

FASHION AND CLOTHING PSYCHOLOGY

UNIT – I

Fashion Accessories – Shoes, handbags, jewellery, hats, ties and other. Prepare an album for accessories. (13L)

UNIT – II

Figure irregularities – stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead. (12L)

UNIT – III

Factors affecting fashion changes – Psychological needs of fashion, psychology of fashion, Technology, Economical, Political, legal and seasonal. (12L)

UNIT – IV

Recurring silhouettes – changes in silhouettes; fashion cycle; Prediction fashion; Role of costumers as status symbol, clothes as sex appeal, self identity, cultural value. (13L)

UNIT – V

Understanding Fashion Designer: Designer types – Classicist, idealist, Influenced, Realist Thinking poet. (10L)

(Total : 60L)

Unit 1

Fashion Accessories – Shoes, handbags, jewellery, hats, ties and other. Prepare an album for accessories

A **fashion accessory** is an item used to contribute, in a secondary manner, to the wearer's outfit, often used to complete an outfit and chosen to specifically complement the wearer's look. It has the capacity to further express an individual's identity and personality as there are accessories that come in different, shapes, sizes, hues etc.

Fashion accessories can be loosely categorized into two general areas: those that are carried and those that are worn.

The type of accessory that an individual chooses to wear or carry to complement their outfit can be determined by several factors including the specific context of where the individual is going. For example, if an individual is going to work their choice of accessory would differ to one who is going out to drinks or dinner thus depending on work or play different accessories would be chosen. Similarly, an individual's economical status, religious and cultural background would also be a contributing factor.

Shoes

A **shoe** is an item of footwear intended to protect and comfort the human foot. Shoes are also used as an item of decoration and fashion The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones.

High fashion shoes made by famous designers may be made of expensive materials, use complex construction and sell for hundreds or even thousands of dollars a pair. Some shoes are designed for specific purposes, such as boots designed specifically for mountaineering or skiing. Traditionally, shoes have been made from leather, wood or canvas, but in the 2010s, they are increasingly made from rubber, plastics, and other petrochemical-derived materials.

Product development or Anatomy of shoe

The basic anatomy of a shoe is recognizable, regardless of the specific style of footwear. All shoes have a **sole**, which is the bottom of a shoe, in contact with the ground.

Soles can be made from a variety of materials, although most modern shoes have soles made from natural rubber, polyurethane, or polyvinyl chloride (PVC) compounds
When various layers are used, soles may consist of an insole, midsole, and an outsole.

The **insole** is the interior bottom of a shoe, which sits directly beneath the foot under the foot bed (also known as sock liner). The purpose of insole is to attach to the lasting margin of the upper,

which is wrapped around the last during the closing of the shoe during the lasting operation. Insoles are usually made of cellulosic paper board or synthetic non woven insole board

The **outsole** is the layer in direct contact with the ground. Dress shoes often have leather or resin rubber outsoles; casual or work-oriented shoes have outsoles made of natural rubber or a synthetic material like polyurethane. The outsole may comprise a single piece, or may be an assembly of separate pieces, often of different materials. On some shoes, the heel of the sole has a rubber plate for durability and traction, while the front is leather for style. Specialized shoes will often have modifications on this design: athletic shoes like soccer, rugby, baseball and golf shoes have spikes embedded in the outsole to improve traction.

The **midsole** is the layer in between the outsole and the insole, typically there for shock absorption. Some types of shoes, like running shoes, have additional material for shock absorption, usually beneath the heel of the foot, where one puts the most pressure down. Some shoes may not have a midsole at all.

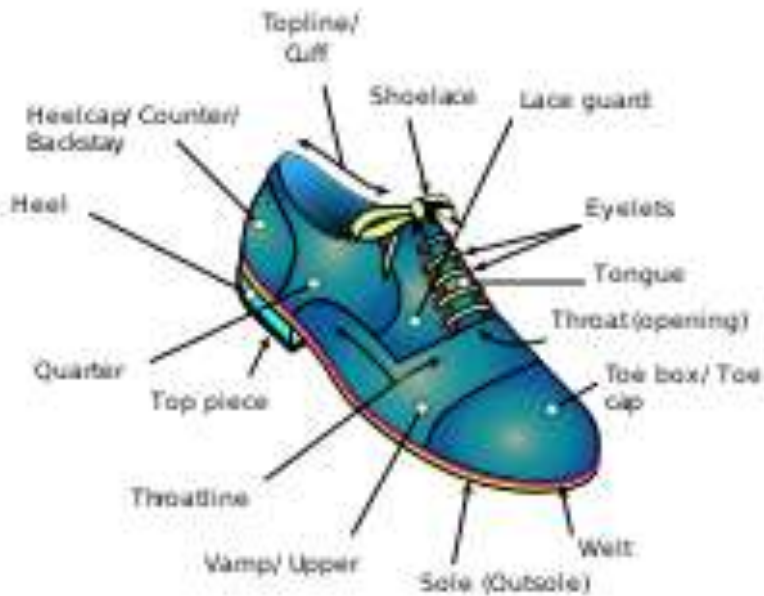
The **heel** is the bottom rear part of a shoe. Its function is to support the heel of the foot. They are often made of the same material as the sole of the shoe. This part can be high for fashion or to make the person look taller, or flat for a more practical and comfortable use. A heel is the projection at the back of a shoe which rests below the heel bone. The shoe heel is used to improve the balance of the shoe, increase the height of the wearer, alter posture or other decorative purposes.

The **upper** helps hold the shoe onto the foot. In the simplest cases, such as sandals or flip-flops, this may be nothing more than a few straps for holding the sole in place. Closed footwear, such as boots, trainers and most men's shoes, will have a more complex upper. This part is often decorated or is made in a certain style to look attractive. Most uppers have a mechanism, such as laces, straps with buckles, zippers, elastic, velcro straps, buttons, or snaps, for tightening the upper on the foot. Uppers with laces usually have a tongue that helps seal the laced opening and protect the foot from abrasion by the laces.

The **vamp** is the front part of the shoe, starting behind the toe, extending around the eyelets and tongue and towards back part of the shoe.

The **medial** is the part of the shoe closest to a person's center of symmetry, and the lateral is on the opposite side, away from their center of symmetry. This can be in reference to either the outsole or the vamp

The **toe box** is the part that covers and protects the toes. People with toe deformities, or individuals who experience toe swelling (such as long-distance runners) usually require a larger toe box.



Types of shoes

Oxfords

were originally invented by students at the eponymous university during the 19th century. Bored of traditional boots, they created an ankle boot with a laced side slit. Over time, the boot became a shoe and the laces migrated to the top, but an Oxford is still an Oxford because the facing - the leather panels containing the eyelets - are stitched under the vamp - the front of the shoe.

Derby Shoes

The difference between Oxfords and Derby is the way that the laces fasten. Derby feature eyelet facings stitched to the top of the vamp, giving the lacing an open aspect rather than a neat slit. While not quite as smart as Oxfords, Derby do have their advantages. If for example, you have very wide feet, or your feet tend to swell in hot stuffy rooms, a Derby offers a greater range of adjustment.

You can wear Derby with your suit - only the truly sniffs will object - but really, Derby belong at the very smart end of smart casual

Monk Shoes

Originally the footwear of choice for medieval monks, today's monk shoes are formal shoes with a difference, featuring single or double buckles rather than traditional laces. They're a formal shoe for the slightly daring dapper man about town - you can definitely wear them with a suit, as long as you select a suitable style and colour.

Black, oxblood and deep brown leather monk shoes make good office wear, but you should avoid extremes like long or pointed toe caps - these are shoes for hipsters and punks, not professionals like you.

Ballerinas

Ballerinas are actually inspired by Ballet shoes. Ballerinas are extremely flexible flat shoes usually round in the front. Ballerinas are so comfortable and flexible that their sole curves when you are not wearing them. They have Thicker soles than the sandals and look beautiful when you wear them. These types of shoes for women are light so can be easily packed or worn.

Flip flops

If you are planning a summer vacation or beach vacation, keep a pair of **flip flops** with you in your luggage. **Amazon** has a collection that will not find anywhere else. Flip flops are the perfect beach shoe that you can wear. Since it is a beachwear, you do not have to worry about what to match these types of shoes for women with.

Sandals

Sandals are the most commonly used footwear for women. These types of shoes for women have straps to hold the sole with the wearer's foot. Again **Amazon** has a beautiful collection of brands having sandals of different types and colours. Different patterns of sandals make it entirely different from one another.

Can be worn with: Jeans and top, Shorts, Ethnic wear, crop top and shorts, Casual Wear

Canvas

Canvas shoes should be declared as the coolest shoes in the history of shoemaking. These are the lace casual shoes that come in different colours. Canvas shoes are made from the fabric called canvas mostly used by painters. They are fun, versatile, widely available in the market and not at all an enemy to your pocket. **Converse** is the best brand to buy sneakers from. They are durable and have two varieties, ankle length and above ankle length shoes.

