

**Answer 1.****Fashion**

Fashion is a popular aesthetic expression at a particular time and place and in a specific context, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle, and body proportions. Whereas a trend often connotes a peculiar aesthetic expression and often lasting shorter than a season, fashion is a distinctive and industry-supported expression traditionally tied to the fashion season and collections. Style is an expression that lasts over many seasons and is often connected to cultural movements and social markers, symbols, class, and culture (ex. Baroque, Rococo, etc.). According to sociologist Pierre Bourdieu, fashion connotes "the latest fashion, the latest difference. Even though they are often used together, the term fashion differs from clothes and costumes, where the first describes the material and technical garment, whereas the second has been relegated to special senses like fancy-dress or masquerade wear. Fashion instead describes the social and temporal system that "activates" dress as a social signifier in a certain time and context. Philosopher Giorgio Agamben connects fashion to the current intensity of the qualitative moment, to the temporal aspect the Greek called **kairos**, whereas clothes belong to the quantitative, to what the Greek called **Chronos**. Exclusive brands aspire for the label haute couture, but the term is technically limited to members of the Chambre Syndicale de la Haute Couture in Paris. It is more aspirational and inspired by art, culture and movement. It is extremely exclusive in nature. With increasing mass-production of consumer commodities at lower prices, and with global reach, sustainability has become an urgent issue amongst politicians, brands, and consumers.

International Fashion Editor Cynthia Durcanin answers the question, "What is fashion?"

Fashion is a state of mind. A spirit, an extension of one's self. Fashion talks, it can be an understated whisper, a high-energy scream or an all knowing wink and a smile. Most of all fashion is about being comfortable with yourself, translating self-esteem into a personal style.

Fashion is something we deal with every day. Even people who say they don't care what they wear choose clothes every morning that say a lot about them and how they feel that day. One certain thing in the fashion world is change. We are constantly being bombarded with new fashion ideas from music, videos, books, and television. Movies also have a big impact on what people wear. Ray-Ban sold more sunglasses after the movie Men In Black. Sometimes a trend is world-wide. Back in the 1950s, teenagers everywhere dressed like Elvis Presley.

**Who dictates fashion?**

Musicians and other cultural icons have always influenced what we're wearing, but so have political figures and royalty. Newspapers and magazines report on what Hillary Clinton wears. The recent death of Diana, the Princess of Wales, was a severe blow to the high fashion world, where her clothes were daily news. Even folks in the 1700s pored over fashion magazines to see the latest styles. Women and dressmakers outside the French court relied on sketches to see what was going on. The famous French King Louis XIV said that fashion

is a mirror. Louis himself was renowned for his style, which tended towards extravagant laces and velvets.

### **Clothes separate people into groups.**

Fashion is revealing. Clothes reveal what groups people are in. In high school, groups have names: "goths, skaters, preps, herbs." Styles show who you are, but they also create stereotypes and distance between groups. For instance, a businessman might look at a boy with green hair and multiple piercings as a freak and outsider. But to another person, the boy is a strict conformist. He dresses a certain way to deliver the message of rebellion and separation, but within that group, the look is uniform. Acceptance or rejection of a style is a reaction to the society we live in.

Fashion is a language which tells a story about the person who wears it. "Clothes create a wordless means of communication that we all understand," according to Katherine Hamnett, a top British fashion designer. Hamnett became popular when her t-shirts with large messages like "Choose Life" were worn by several rock bands.

- There are many reasons we wear what we wear.
- Protection from cold, rain and snow: mountain climbers wear high-tech outerwear to avoid frostbite and over-exposure.
- Physical attraction: many styles are worn to inspire "chemistry."
- Emotions: we dress "up" when we're happy and "down" when we're upset.
- Religious expression: Orthodox Jewish men wear long black suits and Islamic women cover every part of their body except their eyes.
- Identification and tradition: judges wear robes, people in the military wear uniforms, brides wear long white dresses.

Fashion is big business. More people are involved in the buying, selling and production of clothing than any other business in the world. Every day, millions of workers design, sew, glue, dye, and transport clothing to stores. Ads on buses, billboards and magazines give us ideas about what to wear, consciously, or subconsciously. Clothing can be used as a political weapon. In nineteenth century England, laws prohibited people from wearing clothes produced in France. During twentieth century communist revolutions, uniforms were used to abolish class and race distinctions.

