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SYLLABUS :

Unit I: Accessory Industry

- Economic importance of Fashion Accessories

Unit II: Other Accessories

- Handbags, Belts, Gloves, Hats, Scarves, Hosiery, Jewelry-Designing.
- Glasses, Sunglasses, scarf, belts, hand kerchiefs, umbrellas and wigs - Designing.

Unit III: Trimmings

- Trimmings – Threads, Elastic, Interfacings, Narrow Fabrics, Fastening, Belts

Unit IV: Leather Industry

- The Leather Industry – Leather processing, Environmental Concerns, Leather promotion and Marketing.

Unit V: Fur Industry

- The Fur Industry – Fur Sources, Fur manufacturing.

NOTES

UNIT I : ACCESSORY INDUSTRY

ECONOMIC IMPORTANCE OF FASHION ACCESSORIES

Market Overview

The global fashion accessories market is projected to grow at a CAGR of 12.3% during the forecast period (2021 - 2026).

In case of the product design and improvement, with changing consumer trends, which is driving the growth of the fashion accessories market.

There is a growing contribution to the market from developing countries such as India, owing to the shift in consumer behavior, growing purchasing power, increasing urban population, etc.

The growing penetration of the internet, social media and e-commerce is now providing the consumers in tier 2 and below cities access to top brands products.

- The market for fashion accessories in India is thriving and is expected to occupy bigger shares in the coming years.
- Right accessorizing provides multiple options to alter styles through mix-n-match and repeat outfits with a renewed look, all at economical prices.
- The fashion accessories market of India was observed at US\$ 3.4 billion in 2014 and is estimated to grow at CAGR of 12 percent to reach US\$ 10.6 billion by 2024.
- Unorganized players dominate this market, and the share of organized retail stands at a meagre 16 percent for bags, belts and wallets and 45 percent for watches.
- Jewellery is another promising market registering high growth rates in the category.
- Jewellery has been used by women of all classes and ages to enhance their look and has also held a certain social and ritualistic significance.
- Recent developments indicate a considerable shift towards occasion-specific, fashion jewellery.
- Jewellery is light in weight and due to its affordability, allows consumers to change their style more frequently.
- The low brand awareness in the Indian fashion jewelry market hints at a huge opportunity for the organized players to target this segment.
- Indian brands like Quirksmith, Studio Voylla add to this contribution.

Demand side factors:

- Positive economic outlook and rising discretionary incomes
- Despite its share of economic instability and fluctuations still remains the most potential market after China.
- Growing eve power: Evolving social scenarios along with the said positive economic development in the country has brought about much-needed and welcome change in how women are viewed in the country.
- This growing 'eve-power' is responsible for augmenting growth in the fashion accessories segment as accessories are predominantly made for and purchased or used by women folk.
- Age of the internet and impact of globalization.
- India's youth is better poised today to attain higher levels of education and subsequently join the skilled workforce, thereby affecting the country's demand and supply and investment, and expenditure.
- These healthy injections and leakages of capital are fueling further growth in the economy allows the fashion accessories market to enjoy the benefits too.

UNIT II: OTHER ACCESSORIES

Fashion accessories are used to essentially contribute in some way to the wearer's outfit.

Accessories are further used to express the individual's personality, identity, and personal taste.

These items come in all sorts of colors, shapes, sizes, hues, designs, and materials, which is why they are perfect for any day and outfit.

- Handbags
- Sun Glasses
- Wallets
- Shoes
- Hats
- Belts
- Gloves
- Necklaces
- Bracelets
- Watches
- Sashes
- Scarves
- Shawls
- Socks
- Lapel Pins
- Earrings
- Nose rings
- Rings
- Bandana
- Head bands
- Ties
- Beanie
- Cologne
- Wigs

UNIT III- TRIMMINGS

TRIMS, THE CONCEPT:

- The materials which directly piece together with your clothing products.
- Trimmings have both functional and aesthetic properties.
- Trimmings can be attached with garments by sewing, gluing, pressing or heat setting.
- Sewing thread, zipper, button etc. are some examples of trimming.

Sewing Thread

Sewing thread is a mandatory trim for clothing products which ensures the functional properties of clothing products by securing the seams. Sewing thread is not used for knitting or weaving. It can be made of staple fibre or continuous filaments by twisting. Sewing thread can be made from both natural and synthetic fibre. Polyester sewing thread is the most commonly used sewing thread.