Trainers

Trainers are specifically designed for sports purpose and are the most comfortable ones when it comes to running in them. If you plan an early morning jog on your vacation, you need to keep these with you. Make sure the sole is thick enough when you are out for shopping trainers for yourself

Handbag

A "handbag" is a larger accessory that holds objects beyond currency, such as personal items. American English typically uses the terms purse and handbag interchangeably. The term handbag began appearing in the early 1900s. Initially, it was most often used to refer to men's hand-luggage. Women's bags grew larger and more complex during this period, and the term was attached to the accessory. "Pocketbook" is another term for a woman's hand bag that was most commonly used on the East Coast of the United States

As a fashion accessory, handbags can be categorized according to the silhouette of the bag, as well as the type of handle. The current popular handbag silhouettes are

- **Baguette**: a small, narrow, rectangular shape purse, resembling a French loaf of bread (baguette).

- Barrel: shaped like a barrel or closed tube, usually with shoulder-length straps.
- Bowling bag purse: a popular 1990s "retro" style for younger women, modelled after American bags used to carry bowling balls.
- Bucket bag: a round bag, shaped like a bucket, medium-size or large, with shoulder straps and a drawstring closure.
- Clutch: a handbag without handles with detachable chain strap, rectangular in shape, often an evening bag but used during the day as well.
- Doctor's bag: also known as a **Gladstone bag**, modelled after a Victorian era doctor's bag for making housecalls.
- Drawstring: a purse that closes with a drawstring at the top, may have wrist- or shoulder-length straps, popular as an evening bag style.
- Half-moon: shaped as a half-moon.
- **Hobo**: medium-size crescent-shaped bag with a top zipper and often a slouch or dip in the centre; a modern, casual silhouette.
- **Kiondo**: a hand woven handbag made from sisal with leather trimmings. It is indigenous to Kenya.
- Lighted: a handbag with a lighting system which has been attempted since the 1950s without success until recently when in 2011 the first successful lighted handbag was brought to market.
- **Messenger bag**: one long strap worn across the body, inspired by bags worn by urban messengers to deliver business mail, a modern silhouette.
- **Minaudière**: a small rectangular evening bag, usually hard-bodied, sometimes held inside a soft fabric bag that serves as a sleeve.
- **Muff**: a winter bag made of real or faux fur, wool or velvet that has zippered compartments and a slip opening for hands.
- Pocketbook: small purse, rectangular shape.
- **Pouch**: small bag such as a pocket, teabag, money bag, **sporrán**, etc.
- **Reticule**: was a type of small drawstring handbag or purse, similar to a modern evening bag, used mainly from 1795 to 1820.
- **Saddlebag**: shaped like a horse saddle, may have equestrian motifs and hardware to emphasize the design.
- **Satchel**: a soft-sided case usually of leather.
- **Tote bag**: medium to large bag with two straps and an open top.
- Trapezoid: shaped as a trapezoid, usually made of stiff material.
- Wristlet: a small handbag with a short carrying strap resembling a bracelet.

According to type of handle, handbags are often categorized as:

1. Tote bag: a medium to large bag with two straps and an open top.

2. Cross-body bag: one long strap that crosses over the body, with the bag resting at the front by the waist.
3. **Sling bag**: one long, wide strap that crosses over the body, with the bag resting on the back.
4. Shoulder bag: any bag with shoulder-length straps.
5. Clutch: handle less.

Handbags that are designed for specific utilitarian needs include:

- Laptop purse: a medium to large bag that contains a padded interior compartment or sleeve for protecting a laptop computer.
- Camera bag: for carrying photography equipment.
- Gym bag: for carrying toiletry items and the clothing and/or shoes a person intends to use for their workout.
- Cosmetic bag: a small bag for holding cosmetics, often made of synthetic waterproof protective material.
- **Duffel bag**: a large cylindrical bag usually used for travel or sports gear, sometimes called a "weekend bag".
- Security bag: protects the carrier from travel theft and includes an invisible stainless steel **strap** sewn into the fabric and a protect ant on the main zipper.
- Diaper bag: carry all necessities for baby with numerous pockets including a removable changing pad.

Jewellery consists of decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, pendants, bracelets, and cufflinks. Jewellery may be attached to the body or the clothes. From a western perspective, the term is restricted to durable ornaments, excluding flowers for example. For many centuries metal such as gold used in different carats from 21, 18, 12, 9 or even lower, often combined with gemstones, has been the normal material for jewellery, but other materials such as shells and other plant materials may be used

Jewellery may be made from a wide range of materials. Gemstones and similar materials such as amber and coral, precious metals, beads, and shells have been widely used, and enamel has often been important. In most cultures jewellery can be understood as a status symbol, for its material properties, its patterns, or for meaningful symbols. Jewellery has been made to adorn nearly every body part, from hairpins to toe rings, and even genital.

In creating jewellery, gemstones, coins, or other precious items are often used, and they are typically set into precious metals.

Other commonly used materials include glass, such as fused-glass or enamel; wood, often carved or turned; shells and other natural animal substances such as bone and ivory; natural clay; polymer clay; Hemp and other twines have been used as well to create jewellery that has more of a natural feel.

Beads are frequently used in jewellery. These may be made of glass, gemstones, metal, wood, shells, clay and polymer clay. Beaded jewellery commonly encompasses necklaces, bracelets, earrings, belts and rings. Beads may be large or small; the smallest type of beads used are known as seed beads, these are the beads used for the "woven" style of beaded jewellery. Seed beads are also used in an embroidery technique where they are sewn onto fabric backings to create broad collar neck pieces and beaded bracelets.

Many precious and semiprecious stones are used for jewellery. Among them are:

Amber

Amber, an ancient organic gemstone, is composed of tree resin that has hardened over time. The stone must be at least one million years old to be classified as amber, and some amber can be up to 120 million years old.

Amethyst

Amethyst has historically been the most prized gemstone in the quartz family. It is treasured for its purple hue, which can range in tone from light to dark.

Emerald

Emeralds are one of the three main precious gemstones (along with rubies and sapphires) and are known for their fine green to bluish green colour. They have been treasured throughout history, and some historians report that the Egyptians mined emerald as early as 3500 BC.

Jade

Jade is most commonly associated with the colour green but can come in a number of other colours as well. Jade is closely linked to Asian culture, history, and tradition, and is sometimes referred to as the *stone of heaven*.

Jasper

Jasper is a gemstone of the chalcedony family that comes in a variety of colours. Often, jasper will feature unique and interesting patterns within the coloured stone. Picture jasper is a type of jasper known for the colours (often beiges and browns) and swirls in the stone's pattern.

Quartz

Quartz refers to a family of crystalline gemstones of various colours and sizes. Among the well-known types of quartz are rose (which has a delicate pink colour), and smoky quartz (which comes in a variety of shades of translucent brown). A number of other gemstones, such as Amethyst and Citrine, are also part of the quartz family. Rutilated quartz is a popular type of quartz containing needle-like inclusions.

Ruby

Rubies are known for their intense red colour and are among the most highly valued precious gemstones. Rubies have been treasured for millennia. In Sanskrit, the word for ruby is *ratnaraj*, meaning *king of precious stones*.

Sapphire

The most popular form of sapphire is blue sapphire, which is known for its medium to deep blue colour and strong saturation. Fancy sapphires of various colours are also available. In the United States, blue sapphire tends to be the most popular and most affordable of the three major precious gemstones (emerald, ruby, and sapphire).

Turquoise

Turquoise is found in only a few places on earth, and the world's largest turquoise-producing region is the southwest United States. Turquoise is prized for its attractive colour, most often an intense medium blue or a greenish blue, and its ancient heritage. Turquoise is used in a great variety of jewellery styles.

Some gemstones (like pearls, coral, and amber) are classified as organic, meaning that they are produced by living organisms. Others are inorganic, meaning that they are generally composed of and arise from minerals

For platinum, gold, and silver jewellery, there are many techniques to create finishes. The most common are high-polish, satin/matte, brushed, and hammered. High-polished jewellery is the most common and gives the metal a highly reflective, shiny look. Satin, or matte finish reduces the shine and reflection of the jewellery, and this is commonly used to accentuate gemstones such as diamonds. Brushed finishes give the jewellery a textured look and are created by brushing a material (similar to sandpaper) against the metal, leaving "brush strokes". Hammered finishes are typically created by using a rounded steel hammer and hammering the jewellery to give it a wavy texture.

Hats

A **hat** is a head covering which is worn for various reasons, including protection against weather conditions, ceremonial reasons such as university graduation, religious reasons, safety, or as a fashion accessory. In the past, hats were an indicator of social status. In the military, hats may denote nationality, branch of service, rank or regiment. Police typically wear distinctive hats such as peaked caps or brimmed hats, such as those worn by the Royal Canadian Mounted Police. Some hats have a protective function. As examples, the hard hat protects construction workers' heads from injury by falling object, a sun hat shades the face and shoulders from the sun, a hat protects against sun and rain and a hat with fold-down earflaps keeps the head and ears warm. Some hats are worn for ceremonial purposes, such as the mortarboard, which is worn (or carried) during university graduation ceremonies. Some hats are worn by members of a certain profession, such as the Toque worn by chefs. Some hats have religious functions, such as the mitre worn by Bishops and the turban worn by Sikhs.

