractiveness to others
13. interests and clothing style influenced by peer group

This ambiguous stage in life when the adolescents are neither considered child nor adult makes him confused and uncertain about himself. They become temperamental and swing from one intensity of mood to another every now and then. So at this stage their clothing problems need to be tackled very carefully to avoid any complexity of emotional problems.

3. Social role and status

1. become autonomous; moves out of the home circle; more importance is placed on one's role in life
2. work habits become more defined and are more concerned for the future; role confusion and inability to choose vocation creeps in
3. select and follow adult role models; gradually develops a set of ideals resulting in the formation of personal and social identity
4. morals, values, and self-direction are followed; social and cultural traditions gain importance i.e., social life has a special importance
5. peer relationships remain important and take an appropriate place among other interests; provides emotional support and contribute to his or her physical and emotional well-being but face difficulty in forming proper friendship

Thus socially the individual is continuing to grow away from the family, the peer group becomes even more important than their initial years, they become more personal in their relationship with others and above all they become extremely sensitive to the opinion and approval of others. They are very cautious of their appearance which they usually improve on by their clothes and accessories. Adolescents want to dress up like others so that they are well and are not being laughed at. One of the primary requirements of clothing for the young adolescents is that their clothing needs the approval of the peer group.

4. Adolescents and their parents

The physical, emotional and social turmoil in the life of an individual at this stage results in distinctive parent child relationship. The specific characteristics affect the individual decisions pertaining to different aspects of life among which their clothing holds an important place. The special characters of their relationships have been observed universally and are as follows:

- establish a little distance between themselves and their parents
- complains about increased interference of parents with independence
- emotional conflicts mainly with mother or grandparents; but overall conflicts with parents begin to decrease
- have ambiguous feelings toward parents
- less obvious affection shown to parents, with occasional rudeness

Clothing of adolescents

At this age individuals are involved in various activities like schooling/ college, sports activities, extra curricular activities, get togethers, etc. Hence they need varied clothing including casual wears, party wear, night wears, school uniforms, NCC dress, sports wear, formal wear, etc. The clothing is an important tool that affects the individual's social development at this stage. The clothing of the adolescents affects the following aspects of the social development:

- Appearance; important for social adequacy and group conformity that increases participation
- Acceptability; means of popularity in a group that builds up confidence level resulting in better decision taking capability

The important components of the adolescents' clothing are as follows:

- Style i.e., according to fashion and fads; wide range of fabrics, colour and styles are preferred by the adolescents
- Becomingness i.e., proper fit, size and colour
- Self grooming i.e., use of jewellery, accessories, beauty care elements as creams, nail polish, lipstick, etc.

Other features related to the clothing of adolescents are:

- Easy care practices for clothes to enable them to learn wardrobe management
- Price and durability of their clothes are considered least by the adolescents; they want/ purchase the clothes that fulfil their physical, psychological and social needs no matter they are cheap or costly and will be useless shortly.

Thus concluding the clothing of adolescents, we can say that there is difference between the needs and choices of early and late adolescents.

Early adolescents prefer design (fashion) over quality; like to purchase more garments of low cost; purchase with parents; often choose odd sized or ill proportioned clothes owing their perception of self to be young but have conflicts during with their parents regarding clothing and grooming, appearance, hair styling and use of cosmetics; these conflicts over dress are more frequent among girls than boys; boys and girls dress similarly irrespective of family occupation, place of residence or family connections; buy garments each year rather than

rotating the old ones as the close-fitting garments purchased become too small the next year because of the rapid growth and the influence of fads; do not plan their clothing purchases over a long period of time, purchase clothing when they have the money, for special occasions or when something new catches their eye; both boys and girls go for readymade garments and girls have more clothing than boys.

Late adolescents prefer quality over design however they have an appreciation for design in clothing; purchase less garments of affordable cost; purchase with friends or by self; go for proper sizes, branded products keeping in mind their values, individuality and the purpose i.e., follow functional, purposeful and styling fashion; settle into patterns which they will use in adulthood.

CLOTHING REQUIREMENTS FOR THE ADULTS

Adulthood is defined in terms of specific physiology, psychological characteristics, law, personal character or social status. Biologically an adult is a person who has attained puberty i.e., appearance of secondary sex characteristics. But with the creation of the social construct of adolescence, an adult is defined as biologically mature person who is recognized by culture and law. Legally an adult is person who attains the age at which he/she can vote, marry, have a job, have driving license, etc. Otherwise it means the person is not considered any longer dependent on the parents and is independent, self-sufficient and responsible.