Button

A small disk or knob sewn onto a garment, used for decoration or to fasten the garment by being pushed through a hole made for the specific purpose. Button is the most popular among the fasteners. Generally, it is made of plastic but other materials like metal or wood are also used. You may choose different types of buttons for your clothing like plastic button, metal button, wooden button, fabric button, toggle button etc.

Zipper

Zipper is a slide fastener consisting of interlocking elements each attached to one of the opposing edges of two tapes and a movable part called a 'slider' that spans the interlocking elements, which when moved in one direction causes the elements as one tape to interlock with the elements on the other tape and when moved in the opposite direction causes the elements to disengage. There are mainly two types of zipper: concealed zipper and continuous zipper. Zipper plays an important role as a clothing accessory.

Lining

Lining is one type of fabric which is used inside the garment. Lining may be woven or knitted fabric. Generally, smooth and lustrous fabrics are used as lining. Linings are joined by sewing with the main body fabric. Lining is mainly used to give comfort to wearer. If you talk about outerwear, then you can't think about it without lining.

Elastic

Elastic was a great invention for the clothing industry. Elastic makes the garments more comfortable to the wearers. Elastic is a necessary trim for undergarments. It is made of rubber or elastic cores that are wrapped in polyester, nylon or cotton fibre and then knitted, woven or braided. There are different types of elastic like braided elastic, knitted elastic, woven elastic, lingerie elastic etc.

Belt

A strip of flexible leather or textile material which is worn around the waist and secured with a fastening mechanism like buckle is termed as belt. There are different types of belts like buckle belt, suspender belt, metal belt, hip belt, yoke belt etc. Belt is an important accessory to a fashion sensible person.

Twill tape

Twill tape is a woven fabric trim which construction is like herring bone twill. Twill tape can be made from both natural fibers like cotton, linen etc. and synthetic fibers like polyester. Twill tape is used in sewing seams to give reinforcement.

UNIT IV LEATHER INDUSTRY

PROCESS OF MAKING LEATHER

The leather production process is lengthy and involves several steps which have to be carried out before the actual tanning is done. The most important stages in converting the raw animal hide to leather are listed below.

The five key processes of leather making

There are many different types of leather and therefore many variants on the manufacturing process and also various ways to describe. We break it down in these five steps of the leather production cycle:

1. **Preservation**

A process that temporarily allows transport and storage of the raw material. This is common but not needed if a tannery is very close to the slaughterhouse. This happens at the end of the slaughterhouse processes where with exception of reptile leather all animal leather is a by-product.

2. **Preparatory operations (beamhouse)**

Hides are cleaned from dirt, blood, salt and hair, the collagen structure is opened, they are fleshed, processed with base chemicals and split into grains and splits. Splitting in this stage is common for upholstery and automotive leather. Hides are offered to tanning in full substance as well.

3. **Tanning**

In tanning the collagen of the hides is transformed into leather. Herewith the collagen of the hide is protected to microorganisms.

Drying the leather at this stage would yield hard non-handleable leather. Different tanning agents can be used, e.g. Zeology chrome, glutardialdehyde (GDA), synthetic products or vegetable extracts.

4. **Post-tannage or Wet-end**

In wet-end the leather is given its final properties by the application of syntans, fatliquors and dyes. Each leather article requires different wet-end products and mechanical actions.

5. **Finishing**

The 'finishing' touch of leather making. Via several processes the leather is upgraded. A final film of several layers is used to protect the leather, increase its performance and to create fashionable colours and patterns.

ENVIRONMENTAL CONCERNS

Leather industry is one of the most polluting industries. The leather processing is responsible for unfavorable impact on environment. The global production of leather is about 24bn that presents a substantial challenge to leather industry. The tannery affluent produces high amount of dissolved and suspended organic and inorganic solids that are giving rise to high oxygen requirement. The unbearable smell generating from waste material and presence sulphide, ammonia and other volatile compounds are associated with leather processing activities.

Solid waste produced in leather industry include animal skin trims, animal hairs, flesh wastes, buffing dust and keratin wastes. All of these wastes contain protein as its main component. If this protein is not utilized properly, it will responsible for dangerous pollution problems to environment.

LEATHER PROMOTION AND MARKETING

India has the largest number of livestock, an abundant supply of cheap and skilled labor and an ever-increasing demand for leather goods.

Inspite of all these factors the Indian leather goods industry has barely 2.5% of the global market share.

The Small and medium scale enterprises account for a large portion of the total production. However, they are unable to realize their potential and the slack growth of the sector is due to high price of raw material, lack of negotiating power, lack of technological upgradation, financial constraints, power constraints & environmental considerations and limited access to markets.