Image	Name	Description
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Ascot cap

A hard men's cap, similar to the flat cap, but distinguished by its hardness and rounded shape.



Balmoral bonnet

Traditional Scottish bonnet or cap worn with Scottish Highland dress.



Baseball cap

A type of soft, light cotton cap with a rounded crown and a stiff, frontward-projecting brim.



Beanie

A brimless cap, with or without a small visor, once popular among school boys. Sometimes includes a propeller.
Note: In New Zealand, Australia, the United States and the United Kingdom, "beanie" also or otherwise refers to the tuque.



Bearskin

The tall, furry hat of the [Brigade of Guards' full-dress](#) uniform, originally designed to protect them against sword-cuts, etc. Commonly seen at Buckingham in London, England. Sometimes mistakenly identified as a busby.



Beret

A soft round cap, usually of woollen felt, with a bulging flat crown and tight-fitting brimless headband. Worn by both men and women and traditionally associated with Basque, France, and the military. Often part of [European?] schoolgirls' uniform during the 1920s, '30s and '40s.



Bicorne

A broad-brimmed felt hat with brim folded up and pinned front and back to create a long-horned shape. Also known as a cocked. Worn by European military officers in the 1790s and, as illustrated, commonly associated with Napoleon.



Bowler / Derby

A hard felt hat with a rounded crown created in 1850 by Lock's of St James's, the hatters to Thomas Coke, 2nd Earl of Leicester, for his servants. More commonly known as a Derby in the United States.



Buntal

A traditional straw hat from the Philippines woven from fibers extracted from buri palms.



Chullo

Peruvian or Bolivian hat with ear-flaps made from vicuña, alpaca, llama or sheep's wool.



Cloche hat

A bell-shaped ladies' hat that was popular during the Roaring Twenties.



Cricket cap

A type of soft cap traditionally worn by cricket players



Fedora

A soft felt hat with a medium brim and lengthwise crease in the crown.



Fez

Red felt hat in the shape of a truncated cone, common to Arab-speaking countries.



Keffiyah

Three piece ensemble consisting of a Thagiyah skull cap, Gutrah scarf, and Ogal black band. Gutrahs are plain white or checked, denoting ethnic or national identities.^[*citation needed*].



Hard hat

A rounded rigid helmet with a small brim predominantly used in workplace environments, such as construction sites, to protect the head from injury by falling objects, debris and bad weather.



Kufi

A brimless, short, rounded cap worn by Africans and people throughout the African diaspora.



Mitre

Distinctive hat worn by bishops in the Roman Catholic Church, Eastern Orthodox Church, and the Anglican.



Montera

A crocheted hat worn by bullfighters.



Panama

Straw hat made in Ecuador.



Toque

(informally, "chef's hat") A tall, pleated, brimless, cylindrical hat traditionally worn by chefs.



Tuque

In Canada, a knitted hat, worn in winter, usually made from wool or acrylic. Also known as a ski cap, knit hat, knit cap, sock cap, stocking cap, toboggan, watch cap, or goobalini. In New Zealand, Australia, the United States and the United Kingdom, the term "beanie" is applied to this cap.



Turban

A headdress consisting of a scarf-like single piece of cloth wound around either the head itself or an inner hat

Sizes of hats

Hat sizes are determined by measuring the circumference of a person's head about 1 centimetre ($\frac{1}{2}$ in) above the ears. Inches or centimetres may be used depending on the manufacturer. Felt hats can be stretched for a custom fit. Some hats, like hard hats and baseball caps, are adjustable.

Manufacturing of hats

Hat-making or millinery

is the design, manufacture and sale of hats and head-wear. A person engaged in this trade is called a **milliner** or **hatter**.

Millinery is sold to women, men and children, though some definitions limit the term to women's hats. Historically, milliners, typically women shop-keepers, produced or imported an inventory of garments for men, women, and children, and sold these garments in their millinery shop.

Ties

A **necktie**, or simply a **tie**, is a long piece of cloth, worn, usually by men, for decorative purposes around the neck, resting under the shirt collar and knotted at the throat.

Variants include the ascot, bow, bolo, zipper, cravat, and knit. The modern necktie, ascot, and bow tie are descended from the cravat. Neckties are generally un sized, but may be available in a longer size. In some cultures men and boys wear neckties as part of regular office attire or formal wear. Some women wear them as well but usually not as often as men. Neckties can also be worn as part of a uniform (e.g. military, school, wait staff), whereas some choose to wear them as everyday clothing attire. Neckties are traditionally worn with the top shirt button fastened, and the tie knot resting between the collar points.

Tie/Necktie:

The contemporary word “Tie”, a shortened form of “Necktie”, appeared first about 1820. The word derived from the form of this **accessory garments**, i.e., sometimes that tied around the neck. For some time after this, “Tie” and “Cravat”, an entire term, were used as a men’s neckwear that was worn over a shirt, and cravat use as a rather more high-toned way of referring to a necktie.

Anatomy to Necktie:

Necktie can large in width, sometimes growing to as much as 5² inches, but are more likely to be about 2 $\frac{3}{4}$ inches to 3 $\frac{1}{2}$ inches. Lengths vary from 52 to 58 inches. Even longer ties can be obtained by placing special orders with retailers. Traditionally tie fabric is made in **silk fiber**. However, at present many other fabrics are used.



Fig: Different part of tie

Types of Ties:

Here I will mention different types of necktie for men with picture. You will also find out different men's tie wearing or knotting techniques. How to tie a tie on yourself? They are below:

1. Apron Necktie:

The wide ends at the front and back of a contemporary necktie.

2. Ascot tie:

- Wide necktie worn looped over and held in place by scarf pin. The ends are cut diagonally.
- Scarf looped under the chin.

3. Bow tie:

Mans tie, square-cut or with shaped ends, tied in a bow under the chin. Originally introduced in late 19th c. and worn with formal dress for men since then.

4. Bolo /Bola tie:

Western types tie of heavy rounded braid with metal-tipped ends fastening with an ornamental side. Also called Shoelace tie.

5. Windsor tie:

The Windsor knot is a thick, wide and triangular tie knot. Regular man's necktie tied in four-in-hand style but large tie knot with suits wide collar shirt. After Duke of Windsor who made it popular in early 1920s.

6. Four-in-hand tie:

Long necktie that goes around the neck with one end looping over the other end twice, then being pulled through the loop making a slip knot.

7. Cravat necktie:

Sometimes used as a man's wide necktie worn with morning coat and pinstriped trouser.

8. Sailor tie:

Large square scarf of black silk folded diagonally and worn under square sailor collar and either tied in sailor knot or pulled through strap on front of a middy blouse, which is a type of blouse copied from those traditionally worn by sailor.

9. String tie:

Necktie, usually not more than one inch wide, often black, worn in a bow with ends hanging down. Also called Bootlace tie, Southern Colonel tie, and in Britain, Sheriff's tie.

10. 7-fold tie:

Unlined tie made from an outer fabric that is folded over 7 times. As a result no lining is needed, however, due to the cost of such ties, they are now relatively rare.

11. Clip-on tie:

Pre-tied knot like a Four-in-hand or a Bow tie that is fastened to the collar band by a metal clip.

12. Kipper tie:

Necktie 4 or 5² wide with ends like a Bow tie usually of striped or patterned fabric. Introduced from England in late 1960s.

13. Hunting stock tie:

Worn folded over once to fill in neckline of jacket. Used by equestrians when riding in hunt field or show ring. Decorative pins are used to join the two ends of the tie.

14. Macclesfield tie:

Necktie made from silk fabric of a type produced in Macclesfield, England. Fabric has small dobby weave patterns.

15. Rep/Repp Tie:

Tie made from fabric with closely spaced crosswise ribs. Fabric may be made from a variety of fibers.

16. Handmade Up Cycle Fashion Neckwear:

This tie is made from different types of fabric, and it is decorated by leather, stone, or button etc. It is closely wrapped around the neck and mainly worn by women. Mainly used by **fashion** purposes.

17. Different uses of necktie:

Nowadays necktie used as a recycled finished product. Fashion designers use men's neckties to produce different types of fashionable items like tie made dress, hand bag, wallet or photo album, tie made accessories like bracelets, head gear, hats, belts etc.

Other Accessories**Anklets**

An anklet is an ornament worn around an ankle. Also called ankle chain, ankle bracelet or ankle string. This is not a universally popular accessory but there are many countries in the world where anklets are very popular. Some people like to wear the anklet loose so that it hangs way below the ankle but some like to wear it tighter around the ankle.

Belts

A belt is an accessory you wear around your waist; it helps to tighten the waistband of the garment you are wearing along with it and keep it in place, almost holding it up.