The adults can be categorized into two groups on the basis of their age, their responsibilities and state of body physiological characteristics as follows:

1. Early adulthood (21-40years)
2. Late adulthood (41-60years)

Characteristics of adults

1. **Physical structure**
2. **Emotional and mental state**
3. **Social role and status**

1. physical structure

Early adulthood

The physical appearance is similar to that of last years of adolescence; contours remain similar but attain their maximum height and variation can be seen among individuals of same age group. The female figure has fully developed bust, narrow waistline and broad hips while the male figure is wider at shoulder and narrow at hipline. The young adult female and male have following body and face type:

Male

1. **Body type:** It is an inverted triangle, with shoulder wider than hips. But one can see many variations in men figure; few falls in category of ideal figure.
2. **Face type:** Wide variation is observed in facial shapes like medium oval, round, long slender, broad full and square. But cheek bones are prominent, and face is slender.

Female

1. **Body type:** There is quite a lot variation in body types of women's on the basis of measurements of height, bust and hip; tall, regular, short, slender, average and full.
2. **Face Type:** Wide variation is also observed in facial shapes like medium oval, round, long slender, broad full and square.

The other features among young adults are as follows:

1. Normal skin; acne problem still persists among females
2. Body weight remains constant till the beginning

Late adulthood

The physical appearance starts changing at this age. The body tends to have high fat deposition rate owing to the heavy work load at job or in household and the level of physical activity is low. The physical exercises could not be continued for shortage in time and weight gain occurs commonly. The male and female body figure changes. The changes are more prominent in females due to the affects of child bearing on the hormonal balance and their life styles.

1. body weight increases, vary from person to person
 2. body proportion changes; the facial parts thin out while abdomen and hips expand resulting in the widening of pelvic area, thickening of waistline and protruding abdomen
 3. menopause in females cause gain in weight, particularly at waist and abdomen
- Other general changes observed among males and female are as follows:

1. osteoporosis and involution of the skeleton and degeneration of cartilage tissue begins, increasing the possibility of bend in the posture
2. skin starts to change; it becomes somewhat dry and wrinkled, wrinkles begin to appear, particularly, on the face
3. appearance of brown spots due to atrophy of skin cells increases
4. the hair of the head tends to become gray and thin
5. susceptibility to bone diseases such as osteoarthritis increases which in turn reduces their physical mobility
6. age related diseases such as hypertension and diabetes appear to cause functional losses

2. Emotional and mental state

The adulthood is the most productive stage in the life cycle of an individual. An individual has most stable emotional and mental state at this juncture in life. Still some psychological characteristics related to age are passed on from generation to generation through our genes while others are as a result of physiological changes in our bodies with aging i.e., menopause, etc. Besides, the change in social roles and status also affects emotional state of the elderly people. Adults, men and women, have difference in their emotional and mental state owing to the biological, social, and psychological differences between the sexes.

1. Early adulthood

- learn to form intimate relationships, both in friendship and love
- develop trust or a sense of identity
- The marriage at the age calls for change in the relations, particularly the females who go to husband's place where she has to establish relations with other family member; leaving of parents' place and movement to new place sometimes cause emotional turmoil among them
- The young adults are emotionally attached to their new relation with spouse and new born or young children; any discord between spouse may affect them emotionally
- The child birth also affects emotional state of the women sometimes.

2. Late adulthood

- In this stage an individual is most burdened with the responsibilities of their children as well as the parents; they live with the emotions of the children and parents, hence, are more strained emotionally.
- Menopause and andropause; the imbalance in sexual hormone level at this stage affects emotional state of the women and men, respectively; results in mood swings
- a situation of conflict arises between generation
- Children start moving out for job, etc. leaving the old adults lonely at home; the males and females get affected emotionally; a feeling of stagnation arises
- Also change in the social roles also cause emotional turmoil at this stage.

3. Social role and status

During adulthood an individual passes through different stages of life where he has to conduct different roles within family as well as outside the family at work place and in society acquires the social status accordingly. The different roles acquired by people during adulthood are as follows:

- Son/daughter
- Spouse
- Parent
- Position as per type and level of job /occupation
- Post held in social organization/ professional bodies
- Grandparent

CLOTHING OF ADULTS

The clothing of the adults are thus affected by the roles they play, the status they acquire, their physical and psychological characteristics, their culture and the events specific to individuals during this period like, marriage, birth ceremony of children, etc.

