

1) Part A :

DEFINITION OF FASHION

- a popular or the latest style of clothing, hair, decoration, or behaviour.

In some way fashion helps us to show who we are and depict our personality in the terms of visual information.

Important is the idea that the course of design and fashion will change more rapidly than the culture as a whole.

The terms "fashionable" and "unfashionable" were employed to describe whether someone or something fits in with the current mode of expression.

- Fashion is a general term for a popular style or practice, especially in clothing, footwear, accessories, makeup.
- Fashion also refers to the newest creations of textile designers

AREAS OF FASHION

- Architecture, interior design, and landscape design
- Arts and crafts
- Body type, clothing or costume, cosmetics, personal grooming, hairstyle, and personal adornment
- Dance and music
- Forms of address, slang, and other forms of speech
 - •Entertainment, games, hobbies, sports.
 - •Technology, such as the choice of computer programming techniques
 - •Hospitality industry, such as designer uniforms custom made for a hotel, restaurant, in order to reflect a property and brand.

How to Develop Fashion Sense

1: Start by learning what colors look the best on you:

Start by using colors you like - it's often a good starting place.

2: Find out what your best features are:

Remember, the ideal shape for any woman is the hourglass. Most clothing works to emulate this shape.

3: Makeup:

Learn how to style your makeup from friends. If you want to look classy, stick to neutral or at least natural colors. Bright purple eyeshadow makes you look young.

4: Study fashion magazines to get ideas of current trends:

Read MAG, fashion newspaper, depending upon your opinion. Watch advertisements and other people. When you see something that catches your attention, note what exactly you like about the outfit

- **5: Hairstyles are tricky:**
- The best way is to know thy hairdresser. Find someone who has experience and style, then put yourself in their hands.
- **6: Always - keep track of changes, but don't follow trends slavishly:**
- If you hate boots, don't wear them. Part of fashion sense is knowing what you want. If you love orange, but you don't look good in large amounts, incorporate it in accessories and small touches. Don't forget your own personal style. It's what stops you from being yet another clone of every other magazine girl.

HISTORY OF FASHION

- The category history of fashion generally describes modern clothing from the post era the present. Clothing popularly worn in Medieval Europe.
- There are theories presented why people started to wear clothes:
- Protection
- Modesty
- Decoration
- Attraction
- Status
- In traditional society function of clothing was considered as language through which one can indicate:

Person's age, gender, marital status, religion, social status or occupation.

- Modern fashion got strength during the renaissance time. Aristocrats of renaissance times were great patrons of fashion. They developed new fashion and promoted it.
- Haute couture designers followed the trend by starting the ready-to-wear and perfume lines, heavily advertised in the magazines that now dwarf their original couture businesses. Television coverage began in the 1950s with small fashion features.
- Now the word FASHION became a wide arena and encompasses every sphere of our life and activities.
- Fashion today has taken a front seat and is of topmost priority to every individual from every age group.

All that we do has to be fashion able, the way we communicate, the way you present yourself, from the kind of language you use, kind of phone, kind of clothing, kind of jewelry, kind of letter writing, kind of cars, kind of makeup, kind of food all revolves around fashion

FACTORS THAT INFLUNCE FASHION

- . The design of the clothes we wear has been influenced by trends, restrictions of law or economics, and by the types of materials they're made from them

HISTORICAL INFLUENCE

Any mode of dressing that is popular during a particular time or in a particular place (i.e., the current style). It can change from one period to the next, from generation to generation. It serves as a reflection of social and economic status, a function that explains the popularity of many styles throughout costume history

2-SOCIAL INFLUENCE

Fashions may vary considerably within a society according to age, social class, generation, occupation, and geographical as well as over time. If, for example, an older person dresses according to the fashion of young people, he or she may look ridiculous in the eyes of both young and older people. Social change is a powerful feature of the 20th century. It has modified such things as class structure, lifestyles, roles of men and women, and structure and function of families.

3-CULTURAL INFLUENCE

Fashion change exists within a broad cultural context. Changes in the cultural patterns of society involve changes in knowledge, artistic and literary styles, ideas and beliefs, and modes of behavior. Cultural influences not only affect the form which changing fashion objects take, but also affect the speed of fashion change within a society.