Bangles and Bracelets

Bangles and Bracelets are fashion accessories worn around the wrist. The difference between a bangle and a bracelet is that a bangle is more rigid than a bracelet and is more circular in shape. You can also count bands around the wrist like friendship bands.

Brooches and Pins

Brooches and pins are traditionally used as fastenings, holding folds of fabric together. Brooches are decorative pins. Pins when attached with an ornament on top it becomes a brooch. Brooches can also be worn as a decorative accessory. A boutonnière is a spray of flowers worn on the lapel of a suit with a pin.

Cuff Links and Studs

Cufflinks and studs are accessories that are used to secure the cuffs of dress shirts – they fasten the buttonholes on both sides of the shirt cuff. It is worn by both men and women along with dress shirts (with formal wear especially tuxedo shirts).

Earrings

An earring is a fashion accessory worn on the earlobe, usually through an ear piercing.

Eyeglasses

Also called Spectacles, Eyeglasses are the most common type of eyewear worn to correct eye vision problems – it consists of a frame that holds two pieces of glass or plastic. Other than its functional use, it also serves as an accessory that decorates a face. If you go to a shop you will find thousands of different types of frames for your glasses. As something that covers a major part of your face, attending to the choice of this accessory with a little more deliberation makes style sense.

Gloves

A glove is an accessory used to cover the hand, fully or partially – it has the purpose of protecting the hand from contamination injury cold, etc. In wedding attire (and other ceremonies) gloves serve a very decorative purpose.

Headdresses and head wraps

A headdress is a covering for the head. This is an accessory that may have religious or cultural meanings like a Turban for Indians, Keffiyeh for Arab men, Hijab for Muslim women, Gele for Nigerian women.

Hats

A hat is a head covering which is worn for various reasons, including protection against weather conditions, ceremonial reasons such as university graduation, religious reasons, safety, or as a fashion accessory.

Hair accessories

Hair accessories are functional or ornamental objects wrapped, tied, twisted, inserted, or otherwise attached to the hair.

Helmets

These are gear you wear on your head to protect your brain from injury in case of accidents, especially when riding a bike. Ceremonial or symbolic helmets aside, helmets are worn by almost all bikers, cyclists; it can be counted as an accessory and you get to choose the color and shape of it to complement your attire or your style.

Handkerchiefs and pocket squares

A pocket square is a handkerchief kept inside a jacket breast pocket, partially visible to the outside. As there are many ways to decorate handkerchiefs to personalize them, there are many ways to fold and keep the pocket square that changes its looks and make it a unique accessory

Luggage

Luggage refers to suitcases and trunks and cases used to carry ones belonging when traveling. Luggage can be coordinated and customized to suit one's personality and preference and can enhance your style. Luggage sets come in a variety of sizes and they can be as good an accessory as any other.

Necklaces and Pendants

Necklaces are accessories worn around the neck. Necklaces can be short or long; they can be paired with pendants and locket. Necklaces could be a simple chain with a lone pendant or studded fully with pearls and beads; minimalist or statement; made of plastic or metal. They are one of the most important accessories that can enhance the face and body of men and women.

Neckties

Neckwear refers to clothing worn around the neck such as Neck ties, Cravats & detachable collars.

Perfumes

A fragrant scent that is applied/sprayed on our body – Perfumes are supposed to be the finishing accessory – the thing that compliments everything else as a final touch. Eau de toilette, cologne, body spray are all alternative names given to the perfumes that we use to mask our body odour or make ourselves more attractive scent wise.

Purses (Wallets)

A purse is a small pouch for carrying small items and is carried by hand. A wallet is a flat purse with separate slots for keeping money and a number of cards. Simple leather wallets are considered to be a very stylish accessory by both men and women.

Rings

A ring is a circular band worn on a finger. The plain wedding ring is worn on the left hand on the fourth finger for women; Men wear the wedding ring on the right hand. On the wedding day, the engagement ring is shifted to the third finger on the right hand.

Sandals

Sandals are footwear for the summers – the open type of shoes come with straps tied around the arch of the feet or around the ankles. Sandals may be embellished with beads, sequins tassels, etc.

Flip flops are open-toed sandals with the straps going between the toe and the rest of the fingers and lend a very casual aura – just ready for a beach look. Mules are another variety of sandals.

Sashes

A sash is a piece of fabric stitched as a band or a ribbon worn around the waist or across the shoulders. The sashes are worn across shoulders as part of ceremonies. Sashes worn as a belt around the waist can be an accessory that can transform a dress.

Scarves

A scarf is a piece of fabric worn around the neck for warmth, sun protection, cleanliness, fashion, or religious reasons.

Socks and Stockings

These come under hosiery and they are used for many purposes like comfort, attractive appeal, support.

Socks are worn to protect the feet. When worn inside running shoes many will swear that their socks prevented many a blister from forming on the feet – but that does not explain why people choose the prettiest socks in startling and beautiful colours – they peek from inside the shoes and can be counted as an accessory that can enhance your looks. The thigh high socks are, well, thigh high and keep your leg warm. Panty hose, tights, stockings all have their own space in the world of accessories.

Sunglasses

Sunglasses are protective eyewear meant to shield eyes from damaging ultraviolet (UV) rays. Other than its highly functional use, sunglass (shades) is a great accessory that can change the way you look

Umbrella

It is a useful accessory that protects you from rain or sun's harmful rays. As something that many use on a daily use, it has its own place as an accessory.

Veils

A veil is a piece of cloth used to cover the head or face, either fully or partially.

Other than for religious purposes, the veils are used nowadays as a wedding accessory. It is supposed to shield the bride from evil spirits.

Watches

The most expensive watch in the world will set you back by about 55 Million dollars – if I am wearing it I will insure my hand and go around with security men. A basic watch costs very little but no one buys them anymore – and for a reason. People spend a lot of money on watches because as an accessory it has no parallel. From the functional use of a time keeping device watch has ascended far into superstardom among other accessories.

Preparing an album for accessories :

Before starting an album there are four important factors to be considered they are:

- Planning the album
- Collecting the accessory things
- Arrangement
- Final Finishing

Planning the Album:

1. First of all list out all the category of accessories namely watches, hand bags, jewellery, shoes, ties, coolers, belts etc... , Decides the size and shape in which you are going to collect charts for the album.
2. It should not be too short or too long. Do not go for fuzzy shapes then decide the color of the chart that you can choose black or other light color charts.
3. Cut all the charts uniformly. The number of charts should be sufficient to accomodate your entire picture.
4. Get the chart spiral binded, now start stacking the pictures while doing it . Now list out the order in which you are going to present your collection.

Collecting the necessary thing :

1. Collect the pictures from various magazines. The pictures should not be a common one the should be in a glossy paper, bright, colorful and attractive.
2. While collecting pictures from various categories, cut the picture neatly and accurately. We can also use other medium like internet and collect information about various categories.

Arrangement:

1. The picture should be arranged in a creative and attractive manner. Thus it should not be too crowded or too spacious.
2. Leave a page before each collection so that, you can give heading, introduction etc...
3. Along with the picture, you can create your own miniature models of hand bags, belts etc..., and paste them which will symbolize your creativity.

Final finishing:

1. Finally go to decorative section give attractive border for all pages using colour laces etc... , First impressinon is the best inmpression, so make the top lower both intresting and attractive.
2. You can use velvet, gift wrappers, baby ribbon, sequence, and stones to decorate them. Then leave a page to write your name, teachers comment and sign.

Conclution:

1. This a method to prepare an album for accessories.

Types of jwelleries:

First production – Hand work.

- Fine-Jwelery (Golf prices metal)
- Bride-jwellery (silver-Gold)
- Costume-jwellery(copper)
- Classic costume jwellery
- Fashion jwellery
- It is valuable items
- Diamond is very good Quality
- It is highly produced
- It has high wastage

- It is costume jewellery
- It is a product made from electro plastic
- It is functional accessories.

Fine jewellery:-

Metal, Gemstones, Diamonds.

UNIT-II

Figure irregularities – stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead.

FOUR ESSENTIALS IN DRESS DESIGN

Let us see exactly what the designing of a dress involves—exactly what we must take into consideration.

- The study of the structural lines of the human figure,
- The requirements of the individual types. Suitability.
- The selection of the materials, with reference to color, texture and weave.
- Detail—which is ornamentation and shaping, and an analysis of the laws of design embracing proportion, rhythm, harmony and the perfect balance of line, mass and color.

In general the designing of garment for a different person can be classified in four categories.

- 1.Choice of Material
- 2.Choice of Color
- 3.The Design or Structure
- 4.Decration

UNUSUAL Figures

Few people are as perfect as to general figure, shape of the face, coloring, etc., That they are able to wear almost any type of dress and look well. Many of us have certain peculiarities such as narrow shoulders, flat chest or round shoulders, a large bust, or face may be very square, so that we must use care in the design and selection of our dress.

The unusual figures are classified in tow groups.