1. Early adulthood

- wardrobe has casual, formal, occupational and clothes for different activities
- follow fashion trends for texture, line and colour
- for marriage expensive, particularly traditional clothes, are purchased
- less demand of clothes since family is at beginning stage and children are young
- since parents serve as model for their children, good appearance and proper dresses are preferred to affect children's emotional and social development and to help them in establishing good clothing
- many a times to meet the demands of their children, often neglect their own wardrobe needs

2. Late adulthood

- wardrobe has casual, formal, occupational and clothes for different activities
- follow fashion trends for texture, line and colour but to a limited extent

- more demand of clothes since children are growing and have conflict with parents over choices for clothes; pay less attention to their own clothes
- many a times to meet the demands of their children, often neglect their own wardrobe needs
- household chores leave women with very less time for self grooming and clothes and the working women have little time for self but still are financially capable enough for purchase of clothes frequently for workplace
- their clothing choices get well established by this time; prefer comfortable, descent and durable articles for their wardrobe
- men at this stage have established choices for specific fabric, line and colour and have limited garments
- prefer well fitted and comfortable garments
- choose clothes with quality fabrics that will flatter and move with their body
- the people suffering from age related diseases prefer soft fabric, simple style, large openings and appropriate fasteners in their garments to be more comfortable

The male and female adults have quite distinct needs owing to difference in the activities and the roles they perform in the society at different stages in life. Hence the clothing of men and women are discussed separately as follows:

Clothing for women

A woman passes through different phases during adulthood like student, bride, mother and working women. During these phases she has to undertake different activities. All the activities require specific clothes for maximum performance. The clothes required for different activities are as follows:

1. **Clothes at college:** The clothes one requires depends upon college type and activities one have to indulge into. The college student requires clothes for routine classrooms, field visits, extra curricular activities, peer group and her social circle. Besides this the fashion trends, the seniors' experiences regarding choice of clothes and special occasion in the college also affects her clothing e.g. welcome or farewell party may require some special dress.
The college outfits should be of proper fit and drape that exhibits the accent of femininity for the females. They should be durable, colourfast, easy to clean, and easy to care for. The clothes should also be planned according to different seasons. Foot wears suitable for different activities should be maintained and they should also be comfortable, durable and easy to clean.
2. **Clothes at work:** The clothes should be according to the type of job and the activities one have to carry out. Uniforms are mandatory in some jobs like in hospital as nurse, doctors; service sector as sales girl, house keeping, and in industries as supervisor, worker, manager, etc. Certain profession may have a dress code or colour like sarees for a college teacher, suit for executive jobs and white dress with black coat for the lawyers. The aim of dress at work is to establish identity, provide protection and enhance task performance. Hence the dress should be appropriate in size and use of accessories like jewellery should be kept to a minimum.

3. **Clothes at social events and religious place:** The dress for the various social gatherings should be as per the type of event (family gathering/ community gathering), type of invitees (family/ friends/ both) and the general atmosphere in the society (conservatism/ religious affiliation). The proper outfit at different occasions gives self-confidence and save embarrassment to the wearer. The dresses should be contemporary and local traditional style for social group gathering like marriage parties, birthday parties, lunch and dinner along with suitable jewellery and accessories. While one can use simple dress with a little suitable jewellery and accessories for informal gatherings like family dinner, payjama parties, get together at work place, etc. The visit to a place of worship with bare head and arms is not considered descent. These kind of places should be visited in dress which is sober in colour and style, preferably one should use customary dresses at such places.
4. **Clothes at Sports:** Sports activities usually involve the rapid and continual movement of the individual as well as her body parts. Hence the clothes worn at time of playing and exercising should provide ample space for movements and should be sweat absorbent. Further the clothing needs the players of different games or sports need specific designs to aid them in their game.
5. **Clothes at home:** The casual dress is most suitable for women at home. The housewives usually carry out most of the household chores by themselves. They usually prefer wearing old clothes at home. She may use aprons or overalls while carrying out activities like cooking, utensils, cleaning, dusting or mopping etc. to avoid staining and soiling the specific portions of their clothes. In the households having servants, women have different clothing than above said women. The clothes worn at home should be neat and easily washable.
6. **Undergarments:** The undergarments are important part of women wardrobe. Specific underclothes are required by women at different stages of life or for different occasions. These include bra, panties, slips, etc. The markets are flooded with different types of undergarments to meet different requirements of the wearers having varied body types and needs. For example, the supporting bra, the bra with easy feeding features, the padded bra for flat busted women, strapless bra for a dress with halter neckline, etc. The undergarments should be chosen in the colours compatible with the colour of main dress i.e., white undergarments are required for white uniform or dress and dark undergarments under the dark dresses.
7. **Clothes for different stages in life:** All the women passes through certain stages of life that need special clothing like during pregnancy and lactation. During pregnancy few loose and comfortable clothes are more preferable that can be washed daily and used frequently. During lactation period also the garments need to be planned so that the mother does not feel awkward while feeding a child within as well as outside the home.