4-ECONOMIC INFLUENCE

During World War II economic depressions had a radical effect on fashion during the 20th century. Many fashion houses closed during the war as most women could not afford to buy clothes that weren't necessities and many materials were not available. People began to customize and make their own clothes from whatever materials were available.

3-TECHNOLOGY

The fashion industry consists of four levels: 1:the production of raw materials,

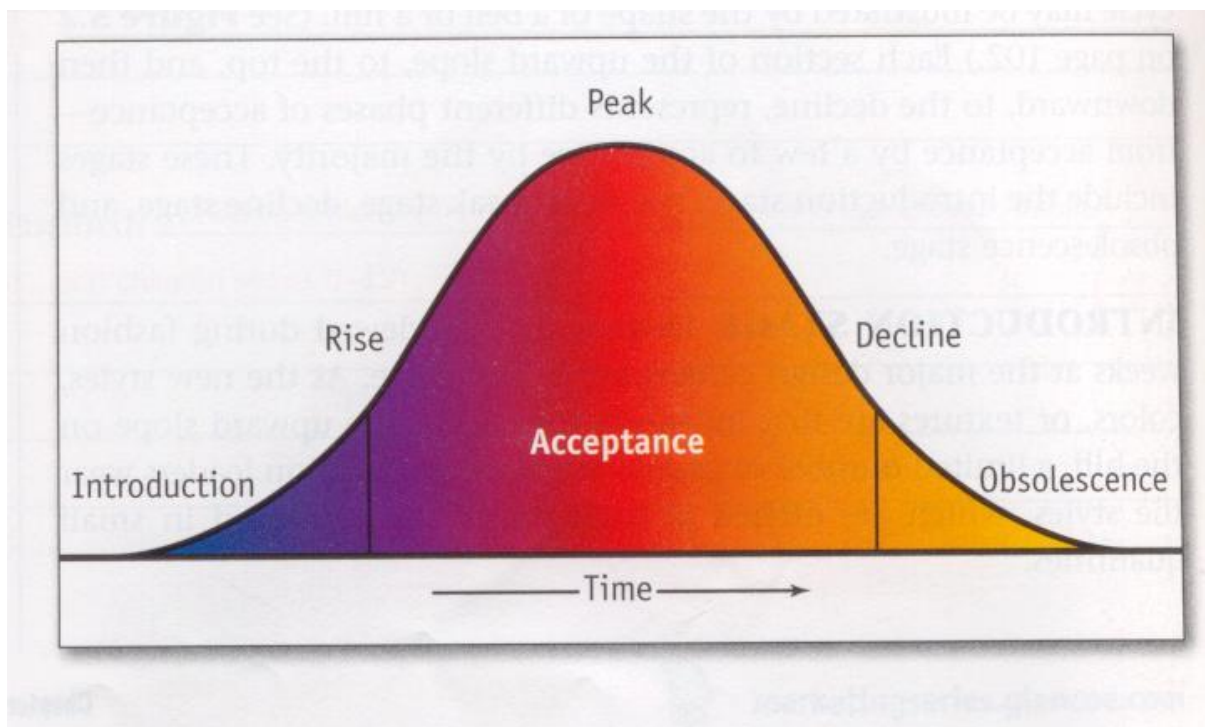
2:fibers and textiles,leather and fur

3:the production of fashion goods by designers, manufacturers, contractors, & others.

4:various forms of advertising and promotion.

These levels consist of many separate but interdependent sectors, all of which are devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit.

Fashion Cycle



Introduction

Designs shown at "Fashion Weeks" (6 months ahead of season)

Limited number of people accept them

Fashion Leaders wear the styles

Usually high prices, low quantity

Rise

Manufacturers will copy designer clothes, with less details

More people accept the style

As it climbs, more copies are made and prices go down

Peak

The fashion is at its most popular

It is mass produced and distributed

Prices vary at this stage-due to many versions

It can survive longer if it becomes a classic

Slight changes can help it stay at the peak longer

Decline

People get tired of the style

The fashion goes on sale

Items become "oversaturated"

Obsolescence

The end of the fashion cycle

Consumers are not interested in the style any more

A new cycle will begin

Fashion Movement

The ongoing motion of fashions moving through the fashion cycle.

Things affecting the fashion movement:

Economic/social factors

New fibers/fabrics

New advertising

Fashion Leaders

Trendsetters or individuals who are the first to wear new styles, after which the fashion is adopted by the general public.