- 1.Becoming
- 2.Unbecoming

1.THE STOUT FIGUAR

It is not only the thin person who has her troubles, for her plump sister also has her dress problems. It has been said of the use of soft materials having a dull rather than a shiny surface and of colors which are not too bright, as being more becoming to the stout figure.

Never try to make look thin by wearing a dress which is too tight for you, because this merely emphasizes your figure. Just as thin person must create a horizontal movement of line, the stout person must obtain a vertical movement by the use of devices which will cause the eye to travel up and down rather than across the dress. The stout person should avoid the extremes dress ,as for example-----

Very short or very long skirts, very tight sleeves, or the flowing variety. A long V line to the neck is always desirable. When selecting a fur coat, never take a raccoon or any long- haired fur, for it has a bulky appearance. Mink, squirrel or seal are much better.

Becoming

- One material or color, used throughout the costume rather than breaking it up in to separate parts.
- Soft yet not clinging fabrics.
- Fabrics with dull surfaces.
- Dull colors in large areas.
- Black, or very dark colors if the silhouette is good. If the outline of the figure is poor, use fairly dark colors to reduce size, but not so dark that they will call attention to the silhouette.
- An unbroken silhouette, if the figure is normal.
- Semi fitted, rather than tight effects in the dress as a whole but molded to the hips with some fullness below.
- Transitional lines in the dress rather than extreme curves or angles.
- Vertical movement in the lines of the dress.
- The emphasis on ht dress up and down the centre front, with the principle accent at the throat and, if possible a subordinate one at the bottom of the skirt.

Unbecoming

- Lustrous fabrics, taffetas, and other stiff fabrics.
- Plaids or many large or outstanding surface patterns.
- Heavy, bulky fabrics.
- Fabrics that take round lines.

- Bright colors in large areas.
- Unnecessarily full, long garments.
- Foundation garments that produce bulges above and below the garment.
- Very full or tight garments.
- Ruffles.
- Horizontal movement in the lines of the dress.
- Exaggerated curves or angles, for the curves repeat the lines of the figure and the angles contradict them, therefore both call attention to the size.
- Very narrow lines of trimming.
- Thin piping.
- Fluffy fichus.
- Large circles on hats or dresses.
- Short skirts.
- Skirts which flare all around.
- Yokes on skirts.
- A high waist line, since it makes the waist appear broader. An extremely long waist line, for it makes the upper part of the figure too heavy for the lower part.
- Belts or sashes which are conspicuous in width or in color.
- Entire sleeve tightly fitted.
- Flowing sleeves.

2.THIN FIGURE

Choose materials which do not cling your figure and remember what has been said about shiny materials increasing the appearance of size. The lines of the silhouette should not be continuous. Create the effect of horizontal movement in the lines of the dress as has been suggested by the use of ruffles, tucks, etc. a wide girdle will cut down our height, and clothing which is light in color will make you look stouter. If the bones of the neck are rather prominent, be careful not to wear the dress too low. A blouse which fits too tight across the front will make look thinner, so it must be avoided.

Becoming

- Lustrous materials, unless the person is too angular
- Materials that stands out somewhat from the figure
- The silhouette of the dress shown broken, rather than long beginning line
- Horizontal movement in the line of the dress
- Wear loose clothing

- Broken lines and curved lines
- The soft, full line of drapery in the waist
- Use short collars
- The sleeves gathered in to tight
- Use patch pocket
- Wear cap
- Light furs, if becoming to the complexion

Long haired furs. If the person is small, the scarf must not too large.

Unbecoming

- Severely straight lines
- Angle in the lines of the dress
- Long narrow skirt
- Flat tight waists
- Sleeves so short that the bones of the arm are conspicuous
- High hats
- Angle in the line of the hats
- Stiff trimmings as wing or standing out from the hat

3.SLENDER FIGURE

Becoming

- The effect of a slight blouse at the underarm seam.
- Long lines in the skirt.

Unbecoming

- A long, diagonal line in the waist.
- Tight bodice.

4.NARROW SHOULDERS

Becoming

- Padded or broadened shoulders.
- Broad lines in yokes, collars, and lapels.
- Armhole seams placed slightly out (or lower than normal)
- Narrow shoulders a paper Or text tightly.
- No belt or narrow.
- Single -breasted overboard with narrow lapels add height.
- Normal armhole , or a trifle higher if the shoulders are broad.

- Set in sleeve could be preferred that extends slightly past the natural shoulder line and a slightly puff sleeve top.
- Boat wide scoop neckline wider and create a horizontal line.

Unbecoming

- A panel or vest effect that starts wide at the waist or hips and becomes narrower towards the neck. This makes a triangle with the point at the neck and the base at the waist and hips, thus narrowing the shoulders and broadening the waists and hips.
- Armhole seams placed higher or feather in than normal.
- The eye hits the top of the body first and then travels down and rests on the widest point.
- Narrow shoulder makes your bottom half look wider shortening the look of your body.
- Salmon sleeve raglan sleeves, dropped shoulders halter necks, gathered neck lines.
- Avoid Revlon sleeves they will make sloping shoulder look worse.
- A close fitting coat calls attention to the silhouette and would be unbecoming to a stout person.
- Heavily padded shoulders make a man seem broader and somewhat shorter.
- A coat with a deep, yoke, pleats and a belt widens the figure.

5.BROAD SHOULDERS

Becoming

- Lengthwise pleats, folds, or tucks extending from the shoulders to the waist, placed somewhat towards the center line in order to narrow rather than broaden the figure.
- Hat with a relatively high crown and a fairly wide brim.
- V-neck, draped neck preferred, since cut out details transfer attention to waist.
- Thicker strap on Celsius halter dress.
- Scatter/A-line for (balance upper body).
- Wide shoulders strap make shoulders look smaller.
- Raglan sleeves wrap front salmon sleeve.
- Slide section B out along the guide line for broad shoulders.
- If the string falls outside your hip line, your shoulders are considered as broad shoulders.

Unbecoming

- Wide or horizontal structural lines in yokes, collars and lapels
- Very small hats
- Pencil skirt.
- Broad land effect.
- Broad neck lines.
- A low or broad style in hair dressing.
- Right broad collar or short collar.
- Tight fabric around the shoulders.
- Thin straps.
- Broad neck, turtle neck.

6.ROUND SHOULDERS

Becoming

- Set-in sleeves.
- The shoulder seams placed about one-half inch back of the normal shoulder line.
- Collars that will appear to straighten the curve of the back. Either have the collar long enough to hang loose from the neck to below the highest point of the curve, or have it short enough to fill in the space between the neck and the beginning of the curve. Then build out the waist line by having the waist full and loose in order to fill in below the prominent curve. This maybe done by the use of a panel that hangs from the neck to the waist, turning back under a loose belt, or by the use of a bolero jacket.

Unbecoming

- Kimono sleeves
- Raglan sleeves
- Collars that end at the curve of the back.
- Collarless dresses that are tight at the waist line.
- Anything around the middle section.
- More in darts and length.
- Hat with a long dropping brim in back that forms a continuous Line between the crown and the curve of the shoulders.
- Stiff fabrics tightens over the curves.
- Too clingy, too big or shiny over your larger middle.

7.LARGE BUST

Becoming

- Panels or vests
- Silhouette built out at waist and hips if not already large.
- A yoke line, jewelry, or some other conspicuous line that stops above or low the bust line.
- Long flat collars and jabots.

Unbecoming

- The waist line drawn in.
- High fitted waist.
- Wide belts.
- Trimming at, or near, the bust line.

8.FLAT CHEST

Becoming

- Full, soft collars.
- Jabots and fichus.
- Fullness over the chest by means of tucking or shirring the material into the shoulder seam.

Unbecoming

- Tight waists

9.LARGE HIPS

Becoming

- Emphasis up and down the center front of the dress.
- Oblique lines from hem to waist that end slightly at one side of the center front.
- Narrow belt placed slightly below natural waist line.
- Average amount of fullness in the skirt.
- The skirt flared slightly from the hips.
- The skirt blouse at the waist line.

Unbecoming

- A one-piece, belt less dress hanging straight from the shoulders.
- Pockets at the hip line.
- Horizontal lines on the skirt placed near the hip line.
- Short skirts.
- Tight skirts
- Very full skirts
- Skirts that are narrowest at the hem
- Tight, closely fitted waist.

10.LARGE ABDOMEN

Becoming

- Waist slightly loosed
- Long, simple jabot of moderate fullness of reverses that end slightly below the waist line.
- Coats that build out the sides of the figure.

Unbecoming

- Waist and upper part of skirt fitted tightly. □ Sash or belt tied at the center front.

11.ROUND FACE

Becoming

- Collar or scarf worn close to the neck in back and with a long line in front
- Necklines that give an oval effect.
- Hats with slightly irregular effects.
- Hats with lines that carry the eye upward.
- Rouge placed rather high toward the nose and blended down.
- Hair worn in an irregular line.
- Ears covered unless neck is short.
- In that case leave the lower part of the ear exposed.
- Hair parted toward the side and arranged in an irregular line.
- Hair dressed high.