### **Why is it important?**

Fashion is a means of self-expression that allows people to try on many roles in life. Whether you prefer hip-hop or Chanel-chic, fashion accommodates the chameleon in all of us. It's a way of celebrating the diversity and variety of the world in which we live. Fashion is about change which is necessary to keep life interesting. It's also a mirror of sorts on society. It's a way of measuring a mood that can be useful in many aspects, culturally, socially even psychologically. At the same time, fashion shouldn't be taken too seriously or you lose the fun of it.

## **Answer 2 part B**

Fashion today has taken a front seat and is of top most priority to every individual from every age group. Discuss any 3 factors that affect fashion?

Today fashion is the most important thing for the peoples and it changes peoples styles and attitude and their life style. Today peoples makes dress from the fashion designers and every one has there ow idea of creating his/her own dressing style .fashion industry is growing know a days very quickly and fast .

But there are a lot of factors which effect the fashion and they are :

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.

Factors for Textile or Clothing Selection:

1) Social factor:In social factor we consider following things & those are The place where person live (urban or ruler). 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

Cultural background of person:

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

Gender:

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

## **Answer 2 part C.**

A retail distributor acts as the middle man between consumers and manufacturers. Most often, when a manufacturer produces a product, the manufacturer does not sell the product directly to the end user. Instead, the product is sold in large quantities to a retail distributor who then sells the products out of a retail store. Retail distributors act as the middle man between manufacturers and consumers. Manufacturers refer to the individuals or corporations who put together or produce a given product. Much manufacturing takes place in countries where the cost of labor is lower, such as China or the Philippines. These products are then exported to other countries where they are sold.

The manufacturers who produce the items – whether offshore or within the country where the product will ultimately be sold – thus creates a network of retail distributors who handle the sale of the product to the consumer. The manufacturer may have an exclusive distribution agreement,

in which it allows only one company to sell its products. Most commonly, however, manufacturers will have distribution agreements with a number of different retailer distributors. When a retail distributor purchases a product, it pays a wholesale price. This is a cost that is lower because of the volume in which it buys the product. Generally, the larger the distributor it is, the more of a volume discount it can get on a given product. This phenomenon can make it more difficult for smaller retail distributors to compete since they end up paying more for their inventories.

The retail distributor receives the items and then prices them. The manufacturer may set a suggested price for which the distributor sells the product. Alternatively, distributors may set their own prices for a given item. Retail distributors always set the prices for goods at a higher dollar amount than they paid for the item. This is how the distributor makes its money. Some manufacturers will set a price limit that manufacturers cannot exceed or cannot drop below to control the distribution and brand reputation of the given product. The consumer then buys the item from the retail distributor at the higher price, or markup. A consumer who wishes to avoid paying this premium for using a middle man can consider purchasing items through direct sales or direct from manufacturer items. This is not possible with all consumer goods however. Retailers may have an agreement in which they are permitted to return unsold items to manufacturers in certain circumstances. This is common in the bookstore industry, for example, in which bookstores can return unsold copies of books. In other situations, once a distributor has purchased an item, it is his to sell. If the product does not sell at the price it is marked, the retailer will then have to liquidate the item at a lower price to recoup some or all of its investment cost in purchasing the product.

## **Retail Operation and its Type**

### **Department Stores**

Department stores are characterized by their very wide product mixes. That is, they carry many different types of merchandise, which may include hardware, clothing, and appliances. Each type of merchandise is typically displayed in a different section or department within the store. The depth of the product mix depends on the store, but department stores' primary distinction is the ability to provide a wide range of products within a single store. For example, people shopping at Macy's can buy clothing for a woman, a man, and children, as well as house wares such as dishes and luggage.

### **Chain Stores**

The 1920s saw the evolution of the chain store movement. Because chains were so large, they were able to buy a wide variety of merchandise in large quantity discounts. The discounts substantially lowered their cost compared to costs of single unit retailers. As a result, they could set retail prices that were lower than those of their small competitors and thereby increase their share of the market. Furthermore, chains were able to attract many customers because of their convenient locations, made possible by their financial resources and expertise in selecting locations.

### **Supermarkets**

Supermarkets evolved in the 1920s and 1930s. For example, Piggly Wiggly Food Stores, founded

by Clarence Saunders around 1920, introduced self-service and customer checkout counters. Supermarkets are large, self-service stores with central checkout facilities. They carry an extensive line of food items and often nonfood products. There are 37,459 supermarkets operating in the United States, and the average store now carries nearly 44,000 products in roughly 46,500 square feet of space. The average customer visits a store just under twice a week, spending just over \$30 per trip. Supermarkets' entire approach to the distribution of food and household cleaning and maintenance products is to offer large assortments these goods at each store at a minimal price.