Clothes for Men

The adult men presently have become clothes conscious as women owing to the emergence of known fashion brands in the market. They are often judged by their appearance also at their work place and in many other social situations. Further clothing requirements depend on the type of job or work and other activities they involve into both at home or out of home. The men need to have critical thinking and careful planning for their wardrobe planning as per their age, profession, activities and their physique.

The adult men usually do not shop for themselves and their clothes are purchased either in the company of their wives or by their wives only. Hence it is very important for women to understand the clothing requirements for men. The following points need consideration while selecting clothes for adult men.

1. **Figures types:** Men always prefer clothes that bring out their masculinity. They use rugged look in clothes to express their athletic ability and physical strength. They want to dress up right for the occasion. Men are also anxious like women to conform others in terms of clothes. These days ready to wear garments of established brands are available for various types of figures in wide range. A tall, thin man can choose colour contrast in shirts and trousers, design in fabric, construction features like pleats at the trouser's waist line, interesting pocket detail, etc. Horizontally patterned accessories like tie, scarf, etc. are also suitable. The short and thin men should choose dress of one colour, light weight tweed and single breasted suits. A man with average figure can make choice from wide range of styles. Usually the vertical lines in dress minimize the apparent width of a stout figure; rough surface and big checks in fabrics increase the apparent size of a figure. The suits of plain, subdued patterns; shirts with moderate to widespread collars and ties with average width are more suitable for tall and heavy man.
2. **The profession:** All men are involved in one other work to earn for their families. Every profession creates need for specific clothes for different reasons like, performance, safety, distinction, identity, etc. Some profession has definite colour and clothing requirements for their employees. Now days all the professional colleges have the dress code because they want to prepare the students to dress up like the way they are expected to dress up when they enter in that specific profession. The men in "white collar" jobs are required to wear dignified dresses like business clothes. Such clothes are considered conservative made from firm and smooth suit fabrics in grays, dark blues or browns. The shirts are either white or dull coloured, must be clean and should have smooth surface. The ties may be bright coloured and the shoes should be of leather and well polished.

The men in "blue collar" job work with machinery, tools, livestock or on land etc. Their clothes must be designed as per their requirements e.g. foreman in the factory needs to wear 'dungaree' that allows free movement of body parts, and have special pockets for holding tools, etc. They must be made of thick, tightly woven cloth that neither snag nor tear or worn out quickly and is easy to wash. Their shoes are usually made of heavy leather with thick soles and high ankle for protection of the feet. The coal mine workers also need protective hats besides protective clothing.

3. **Dress for social gathering :** Men usually wear a dark suit, white or light coloured shirt, dark coloured tie and black shoes at formal occasions. The dress code

or colourcode are also practiced in formal situations like army officer's party and the person has to dress up accordingly. But now days traditional wears (*kurta-pyjama* or *achkans*) are preferred more for social gatherings like ceremonies, festivals, marriages etc. These traditional wears are available easily in the market in varied design styles, colours and fabrics.

The simple design and sober coloured customary style dresses should be used by the men for visiting the religious places to express their inclination to spirituality and faith in the age old traditions.