Unbecoming

- Hats with round shapes and lines that repeat the curves of the face.
- Hair parted in the center and drawn tightly back.
- Hair dressed wide over the ears.
- Hair dressed in rounded shapes and lines.

12.LARGE FACE

Becoming

- Hats sufficiently large to form an adequate frame for the face.
- A hair dress of moderate size.

Unbecoming

- Hats smaller than the widest part of the face.
- Trimming that is too small.
- Too large a hair dress, since it may make the head look too heavy for the body.
- Too small a hair dress, which will emphasize the size of the face

13.SMALL FACE

You may have a small face which is somewhat out of proportion to the rest of your body. If this is the case the hats you wear must be rather small if they are to be becoming. Large and rather “showy” trimmings on the hat will make your face appear even smaller by contrast. The principles you have learned in the study of proportion will come into play here to solve your problems.

Becoming

- Hat that are rather small
- Trimmings that is rather fine in texture and in scale.
- A relatively small hair dress.

Unbecoming

- Large hats.
- Heavy hats.
- Too large a hair dress, for, by contrast, it will make the face

14.PROMINENT CHIN&JAW

Becoming

- Rather large hats.
- Hats with soft, irregular lines.
- Hair worn in a large mass at the top of the head and wide at the sides, above the ears
- Rough placed high on the cheeks and towards the nose.

Unbecoming

- Small hats.
- Severely tailored hats.
- Hair puffed out below the ears.

15.PROMINENT FOREHEAD

Becoming

- Hat with a brim.
- Hat worn low on the head.
- Hair dressed low over the forehead to conceal some of it.
- A broken irregular line in the hair dress.

Unbecoming

- hair pulled straight back from the forehead.
- Hair dressed wide over the ears and temples.

UNIT 3

Factors affecting fashion changes – Psychological needs of fashion, psychology of fashion, Technology, Economical, Political, legal and seasonal

What is Psychology of fashion

Fashion psychology is commonly defined as the study of the impact of clothing choices on the way in which we perceive and judge each other. However, the term fashion psychology's a bit misleading, as the field actually looks well beyond clothing's impact on the individual. And, its focus transcends clothing to also consider the impact of many other products that express self-identity and are influenced by the same forces that drive change in the apparel industry, such as home furnishings, cosmetics, and even automobiles.

Fashion psychology is very important to marketers who need to understand the factors that make it likely a product will be adopted by a group of consumers, and who need to predict how long that product will continue to stay in fashion. So, part of fashion psychology focuses on changes in acceptance over time.

Psychology needs of fashion

Many psychological factors help explain what motivates us to be fashionable. These include conformity, desires for variety seeking, the need to express personal creativity, and sexual attraction.

For example, many consumers seem to have a need for uniqueness: They want to be different (though not necessarily *too* different!).

As a result, people may conform to the basic outlines of a fashion, but still improvise to make a personal statement within these general guidelines.

One of the earliest theories of fashion psychology argued that “shifting erogenous zones” (sexually arousing areas of the body) accounted for fashion changes, and that different zones become the object of interest because they reflect societal trends.

For example, it was common for Renaissance-era women to drape their abdomens in fabrics to give a swollen appearance; successful childbearing was a priority in the disease-ridden 14th and 15th centuries.

Numerous studies have looked at how variations in clothing influence observers' responses.

For example, one study found that men tended to leave higher tips for waitresses who wore red tops. The success “phenomenon illustrates the widespread belief that appearance directly impacts the way people are treated.

Other fashion psychology researchers focus on the role of clothing in mate selection; According to signalling theory, a male peacock will display his vibrant fan of feathers in a ritual to attract a female with whom to mate.

Some researchers argue that clothing gives us a similar ability to distinguish ourselves from a crowd in an effort to find a mate.

In one study researchers asked respondents to wear a lab coat, which people associate with attentiveness and premises' work

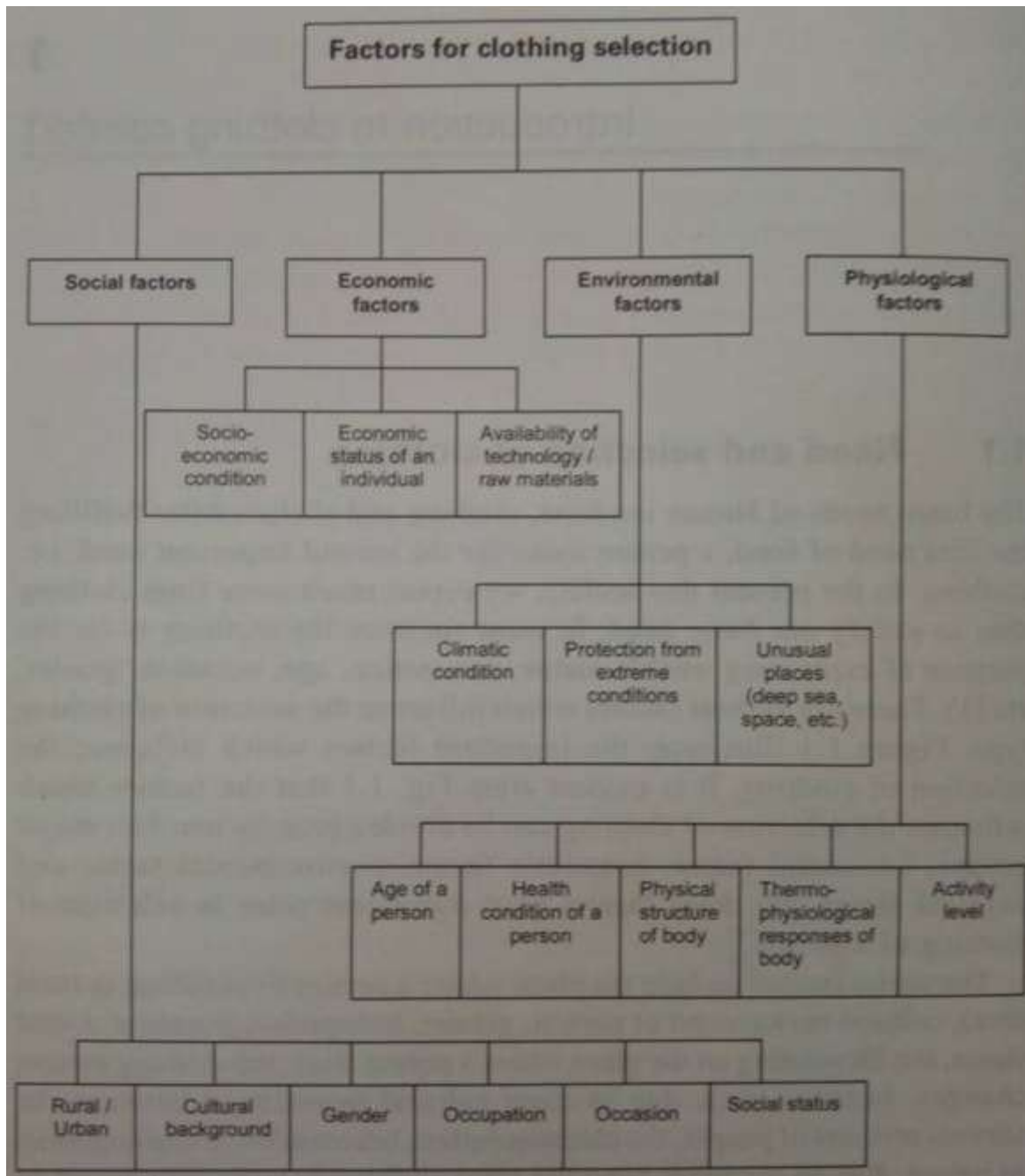
They found that subjects who wore the lab coat displayed enhanced performance on tasks that required them to pay close attention. But they also introduced a twist: When respondents were told the garment was in fact a painter's coat rather than a doctor's lab coat, the effects went away.

In other words, the respondents interpreted the symbolic meaning of the clothing and then altered their behaviour accordingly

The expression “clothes make the man” expresses this process

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.



Factors for Textile or Clothing Selection:

1) Social factor:

In social factor we consider following things & those are

A) The place where person live (urban or ruler).

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.



Fig: Dress according to where a person lives

B) Cultural background of person:

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



Fig: Selection of clothing according to cultural background of 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



Fig: Dress selection according to gender

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.



Fig: Dress selection on his occupation

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.



Fig: Formal wear and 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.



Fig: King 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) Environmental Factors:

IN environmental factors condition includes like too cold, too hot, raining, chilling wind etc. We select cloth to take protection from extreme environment, unusual places (space or under water). The selection of clothing changes as the environment condition is change. In this factor one person will not use same clothing in different climatic condition. Depends upon climatic temperature the garments are broadly divided into two categories winter wear clothing & summer wear clothing.



Fig: Summer and winter wear

4) 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



Fig: Child and old cloth

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.

