

PAPER I: FUNDAMENTALS OF GARMENT PRODUCTION

UNIT: I BASIC FASHION TERMS

Garment - A garment is a **piece of clothing**. ... Derived from the French word for "equipment," garment is a somewhat generic term you can use when the specific kind of clothing you're describing is not the point. A dress, for example, is a dress, and pants are pants.

Style – It is something that is unique to everyone. Style is the person's own choice in clothes, accessories, and others. Style is not totally dependent on clothing; it can be related to anything that makes the person look stylish. In another view, style is the extension of fashion which does not change like fashion.

Fashion- It is a style that is accepted and used by a majority of group at anyone time, no matter how small the group is. But it does not mean that every style is in fashion. Styles may come and go but fashion is always present in some form or the other. A style does not become fashion until it gains some popularity and is accepted and it remains in fashion as long as it is accepted. It can also be said that fashion denotes the display of the prevailing and popular style of clothing.

Fashion design- It is a form of art dedicated to the creation of clothing and other lifestyle accessories. Modern [fashion design](#) is divided into two basic categories: haute couture and ready-to-wear. The haute couture collection is dedicated to certain customers and is custom sized to fit these customers exactly. In order to qualify as a haute couture house, a designer has to be part of the Syndical Chamber for Haute Couture and show a new collection twice a year presenting a minimum of 35 different outfits each time.

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

Accessories- are items of [equipment](#) that are not usually [essential](#), but which can be used with or [added](#) to something else in order to make it more [efficient](#), [useful](#), or [decorative](#). For example jewellery, purse, footwear etc.

Classic - Apparel made in a style that continues to be fashionable over a long period of time, and that may return as high fashion at regular intervals. When revived, classic fashions retain the basic line of the original style, but are sometimes altered in minor details

Fad- Short-lived fashion that becomes suddenly extremely popular, remains for a short period of time, and fades quickly. Fads in India :- India's traditional six-yard wonder is igniting imaginations anew. The sari, say fashion designers, can be worn over a pair of jeans or jazzed up with a sexy slim belt for a trendy look.

Fashion Trends - These are the popular styles of clothing and accessories at a particular moment in time. ... Macro trends change over a longer period of time and have more to do with lifestyle and demographic changes than the latest fashion designs.

Fashion Designer - responsible for creating the specific look of individual garments-including a garment's shape, color, fabric, trimmings, and other aspects of the whole. The fashion designer begins with an idea of how a garment should look, turns that idea into a design (such as a sketch), and specifies how that design should be made into an actual piece of clothing by other workers (from patternmakers to finishers). The category of fashion designer includes people at different levels of the fashion business, from well-known couturiers, to anonymous designers working for commercial ready-to-wear houses, to stylists who might make only small modifications in existing designs.

Avant Grade (ah-vant gard) - French term commonly used in English meaning new, unconventional, ahead of its time. Used as an adjective to describe apparel that may be provocative or surprising.

Couture (Koo-ture)- French term for business in which original apparel designs are created by designers & the items are manufactured in the design house using exceptionally fine sewing & tailoring and expensive fabrics

Couturier – it is the French term for male designer. Couturiere is the female designer. They have their own couture house and create original designs that are presented in a collection each season primarily aimed at individual or private customers. The designs created by the couturier are known for their beautiful detailing and use of luxury fabrics.

Haute Couture (oat koo-toor) - Haute couture (French for “high sewing” or “high dressmaking”) refers to the creation of exclusive custom-fitted clothing. Haute couture is made to order for a specific customer, and it is usually made from high-quality, expensive fabric and sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques.

Label- The term fashion label refers to upcoming designers who make ready-to-wear outfits in limited numbers. These outfits are high on style and are often expensive than regular store garments but lesser than established designer wear. The difference between a label and a brand is that the latter has been in business for longer and is already a known name.

Ensemble -A French word, ensemble has been oft-used by fashion designers and you surely must have heard or read it quite often. In fashion terms, ensemble is usually referred to an outfit complete with accessories, jewellery etc. The whole look is called an ensemble.

Silhouette- In fashion, a silhouette is essentially the basic shape or outline of an outfit. Some common silhouettes include A-line, straight, flared, asymmetrical, etc. Wearing the right silhouette according to your body type can work wonders for your frame.

Off-the-Rack- There are designer and custom-made clothes, and then there are off-the-rack outfits that refer to clothing that is made in a large number and is readily available in stores. Off-the-rack also means readymade garments that made in standard sizes.

Hemline - Also referred to as the hem of an outfit, the hemline refers to the lower edge of a garment. It is termed long or short depending on its distance from the floor. A dress with a short hemline will expose your legs more while one with a floor-length hemline will barely show your feet.

Vogue- When something is said to be in vogue, it's mean it is currently in trend or in style. If you keep up with fashion trends, you are likely to know what's in vogue for a particular season.