4. **Sports wears:** The men are more into jogging for their fitness as well as into professional sports. The player of a specific sport/ game needs specific clothes because there is generally a reason for the traditional features of these outfits. The men who go for walk don't really need very special clothes, however joggers are very important for those who believes in jogging or a simple walkeven.
5. **Clothes for leisure time/casual wears:** The social changes like improvement in education level, income level, nuclear families, etc. have led to increase in leisure time of all the family members. This has created need for the specific garments for different leisure activities. Now days such garments are also available in the market. The traditional casual clothes for the leisure time include kurta-pyjama and it has been replaced presently by the causal clothes like T-shirt, tanks, shorts, Capri, Bermudas, lowers, etc. for adult men. Such casual clothes are available in different apparel brands are used by men even to reflect their status by having specific brand loyalty. White collared men are also allowed to wear casual dresses like t-shirt and jeans even at work once in a week as per the new trend observed in occupational dresses.

Other activities

The other activities that put similar demands on men and women are as follows:

1. **Clothes for night:** Now days the women prefer to change the clothes worn during the day before going to bed. The loose gown, nighty and night suits can be worn at bed time because these would be comfortable while sleeping and help the women to have a good sleep at night. While the men can use loose kurta-pyjama, tanks/ t-shirts and shorts/ Bermuda or night suits at night to have relaxation both physically and physiologically during sleep.
2. **Clothes in travel:** The traveling, whether for vacation or for occupation, require different types of clothes. The traveling clothes should be wrinkle resistant and less in number and can be packed easily. The existing clothes rather than the brand new clothes provide more comfort. The frequent travelers should travel light with a small range of clothes that blend together with different set of accessories.

There are other factors too that affect the clothing of women and men akin and need special consideration while planning the wardrobe. These are as follows:

1. **Season:** The clothes are the important means to get proper protection during different weathers. The type of seasons affect the types of clothes, number of clothes, the colour and design of clothes one can have. In cold areas where winter is of long duration, e.g. North India number of warm clothes will be more than the areas where weather remains hot, e.g. South India.

2. **Other needs:** The person needs additional clothes and accessories at various occasions to enhance the beauty of the dress and oneself. The items like hand bag or purse for shopping or social gathering, jewellery, hair accessories, stylish and suitable footwear, under garments, and goggles etc. These things must have harmony with the dress.
3. **The colour plan:** The colour of the dress is most important aspect that makes the wearer noticeable at any place. It should be chosen according to season and the complexion of the wearer. It is wise to select basic colour and build the wardrobe around it. Thereafter the colour of accessories should be chosen such that they enhance the appearance of the wearer. The colours in wardrobe should blend rather than conflicting. One should have the dresses as well as accessories in different colours to avoid monotony.
4. **Budget:** It is the most limiting factor that affects an individual's wardrobe. The unplanned or impulsive buying leads to improper wardrobe that does not meet all the needs of the wearer. The availability of budget, the prioritized needs of different family members affects the purchase of the clothes for adults in the family at various stages.

CLOTHING REQUIREMENTS FOR THE ELDERLY

Chronologically a person is regarded as an elder if he/she attains the age of 60 years above. The boundary between middle age and old age cannot be stated exactly because it varies in all societies. A person can be taken old by considering changes in their activities (on retirement) or social roles (being a grandparent).

The elderly often face problem in finding appropriate clothing that fits them will due to change in physical changes. Physical strength and energy is decreased, so they need easy to put on and take off clothes and easy to care for.

Characteristics of old age persons' body

- 1. Physicalstructure**
- 2. Physiologicalchanges**
- 3. Emotional and mentalstate**
- 4. Social role and status**

Physical structure

There is no sharp distinction between the people in late adulthood and those in old age but the ageing calls for change in clothing requirements. Marked changes occur in the structure of elderly people that affects their physical activities, appearance and social participation. The physical and physiological changes that take place during old age are quite noticeable. These changes cause physical weakness, affect the posture, mobility and flexibility of the elderly and are responsible for the incidence of various health problems. The changes noticed in elderly people are as follows:

1. Alteration in the physique; body becomes shorter by progressive bending and shortening of the spinal column, a bowing of head, involution of the skeletonand degeneration of cartilagetissue.
2. development of deep noticeable wrinkles resulting in formation of folds on the eyelids, the nose, the forehead, below the chin to collar bone, hands andlegs.
3. marked shifting of body fat takes place; fat cushions around the eyes and eyes ball decreases; profile of face features like nose, lips changes; cheekbones become more prominent and double chin develops and among men, deposition of fat cause an increase in the size of neck; sagging of muscle in the arms and legs makes them appearthinner
4. the facial parts thin out while abdomen and hips expand resulting in the widening of pelvic area, thickening of waistline and protrudingabdomen
5. weight gain occurscommonly
6. brown spots due atrophy of skin cells; these spots appear on the hands and the face and become enlarged withage.
7. the hair of the head tends to become gray, thin and lose its luster while bodily hair increases and becomecoarser
8. skin changes cause quite a lot discomfort and harm to the older persons; it becomes dry, thin and inelastic due to loss of body water, skin tears and breaks more easily, increasing the possibilities of injury andinfection