Technological Factors

This modern age is also considered as "technological era", because in this age, even a child is equipped himself / herself with the latest information, so is the minds of them. It can be easily said that the latest technology captures the attention of modern day women in choosing the styles, designs and cuts that suits her personality. Women are used to search for the latest fashion from internet rather than wasting their own time in designing and choosing a new style.

Moreover internet also facilitates in finding a location for the particular store or a designer's outlet. The easy provision of internet to the common man helps to be in touch with latest happenings in the fashion world. There are many more web sites that give the useful information regarding the upcoming trends.

Secondly in every big city, fashion houses are opened for public where they can find many types of designer wear under one roof. So, it helps us to select the best suited costume for ourselves in a very short period of time.

Technological advancements have also changed the mind sets of people around the world by giving them a multiplicity in clothing items. With the advent of many latest machinery, people can have the opportunity of having cost effective, quick, ready to wear, easy to care and easy to handle garments.

Technological changes bring latest developments in the field of manufacturing materials, assembling and handling them and innovating new designs, and developing automated garments which greatly affect the choices of women by giving them a range of new fabrics and garments. New combinations of fibres and the blending of natural fibres with manmade fibres provide more comfort and ease to the consumer yet maintain the natural feel of material.

Branding and marketing also brought great changes in the field of textiles and clothing. There are many new ways of introducing a new product to the customer that immediately captures the attention of the customer.

Economic Factors

Economy is always the most important factor in bringing change in one's lifestyle. Families with fewer number of members have the opportunity to spend a lot of money on their clothing where as it becomes difficult for the large families.

As today's woman has stepped into the professional living, she is ready to adapt herself with the modern world. She loves to wear attractive yet comfortable clothing for herself and at the same time she wants to maintain her individuality.

Money is considered as the force to drive something a step forward. Fashion is changing very rapidly these days because low and middle income classes are adapting new cuts and colours very rapidly so the fashion innovators are ready to bring an abrupt change in fashion to maintain the difference between fashion leaders and fashion followers.

Unit -4

Recurring silhouettes – changes in silhouettes; fashion cycle; Prediction fashion; Role of costumers as status symbol, clothes as sex appeal, self identity, cultural value.

Prediction of fashion

- **Fashion forecasting** is a global career that focuses on upcoming trends. A fashion forecaster predicts the colours, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the runway and in the stores for the upcoming seasons.
- The concept applies to not one, but all levels of the fashion industry including haute couture, ready-to-wear, mass market, and street wear
- Trend forecasting is an overall process that focuses on other industries such as automobiles, medicine, food and beverages, literature, and home furnishings
- Fashion forecasters are responsible for attracting consumers and helping retail businesses and designers sell their brands. Today, fashion industry workers rely on the Internet to retrieve information on new looks, hot colours, celebrity wardrobes, and designer collections.
- The fashion forecasting process includes the basic steps of understanding the vision of the business and profile of target customers, collecting information about available merchandise, preparing information, determining trends, and choosing merchandise appropriate for the company and target customer.
- Colour and style are two of the important objects to forecast for most buyers and merchandisers

Trend forecasting has fast become one of the most important weapons over time in a retailer's competitive market. In a fast moving and crowded marketplace, identifying 'what's hot and what's not' is crucial in staying one step ahead of the competition.

Essentially, fashion forecasters predict the collection of silhouettes, colours, textures, fabrics, graphics, prints, footwear, accessories that will be the forthcoming trends on the runway and in retail stores from season to season.

Some important practices involved in fashion forecasting are:

- Understanding the seasons, whether the trends are being worked upon for Spring/ Summer or Fall/ Winter

- Studying trends as per the selected season and a closer look on the markets that are being catered
 - Understanding the demography of that particular area
 - Very importantly, deciding on the product category
- Forecasting defines past trends and upcoming trends in addition to anticipating future developments by watching for signals of change in current situations.
 - There are many important things that are a major part of the forecasting process. Firstly, we have trends.
 - Trends may be emerging or declining, it has identifiable similarities across information sources. It is characterized by the building of awareness and the extent of it among consumers.

Secondly, we have fad. Fads are short term trends. They are accepted among a relatively small group of consumers and can be linked to geographical areas quickly. Next are classics or long term trends.

Any product or style that gains certain visibility, generates multiple purchases, and reaches a level of widespread acceptance that continues over a period of time is a classic.

These have a certain core attribute that is desirable while avoiding extreme styling. Lastly and importantly, fashion.

As the pace of fashion has gained momentum over time, the speed of the trend cycle has also accelerated and the demand for trend information has risen. Catwalk shows streaming live, the ability for consumers to ‘shop the look’ before the model has even left the runway and retail sectors obsession with reducing turn-around times has created a necessity within forecasting to constantly supply fresh trend direction. This has not only led to a major growth in the forecasting industry but also seen it change in a very short period of time.

The World Global Style Network, commonly known as WGSN is one of the leading trend forecasting companies globally. WGSN is an invaluable tool that predicts the trends taking hold for fashion consumers around the world.

As the great Coco Channel once said, “Every day is a fashion show and the world is your runway.” Fashion would not be here without fashion forecasting.

Silhouette

In fashion, the term silhouette refers to the line of a dress, or the garment's overall shape. Silhouettes can be used to emphasize and alter a woman's shape to create a flattering illusion. Different dress silhouettes are designed to flatter different body types as well as meet the dress codes for different events. Understanding different silhouettes can help you find the most flattering one for your body type.

Ball Gown

This style of dress, often associated with fairy tales, is most suited to a formal setting. In terms of design, it is fitted in the chest and flares at the waist into a very full, often multilayered, skirt. This style is flattering on almost any body type, but is especially flattering for petite women, or those with small waists. On a pear-shaped woman, the full skirt can do much to camouflage large hips.

Empire

This dress has a waist line which is raised to directly beneath the bust, with a skirt that flares slightly from the raised-waist down. This dress is particularly recommended for women who do not have a defined waist, but is not recommended for women with a pronounced hourglass shape.

A-Line

This gown silhouette tends to work well for every body type. It is similar to the ball gown, with a fitted chest and torso, however, the skirt is less full and dramatic. The slight flare creates a flowing line from the torso to the floor, or an overall body shape like the letter A.

Sheath

The sheath silhouette is used to refer to dresses that are form-fitting from the bust through the length of the thighs. This is generally recommended for slimmer women who have gentle to no curves.

Mermaid

The mermaid silhouette is designed for women who have curves that they want to accentuate. It is fitted through the chest and torso to the knee, at which point it flares out dramatically. The mermaid silhouette is flattering on most shapes, but incredibly petite women should be cautious about proportion because this style emphasizes leg and torso length.

Customer roles

Consumers have different roles in purchasing products and services, and these roles can influence their buying behaviour.

- Influencers are people who have a relatively large audience in which to tout their beliefs. In the consumer world, influencers can impact the success or failure of a product by using it or shunning it.
- A procurer is usually a serious hobbyist, with similar interests and skills of professionals. The procurer generally uses professional (or nearly professional) equipment and has a relatively high disposable income.
- Marketers often create a "persona" for their products and services in order to represent the different user types in a target market.

The Influence of Roles on Consumer Purchasing

Consumers have different roles in purchasing products and services. Here, a role is defined as the expected behaviour of an individual in a society. These roles can be as part of the consumer's family, employment, or social status, among other things. For example, the role of father can be different than the role of mother in purchasing consumer goods. Although there are many different roles that can influence how a consumer behaves, three in particular are presented here: influencers, prosumers, and personas.

Influencers

Influencers are people who have a relatively large audience in which to tout their beliefs. In the consumer world, influencers can impact the success or failure of a product by using it or shunning it. A marketer often targets influencers rather than the entire target market, because these influencers can alter the behaviour of other people. Influencers can be influential buyers, retailers, or people, such as journalists or industry professionals (among others). Influencers are sometimes ranked according to six criteria: market reach (how many people the influencer will connect with), independence (no vested interest in product), frequency of impact, expertise,

persuasiveness, and thoroughness (the extent to which influence is exerted across the decision lifecycle).

Prosumers

In its most common usage, a prosumer is usually a serious hobbyist, with similar interests and skills of professionals. For example, the availability and relatively low cost of photography equipment have given rise to many people who are serious about photography but are not usually paid for their work. This is an important role for marketers to consider, as the prosumer generally uses professional (or nearly professional) equipment and has relatively high disposable income. Other examples of prosumers are found in home improvement and cooking segments.

Personas

A persona is a social role. Marketers often create a “persona” for their products and services in order to represent the different user types in a target market. A marketer may decide his product is best suited for a specific demographic and will define that demographic as clearly as possible. For example, “soccer mom” might be the target market for minivans. A persona may be created to capture the “soccer mom,” perhaps by giving her a name or other defining characteristics. A persona simply helps a marketer get a clearer picture of who will be buying his product.

Family

Families have a tremendous influence on consumer purchasing.

- One way to understand the consumer behavior of a family is to identify the decision maker for a purchase.
- Families’ influence on buying habits includes how parents play a significant role and, eventually, how a spouse and children play an even more significant role.
- People go through a family life cycle composed of different stages of purchasing patterns.