Efficient Clustering and Networking would allow SMEs to compete globally Cluster means a geographical concentration of SMEs engaged in the production of related goods, which have common opportunities and face similar challenges.

Dharavi, the largest slum of Asia housing over 5000 leather goods manufacturers, has been identified as a focus of the study. Though their products have made a mark in domestic as well as global market, there is a huge potential for them to enhance their competitiveness and market share.

The endeavor is to suggest a clustering and networking model for the leather manufacturers of Dharavi to enable them to build their competitive strength through,

- cost reduction,
- value chain upgradation,
- technological upgradation
- collective economies of scale.

The success of an industry depends upon the continuous demand of finished product in national and international market.

1. Marketing, Advertising, Training of sales personnel, Export marketing, Growth and production of leather goods:

2. National policy on the development of footwear and leather goods.

3. Facilities offered for setting up footwear and leather goods industry.

4. Marketing research

5. Sales Forecasting

6. Product item, product line and product mix

7. Product planning and development

8. Product identification

9. Management of sales force

10. Advertising management and decision

11. Sales Promotions

There is a role though for branding of leather on a generic basis to deal with selected objectives. These include:

- To elevate the product as the material of choice for elegance, comfort, health, and performance.
- To reposition leather to ensure that it does not become identified as a cheap commodity and show it as an integral part of daily life; as indispensable. The plastics industry has worked hard in this way to remove the cheap substitute image and replace it with one of creative necessity.
- To deal with specific issues: and there are some which I feel you really are facing as you go forward into the next millennium.
- Synthetics are improving fast and getting smart in a metaphorical and real way. They are likely to encroach into more areas of traditional leather use.
- In some markets the environmental anti leather and vegetarian lobby are getting strong and influential. This is the domain of the better off and the young, yet no one from the leather industry is responding.
- There is a growing perceived advantage of some of the new artificial materials in the clothing sector, following after the trend of Goretex, and Sympatex all creating higher visibility than leather.
- Enhanced growth, and visibility of vegan leather like Pineapple leather, cactus leather etc.

UNIT V: FUR INDUSTRY

About 85 percent of the fur industry's skins come from animals living in fur factory farms. These farms can hold thousands of animals, and their farming practices are remarkably uniform around the globe. As with other intensive-confinement animal farms, the methods used in fur factory farms are designed to maximize profit.

Each year, around one hundred million animals are bred and killed on intensive fur farms specifically to supply the fashion industry with not only traditional fur coats but, increasingly, real fur trim for hooded jackets, and real fur pompoms used on hats, gloves, shoes and a range of other clothing and accessories. It's estimated that as many as half of all animals raised for their fur are killed to satisfy the market for fur trim.

FUR SOURCES

A variety of animals are bred or trapped for their pelts, including those that bear the luxury furs (sable, chinchilla ermine, and mink) and others whose fur is of lesser value (such as rabbit and squirrel).

Other commercially important furs include the various species of

Lamb

Fox

Marten

Beaver

Raccoon

Skunk

Otter

Seal

as well as leopard, lynx, ocelot, and wolf.

FUR Manufacturing

1) The first step in processing raw pelts is dressing. The dressing of furs involves several steps, the exact number of which is determined by the particular fur being dressed. Generally speaking, a fur is cleaned, softened, fleshed (extraneous flesh is removed), and stretched.

2)The skin is tanned by a process called leathering.

3)Many furs are then dyed, bleached, or tipped (dyeing the guard hair only) using various synthetic compounds called fur bases.

4)The making of dressed furs into such Garments as coats, stoles, wraps, and hats is called furriery.

5)Much of the process is done by hand. The cutter matches pelts according to color and texture and cuts the skins to conform to the designer's pattern.

6)The skins are then made into sections that are dampened and stretched and nailed to fit a pattern on a wooden nailing board.

7)After drying on the board, they are sewn together.

Sewing, performed on power-driven machines, requires great skill.

Fur coats are made by one of two processes:

- The letting-out technique or the skin-on-skin method.

The letting-out process involves slicing a skin into narrow diagonal strips and then sewing them together to form a longer and narrower strip that will run the full length of a coat.

- The skin-on-skin process is much simpler and consists of sewing one full skin to another.

8)After sewing, the fur is glazed, which is accomplished by dampening the fur, arranging the hair in the desired direction, and then slowly drying it to keep the hairs aligned.

Reference:

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