High fashion - High fashion or high style items are the very latest or newest fashions. Because of the fine quality they are expensive; high fashion garments often seem extreme and unusual. They originate from the name of designers in leading fashion cities. High fashion as a term is best applied to high-priced exclusive, designer branded styles. They are worn by wealthy or famous people. These styles may also be limited because they are too sophisticated or extreme to call the attention of general public or they are not within the reach of most people in terms of price.

Mass Fashion- fashion consists of styles that are widely accepted by majority of consumers. A classic may achieve a peak in popularity and become a mass fashion. They are sold in a variety of price ranges at department, specialty, and discount stores. Mass fashions constitute the 'bread and butter' of the fashion industry as they accounts for the major of sales in the fashion business. It also allows a variety of fashion looks to be available to all.

Custom – it means made for the individual customer. It is also called made-to-order apparel. Garments are produced by professional dressmakers with special design, fabric and fit to body contour of a specific person. This is usually done after the customer has seen a sample garment, sketch or picture. Custom made clothing was produced mostly by women of the house prior to the mass production at the factories. The garments were also stitched by hand very meticulously.

Knock – off- it is the stealing of design ideas, or the use of a design, without the consent of the originator/ manufacturer. Designs are generally copied from higher priced garments. They are produced in great volume with lower quality materials and workmanship.

Trunk Show - A producer's or designers complete or part of collection of samples brought into the store for a limited time to take orders from customers. The garments are exhibited to customers at scheduled, announced showings. It is a form of pre-testing that involves a producer's sending a representative to a store for the display of garments.

Model - A model is a **person with a role either to promote, display or advertise commercial products** (notably fashion clothing in fashion shows) or to serve as a visual aid for people who are creating works of art or to pose for photography.

Drafting

Drafting is defined as a method of drawing patterns on paper with mechanical precision using body measurements. A basic pattern or a 'block' or a 'master' or a 'foundation pattern' can be generated through drafting. A '*sloper*' or '*block*' is a custom-fitted basic pattern from which patterns for many different styles can be created. It consists of five basic pattern pieces or set – bodice front, bodice back, skirt front, skirt back and the sleeve. This basic block does not contain seam allowances, hem allowances. Design features are frequently added to a copy of this block to create variety in a design.

Since drafting employs the use of actual measurements of an individual, they need to be accurately recorded. Inaccuracy in measurements will lead to a faulty drafting resulting in an ill fitted garment. Also, some measurements are calculated on the basis of other measurements. E.g. Normally neck is taken as 1/12 of round bust. So measurements play an important role for drafting

Merits of Drafting:

- A good drafting gives a good fit.
- A basic block can be graded to any desired size pattern.
- Different designs can be made with just a basic draft.
- Accuracy in cutting can be achieved when a draft is available.
- The wastage of fabric can be avoided as all pieces of draft can be laid on the material and adjusted before cutting.
- A draft can be stored and used many times which saves time.
- In case of any figure irregularities, alterations can be made on a copy of the paper draft before finally cutting the fabric. Ex: broad shoulder, drooping shoulder etc.

Demerits of Drafting:

1. A basic draft has no seam allowance but only ease. Hence seam allowances are to be marked on the fabric.
2. Does not fit all, as the sloper is made according to individual body measurements

Draping

Draping is also a method of pattern making where in a muslin cloth is used to drape over a dress form or a model. It is a three-dimensional process of pattern making. Draping allows the designer to freely and accurately express his/her ideas. Proportion of design details can be related to the human body and their effect is clearly visible.

The medium for draping is usually muslin, plain weave fabric of unfinished cotton. The direction of the grain is easily visible and its relatively low cost permits free use for experimentation.

The pattern maker simply constructs a pattern by pinning and manipulating fabric onto an appropriately sized model/dress form. Draped pattern can be marked with pencil lines and the finished muslin pattern can be used repeatedly. This often requires more material and time than flat pattern method, but can be far less frustrating. It affords the patternmaker the luxury of putting fabric on and examining how it looks and hangs before finalizing the design. No bodice block measurements and special steps of adaptation are required.

Merits

1. Easily visualize the effect of style when draped on the dress form
2. Design and style can be modified if unappealing and unattractive
3. Designer can express his/her skill and creativity freely
4. Usually fits accurately

Demerits

1. Expensive method
2. Dress form is essential
3. Dress form with different sizes is needed
4. Unsuitable for commercial production
5. Possibility of wastage of cloth
6. Coarser and thicker fabrics are not suitable for draping
7. Process is elaborate and time consuming
8. Suitable only for production of designer garments

Gather

Gathered fabric is used to create fullness or ruffles. You sew one or two lines of gathering stitches just inside and/or outside the stitch line. Use a long stitch length (5mm and up) on your sewing machine and loosen the top tension on your sewing machine for easier gathering. Don't back tack when you start stitching and leave long thread tails. Anchor the thread tails on one side around a pin, and carefully hold the loose (top or bottom) thread tails and slide the fabric you want to gather along the thread.

Flares- it refers to a projection of volume in a silhouette, flares are also referred to as a type of trouser style. A flare can feature on dresses or tops, particularly seeing reference in peplum tops and skirts. ... The bottom of the trouser may have a design feature of a turned up hem and a wider belt.