May be high profile people who get media attention.

Fashion Trends

The direction of the movement of fashion that is accepted in the marketplace.

Trends can come from:

Movies/TV

Politics

Musicians

Fashion Movement: Trickle-Down Theory

Trickle-down theory: The movement of fashion starts at the top with consumers of higher socioeconomic status and moves down to the general public.

Fashion Movement: Trickle-Up Theory

Trickle-up theory: movement of fashion starts with consumers on lower-income levels and then moves to consumers with higher incomes.

Ex: Athletic Apparel

Punk Style

Baggy Pants

Fashion Movement: Trickle-Across Theory

Trickle-across theory: Fashion acceptance begins among several socioeconomic classes at the same time, because there are leaders in all groups.

2) PART B: FACTORS THAT EFFECTING FASHION

Introduction:

The basic requirements of human being are food, clothing and haven, after food person looks for second important need i.e. clothing. People expect much more things from clothing than to satisfy our basic needs. In some societies the clothing is used for expressing wealth, states, age, occasion and gender etc

1) Social factor:

In social factor we consider following things & those are

- A) The place where person live (urban or rural).
- B) Cultural background of person.
- C) Gender
- D) Occupation
- E) Occasion
- F) Social states

A) The place where person live (urban or rural):

Depending upon the area and place where a person lives the pattern, shape, style of clothing changes. In urban areas because of very close cultural interaction between the various sections of people. The pattern & style of clothing is cosmopolitan in nature. But in other hand in rural area the human clothing is influenced by regional factors.



B) Cultural background of person:

The second factor which influenced on selection of clothing is cultural background of person and upbringing of a person.



C) Gender:

The modern society not believe in gender biasness & strongly oppose this, but we all are still comfortable in maintaining difference in male & female



D) Occupation:

Humans select clothing depends upon his occupation. Because of this reasons only we find the difference in a police man and a common man and also we find the difference in Army man and a common man.



E) Occasion:

Generally human select clothing depends upon the occasion namely formal wear and casual wear. In

office people wear formal dress & in leisure stripe be wear casual wear.



F) Social status:

The human being always interested to show his social status through clothing, hence in past king always wearing a royal clothing.



2) Economic Factors:

In economics factors the important components are economic condition of society economic status of individual & availability of technology & raw material. If there is change in economic condition of society than it reflects on clothing. We know that the pattern of poor & rich peoples are different some people select clothing depends on affordability, & some people selects clothing to show his economic status.



3) Physiological factor:

This factor includes age, condition of age of person, body structure, physiological response of body, activity level etc. The clothing patterns are changes with age of the person due to physiological & physiological changes with time



Ex- A small child required different types of cloth & a age person required different type of cloth. Clothing selection also depends on physical health of person, the person who have a special build of body required a different kind of cloth.

c. Retail Distributer:

Retailer is the link between the manufacturer and the consumer

The fashion business also includes different types of retailers such as stores that sell apparel and accessories.

Retailer buy fashion merchandise from manufacturers and bring it to the consumers.

Success in the fashion business is achieved at the retail level by consumer acceptance measured in purchase.

Therfor in todays market it is important to focus much on retailing.



kinds of retail operations

A- speciality stores:

They cater particular kind of customer providing personalized services and unique merchandise for specific taste. They are the major force in fashion retailing.e.g Ideas, Khadi , nishat linen,metro shoes,borjan.ets



:B-Departmental store

- ⦿ They sell many different kinds of merchandise each in separate section
- ⦿ Apparel and accessories for men, women and children, household goods such as furniture, lamps, linen and others. e.g. Jan arcade, mega mart etc.

C-Mass merchants:

- ⦿ They sell commodity merchandise in a departmental stores format
- ⦿ They have masses of stores and mass oriented budget to moderate prices e.g. Metro habib, Pace, Chen one etc.



D-Price directed retailers:

- ⦿ They are becoming very popular today as there are a number of shoppers who want the latest fashion without a high price tag.
- ⦿ These are promotional stores, off-price retailers etc.

E-Electronic retailing:

- ⦿ Mail order business and electronic retailing through internet, etc. are being preferred by customers due to busy life styles.



D. FASHION INDUSTRY FLOW CHART