### **Discount Retailers**

Discount retailers, like Ross Dress for Less and Grocery Outlet, are characterized by a focus on price as their main sales appeal. Merchandise assortments are generally broad and include both hard and soft goods, but assortments are typically limited to the most popular items, colors, and sizes. Traditional stores are usually large, self-service operations with long hours, free parking, and relatively simple fixtures. Online retailers such as Overstock.com have aggregated products and offered them at deep discounts. Generally, customers sacrifice having a reliable assortment of products to receive deep discounts on the available products.

### **Warehouse Retailers**

Warehouse retailers provide a bare-bones shopping experience at very low prices. Costco is the dominant warehouse retailer, with \$79.7 billion in sales in 2014. Warehouse retailers streamline all operational aspects of their business and pass on the efficiency savings to customers. Costco generally uses a cost-plus pricing structure and provides goods in wholesale quantities.

### **Franchises**

The franchise approach brings together national chains and local ownership. An owner purchases a franchise which gives her the right to use the firm's business model and brand for a set period of time. Often, the franchise agreement includes well-defined guidance for the owner, training, and on-going support. The owner, or franchisee, builds and manages the local business. Entrepreneur magazine posts a list each year of the 500 top franchises according to an evaluation of financial strength and stability, growth rate, and size. The 2016 list is led by Jimmy John's gourmet sandwiches, Hampton by Hilton mid price hotels, Supercuts hair salon, Servpro insurance/disaster restoration and cleaning, and Subway restaurants.

### **Malls and Shopping Centers**

Malls and shopping centers are successful because they provide customers with a wide assortment of products across many stores. If you want to buy a suit or a dress, a mall provides many alternatives in one location. Malls are larger centers that typically have one or more department stores as major tenants. Strip malls are a common string of stores along major traffic routes, while isolated locations are freestanding sites not necessarily in heavy traffic areas. Stores in isolated locations must use promotion or some other aspect of their marketing mix to attract shoppers.

### **Online Retailing**

Online retailing is unquestionably a dominant force in the retail industry, but today it accounts for only a small percentage of total retail sales. Companies like Amazon and Geico complete all or most of their sales online. Many other online sales result from online sales from traditional retailers, such as purchases made at Nordstrom.com. Online marketing plays a significant role in preparing the buyers who shop in stores. In a similar integrated approach, catalogs that are mailed to customers' homes drive online orders. In a survey on its Web site, Land's End found that 75 percent of customers who were making purchases had reviewed the catalog first.

### **Catalog Retailing**

Catalogs have long been used as a marketing device to drive phone and in-store sales. As online retailing began to grow, it had a significant impact on catalog sales. Many retailers who depended on catalog sales—Sears, Land's End, and J.C. Penney, to name a few—suffered as online retailers and online sales from traditional retailers pulled convenience shoppers away from catalog sales. Catalog mailings peaked in 2009 and saw a significant decrease through 2012. In 2013, there was a small increase in catalog mailings. Industry experts note that catalogs are changing, as is their role in the retail marketing process. Despite significant declines, U.S. households still receive 11.9 billion catalogs each year.

### **Non store Retailing**

Beyond those mentioned in the categories above, there's a wide range of traditional and innovative retailing approaches. Although the Avon lady largely disappeared at the end of the last century, there are still in-home sales from Arbonne facial products, cabi women's clothing, Wine Shop at Home, and others. Many of these models are based on the idea of a woman using her personal network to sell products to her friends and their friends, often in a party setting. Vending machines and point-of-sale kiosks have long been a popular retail device. Today they are becoming more targeted, such as companies selling easily forgotten items—such as small electronics devices and makeup items—to travelers in airports.

Answer 2 part D

Date: / / 20

## "Flow Chart of Fashion"

1) Design:

Concept development, Trend research & market, collection design, selecting fabrics & source.

2) Sample making:

pattern making, sample making, creating of product range, product development costing.

3) Selection:

Editing collection, further product, presenting collection to buyer & distributed, fashion fairs.

4) Manufacturing:

pre-production, manufacture of garments, local & international.

5) Distributors:

Shipping garment to buyers, whole seller, retailer, Analysis of the feed back.