Fashion journalists - focus mostly on trends and events, and maintain relationships with designers and stylists. A fashion journalist has knowledge of fashion history, and stays up to date on industry trends. Fashion journalists are either employed full-time by a publication, or they submit articles on a freelance basis.

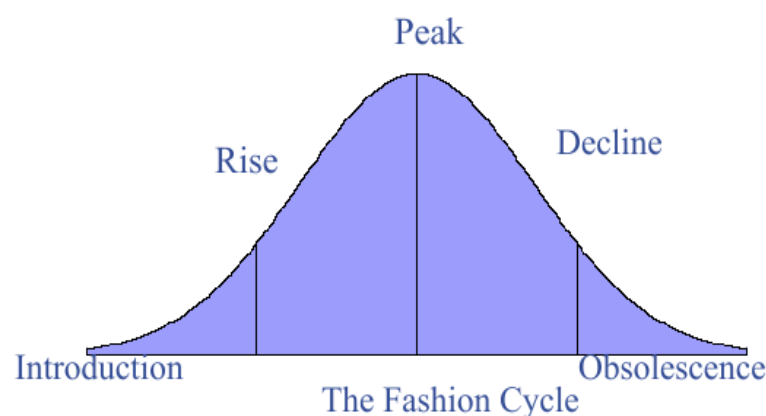
Fashion Forecasters - he predict which silhouettes colours, textures, fabrics, graphics, prints, footwear, accessories, etc. will be the forthcoming trends on the runway and in retail stores from season to season.

The Fashion Cycle- The ways fashion changes are described as the “Fashion Cycle”. A cycle: Is the period of time or life span during which fashion exists. Style: is a particular look, shape or type of apparel. The fashion cycle is usually depicted as a bellshaped curve encompassing five stages: Introduction, Rise in popularity, Peak, Decline in popularity, and Rejection. Consumers are exposed every season to a multitudes of new styles created by designers and are launched by big clothing companies. Some styles are rejected immediately by the buyers on the retail level, while some styles are accepted for a short time. That is demonstrated by the consumers purchasing and accepting to wear these new styles.

Stages of the Fashion Cycle: Introduction of a style: Fashion leaders introduce new collections every season for the sake of being innovative and creative. During the introductory phase, the new style is introduced to the public. This new style may or may not appeal to the mass, and therefore be accepted by the consumers. New styles are usually introduced in high price with minimum quantities, to test the market. Usually a new style is worn by the Fashion leaders, athletes, or movie stars, and selected people who can afford it, and mostly celebrities and rich people who love to experiment and try out new styles to grab the attention of the media, and to stand out among the rest. 2. (Rise) Increase in popularity: A new style worn by a celebrity or famous personality, seen by many people and it may draw attention of buyers, the press, and the public. Most designers also have prêt line that sells at comparatively low prices and can sell their designs in quantities. Manufacturers adopt design and styles to produce with less expensive fabric or less details. The adaptations are made for mass production. 3. Peak in popularity: Styles at this stage is most popular. When production of any style is in volume, it requires mass acceptance. The manufacturers carefully study trends because the consumer will always prefer clothes that are in the main stream of fashion. When a fashion is at height of its

- Period of time or life span during which fashion exists

Stages of the Fashion Cycle



- Introduction
- Rise
- Peak
- Decline
- Obsolescence

Introduction Stage

- Designs and styles previewed at major design centers
- Limited acceptance by consumers
- Fashion leaders
- Higher prices
- Small quantities produced

Rise Stage

- Manufacturers adopt designs and styles to produce with less expensive fabrics or less detail
- More affordable and more availability
- Acceptance by more people
- Adaptations and changes
- Mass production

Peak Stage

- Fashion most popular and accepted
- Variety of fashion versions
- Variety of price levels
- Length at this stage determines if fashion becomes a classic

Decline Stage

- Decreasing demand for the fashion
- Fashion has “oversaturated” or flooded the market
- Consumers won’t pay high price for the fashion

- Retail markdowns occur

Obsolescence Stage

- Consumers no longer interested
- Low price
- Retailers not restocking
- Manufacturers not producing

Factors Affecting Fashion Movement

- Consumer acceptance and desire
- Economic acceptance - affordability
- Social acceptance
- Adaptations
 - Fibers , fabrics, textures
 - Color
- Marketing - Advertising techniques
- Fashion Leaders

THEORIES OF FASHION

- Trickle-Down Theory
- Trickle-Up Theory
- Trickle-Across Theory

Trickle-Down Theory

- Movement of fashion starts at the top socioeconomic status of consumers
- Fashion then accepted “down” to the general public
- Oldest and most accepted theory

Trickle-Up Theory

- Fashion movement starts with lower socioeconomic levels
- Acceptance by consumers with higher incomes

- Athletic apparel style
- Jeans
- Hair style
- Punk style

Trickle-Across Theory

- Fashion acceptance begins among several socioeconomic groups
- All price levels at same time
- Quality and lines vary
- Most prevalent in 21st century – technology