Physiological changes

- skin sensitivity to hot temperatures gets reduced that may hurt the skin before it is realized by person that damage is occurring; greater sensitivity develops to cool temperatures due to decline in activity of sebaceous glands; further thinning of the skin enhances susceptibility of the elderly people to heat and cold
- the blood vessels in the skin become unable to constrict or dilate sufficiently leading to poorer circulation, a decrease in the ability to maintain a normal body temperature occurs
- heart slows down and is unable to pump blood through the body efficiently resulting in reduced energy and stamina for physical work among older people; decreased circulation underlies the cold sensitivity, particularly in the hands and feet
- blood vessels lose elasticity with age resulting in accumulation of blood in the feet and legs; this leads to swelling (oedema) in the extremities
- susceptibility to bone diseases such as osteoarthritis increases which in turn reduces the physical mobility of elderly; onset of other age related diseases such as hypertension and diabetes causes functional losses
- ailments such as arthritis, stroke, cerebral palsy, Parkinson's disease and spinal cord injury increase the possibility of impairment of mobility.
- people with limited mobility face a skin problem called pressure ulcers due to impaired blood circulation in areas having bony prominences such as hips, shoulders, elbows, knees, ankles, and the heels of the feet.

Emotional and mental state

Few psychological characteristics related to age are passed on from generation to generation through our genes while others are consequences of real or perceived changes in our bodies with aging i.e., mental or physical limitations. Besides this, the social and cultural differences also affect emotional state of the elderly people. Due to biological, social, and psychological differences between the sexes, men and women have difference in their emotional and mental state. All these aspects influence the overall well-being of elderly.

great number of stresses caused by a broad range of events and situations are faced by elders; stresses can be physical or social or can be an ongoing part of day-to-day life or caused by sudden traumatic events. Common stresses for older people include the following:

- diseases or health conditions, possibly chronic (e.g., arthritis)
- perceived loss of social status after retirement
- death of a spouse or close friend/relative/children

These stresses lead to number of psychological and physical conditions, such as anxiety, headaches, and ulcers that affect physical health and can have an even stronger effect on mental well-being of elders. Generally, elders feel depressed and withdraw from others resulting in reduced interaction with friends and family.

Further the social contacts of the elder people also decrease that changes their psychology after retirement. Interest, attitudes and habits of elders remain fundamentally the same but physical changes take place restricting them to fulfill their desires.

Social role and status

The roles played by an individual changes throughout his life. Likewise, the elders also face shifting in their roles owing to physical and social factors. These role changes can be stressful and affect mental and physical health.

- reduced physical functions place elders in the position of asking for help, rather than providing it.
- a family member's loss may place an elder in a care giving role.
- most dramatic change is due to retirement; they leave work and social roles associated to it and affects economic as well as social status of an elder.
- the role of grandparent or even great-grandparent brings both new rewards and new demands.
- besides, the following factors restrict them to conduct their physical and social activities efficiently; hence elders get depressed due to their insecurities owing to inability to do the task:
 - Lessened hearing and diminished eyesight
 - Slower reaction times and agility
 - Reduced ability to think clearly and difficulty in recalling memories
 - Lessening or cessation of sex due to decline in libido

Although there are marked changes in physical and psychological characteristics of elders but people with pleasant appearance gives a boost to almost everyone and elderly are not exceptions. A well dressed, neatly groomed and attractive elder person is more sociable and has better life.

Implications for clothing due to physical changes

The above stated changes in physique and physiology affects their physical mobility, social roles and emotional status. These changes have implications on the clothing of the elders as follows:

1. **Fit:** Elderly people clothing should have appropriate fit; neither tight fitting nor very loose fitting, to accommodate changes in body size, posture and proportion. The tight garments will be difficult to put on and will exert pressure on body particularly at joint resulting in swelling of wearer body and very loose fitting garments will restrict the smooth movement of body parts. The sleeves and neckline should be planned as per the individual needs to cover up the effects caused by the shifting and loosening of fat in body. The length between the neckline and the waistline should be increased for proper fall in garment. The unattractive sagging of the flesh and an increase in wrinkles in the arms can be covered by having a sleeve which covers the arm to a point below the elbow.
2. **Ease of dressing:** The loss of pliability and flexibility at old age leads to excessive strenuous conditions for elders during dressing and undressing. Therefore, their clothing should have proper openings and fasteners for providing ease in putting on and off the garments. The large front openings, large armholes, use of elastic in lower garments at waist and use of velcro instead of buttons and hooks or zippers will help the elder in wearing the garments without help of other person and easy application of fasteners.

3. **Problems due to temperature changes/sensation:** Elderly people clothing should be soft, light and absorbent to provide room for enhanced skin sensibility towards heat and cold; skin sensitivity and lowered physical activity. The soft clothing do not cause rashes on their dry, thin and inelastic skin, and the absorbent fabric will remove the excess perspiration from skin of the wearer quite readily which otherwise might cause tender skin to develop infection. Their clothing must be warmer in winter and cooler in summer. The soft and proper sized sweaters, coats or shawls that can be put on or taken off easily with change in temperature are desirable at this age.
4. **Becomingness of clothing as per age related changes:** Elderly people clothing should have simple style, soft and smooth texture and soft colour to go well with their wrinkled and dull skin; thin, gray/white colour and brittle hair. The plain fabric with dainty designs in earthy background will be better as these matches with elders' body characteristics.

Clothing of elderly – guidelines/suggestions

As individual grows older he comes across physical problems, less finances and that too get diverted more towards additional medical cost and proper food and low key social status and roles. They spend less on their clothing although it is a basic necessity. Also, physiological changes affect the body responsiveness towards the specific environments and create problem of comfort, fit and function related to clothing. They prefer wearing garments that have been in their wardrobes since a long time rather than changing their garment with fashion. If they have to go for new clothes, they go for durable, versatile and conservative clothing.

Although number of styles are available in market today according to the needs of elderly but still they prefer tailormade or home made clothes. So while designing or selecting clothes for elderly, one should give consideration to their physical characteristics first followed by their emotional and social status.

Neat and clean clothing that fits well gives a feel of confidence to the wearer. Elder people like clothing that is easy to put on and take off by themselves or with someone's help because many times they have trouble in raising their arms, bending or leaning. Clothing that is chosen with function in mind allows more comfortable movement in daily activities. While choosing the clothes for elders the wearer's physical condition, the frequency of changing, required convenience of changing, and cost should be kept in mind. The selected or stitched clothes should always be such that they bring dignity to the wearer, ease the pain of dressing, and save the time and frustration of caregiver. The guidelines/suggestions for clothing of elderly are as follows:

- use/ select soft and non irritating cloth materials for elderly clothing; stretchable materials will offer better comfort and cotton or cotton blends are better
- colors should be bright and cheerful, for providing better sense of health and well being; choose printed fabrics for elderly women and solid subdued colours for men
- clothes of classic styles should be designed to prevent friction sores or bruising; full yoke with pleats and gathers that permit smooth shoulder and spinal movement should be preferred; loose salwar kameez offer better ease of wearing to older women than saree and loose t- shirt and *ghagra* offer more ease of wearing and movements during summer season; wrap styles are more comfortable

- round and V-shape large necklines should be used to cover and accommodate slant structure of the elderly persons; large necklines and easily identifiable front and back necklines
- body concealing clothes with long sleeves; length of sleeves can vary from $\frac{3}{4}$ to full sleeves; elders prefer dresses with raglan sleeves rather than set in sleeves and wider sleeves allow greater ease of movement
- waistlines should be loose enough to expand when the person is seated; pants with elastic waistbands offer better comfort
- large button and fasteners instead of small one's as these are easier to work with; velcro will be an efficient option for those having less finger mobility
- pockets in tailored dress are most desired feature in elder clothing to carry belonging; loose front pockets are more accessible
- winters clothing should include loose woolen sweaters for men and women with large neck and warm head coverings (caps/ bands for ear cover/ muffler); cardigans offer better comfort than pullovers in wearing
- tube socks are easier to put on, because they have no heels
- shoes and slippers should have good fitting to allow safe mobility
- shoes with velcro closures allow proper width adjustment and thus prevent swelling
- front fastening bras should be used, if required otherwise a cotton vest should be used; not wearing a bra/ vest may lead to soreness and discomfort at bust level