Key Terms

- **life cycle:** The useful life of a product or system; the developmental history of an individual or group in society.

Social Classes

Marketers should understand that a person’s social class will have a major influence on the types and quantity of consumer goods purchased.

Social Class

A major influence on one's purchasing habits and consumer behaviour is the social class in which one finds him or herself. Social class is considered an external influence on consumer behaviour because it is not a function of feelings or knowledge. Social class is often hard to define; in fact, many people dispute the existence of social classes in the United States. Usually, however, people are grouped in social classes according to income, wealth, education, or type of occupation. Perhaps the simplest model to define social class is a three-tiered approach that includes the rich, the middle class, and the poor. Other models have as many as a dozen levels. People in the same social class tend to have similar attitudes, live in similar neighbourhoods, dress alike, and shop at the same type of stores.

Culture

Culture can have a profound effect on consumer behaviour and purchasing, and can affect how a product is marketed.

Culture

Culture can have a profound effect on consumer behaviour and impact how a product is marketed. In this sense, culture is defined as the distinct way peoples' experiences, customs and beliefs define how they behave. American culture, for example, values hard work, thrift and achievement. There are generally three components of a culture: beliefs, values, and customs.

- A belief is a proposition that reflects a person's particular knowledge and assessment of something.
- Values are general statements that guide behaviour and influence beliefs. The function of a value system is to help a person choose between alternatives in everyday life.
- Customs are modes of behaviour that constitute culturally approved ways of behaving in specific situations. For example, taking one's mother out for dinner and buying her presents for Mother's Day is an American custom.

Culture can be further divided into subcultures. One's race, religion and class are all ways subcultures can be established. For example, a person can be a part of the larger "American" culture and still be a member of other subcultures based on his or her socio-economic background. Each of these subcultures will have specific influences on consumer behaviour

In many complex society there are a wide variety of cultural release what ever the fashion are developed, but there is a separate place for the traditional wears. Each society of the people have some traditional there .Costumes for the function as family occasion, these type of fashion are called classic fashion.

Wearing this classic fashion we will get a good respect from other people. Some of the cultural costumes, saree, dhoti, salwar, kameez etc.

Clothes as sex appeal

Depend upon their shape of the body and for the comfortable. The clothing style differ for both men and women.

The men's wear the terms should be pretty and colourful, glamorous, sophisticated and fashionable.

Some costumes like pant and T-shirt used by both men and women such dresses are called unisex garments.

MALE	FEMALE	UNISEX
<ul style="list-style-type: none">• Trouser• Coat and suit• Sherwin• Bermuda's• Vest coat	<ul style="list-style-type: none">• Saree• Chudidar• Nighties• Choli• frocks	<ul style="list-style-type: none">• Pant• T-shirt• Shirt• Cargos

Self identity

Self identity is compared of relatively permanent. Self assessment such as personality attitude, knowledge of one's skill abilities, occupation and awareness of ones physical attitudes.

Clothing's are viewed as something with mystical faro's as the most bare expression of life ,style and identity .Fashion is a language that communicate self identity and group identity instant impart. The youthful ideas are dominant. There is a tendency for people of all ages to dress art, think like and to make believe they are young .The expanding use of hair dye by both the sexes refutes the desire to appear young.

The wearing of pant by women is not merely of dressing properly but also an expression of their freedom from the convectional restrains.

UNIT – V

Understanding Fashion Designer: Designer types – Classicist, idealist, Influenced, Realist Thinking poet

Understanding Fashion designers

- work in a number of ways in designing clothing and accessories such as bracelets and necklaces. Because of the time required to bring a garment onto the market, designers must at times anticipate changes to consumer tastes.
- Designers conduct research on fashion trends and interpret them for their audience. Their specific designs are used by manufacturers.
- This is the essence of a designer's role; however, there is variation within this that is determined by the buying and merchandising approach, and product quality; for example, budget retailers will use inexpensive fabrics to interpret trends, but high-end retailers will ensure that the best available fabrics are used.
- Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing.
- They consider who is likely to wear a garment and the situations in which it will be worn, and they work within a wide range of materials, colors, patterns and styles.
- Though most clothing worn for everyday wear falls within a narrow range of conventional styles, unusual garments are usually sought for special occasions such as evening wear or party dresses.
- Some clothes are made specifically for an individual, as in the case of haute couture or bespoke tailoring. Today, most clothing is designed for the mass market, especially casual and every-day wear is called ready to wear.
- Fashion designers may work full-time for one fashion house, as 'in-house designers', which owns the designs, or they work alone or as part of a team.
- Freelance designers work for themselves, selling their designs to fashion houses, directly to shops, or to clothing manufacturers.
- The garments bear the buyer's label. Some fashion designers set up their own labels, under which their designs are marketed. Some fashion designers are self-employed and design for individual clients.
- Other high-end fashion designers cater to specialty stores or high-end fashion department stores.
- These designers create original garments, as well as those that follow established fashion trends.

- Most fashion designers, however, work for apparel manufacturers, creating designs of men's, women's, and children's fashions for the mass market.
- Large designer brands which have a 'name' as their brand such as Abercrombie & Fitch, Justice, or Juicy Couture are likely to be designed by a team of individual designers under the direction of a design director.

Designer types

Classicist :

- Classicism refers to the period of history in 1600-1800. In terms of fashion, the term refers to an aesthetic of fashion derived from Ancient Greek and Roman art, using clean, simple lines to create a timeless look.
- Classicism can also refer to the use of Greek and Roman motifs in fashion.
- Designers tend to interpret classicism in two different ways; in a literal way, by directly replicating items of clothing used in art such as togas or Greek tunics, or in a more creative way, taking the underlying attributes of the artwork (clean proportions and smooth lines) and working them into their own personal aesthetic.

Coco Chanel

Coco Chanel once said- “In order to be irreplaceable, one must be different. The French designer established the illustrious House Of Chanel by designing clothes that liberated women with their sports inspired casual nature. Chanel set standard for simple, modern and sophisticated women. Coco Chanel is the only fashion designer in “**Times 100 most important people of the 20th century**”. And yes, Coco Chanel is indeed irreplaceable

Ralph Lauren

American fashion designer Ralph Lauren once said- “I don’t design clothes, I design dreams”. According to Forbes, Lauren accumulated a fortune of 8 billion dollars. Almost every human on earth knows his trademark POLO emblem. This emblem is now stamped across all of Lauren’s products including the iconic short sleeves polo shirts.

Christian Dior

This French classic fashion designer helped put France on the map as the fashion capital of world. Christian Dior revolutionized the way women dress with new collection after world war 2. Dior indulged his ideas by using yards of materials for his designs and wasn’t afraid to show off women curves. Thus, Dior reintroduced femininity and luxury into women’s wear. With Hollywood ambassadors like Grace Kelly, Marilyn Monroe and Charlie Thereon, Dior also brings fashion age to new generation.

Valentino Garavani

Italian designer and fashion Valentino Garavani earned the deep reverence and prestige in his home country. Valentino starting studying fashion at a very young age. Today he is known for his fragrances and his extra-ordinary evening garments have been draped over celebs like Elizabeth Taylor, Audrey Hepburn, Gwyneth Paltrow and Jackie Kennedy.

Yves Saint Laurent

Saint Laurent was a French fashion designer and is regarded as being among the foremost fashion designer in the 20th century. In 1960s, he was most famously known for his creation known as “the smoking ” which was a tuxedo suit for women.

Idealist

- Idealist style is a website and "slow blog" dedicated to ethical fashion and personalized style, including tips on how to find your very own "slow fashion" style by using color analysis, the body types system, and other slow fashion tips.

Created by an idealistic fashion designer, stylist, writer, and illustrator with a passion for "good for you" fashion.

Very nerdy about it.

Born in Norway, educated in Milan, Italy.

I decided to name my page "Idealist Style", because I'm an idealist. On both a creative, environmental, and a humanitarian level. So, I feel the title suits my message well.
idealism

-The act or practice of envisioning things in an ideal form.

-Artist who treats subjects imaginatively.

-Belief in or pursuit of one's ideals, of high or noble principles, purposes, or goals.

The work on this site is mine unless specified.

When you think of an ethical business, you are likely to think about fair labor practices. But this is just one aspect of ethical fashion, which takes into account **the whole life of a product**: design, sourcing, and production. This means ethical fashion brands have a more sustainable, mindful approach to:

- Water use in the supply chain;
- Removing pesticides and other harmful materials from the production of natural fibers, like cotton and linen;

- The removal of any hazardous chemicals from dyes and finishes;
- Creating less trash in landfills by recycling materials; and
- Slowing down the launch of new designs, which promotes buying less and using items for longer.

Some brands and pre-loved websites have readily embraced this approach and even share this data with consumers. Everlane and The Real Real are just two examples of brands sharing what and how much recycled material was used, or how much water was used or saved in production.

Influenced

Fashion is the economy's high-wire act, and its designers are the odds-defying trapeze artists of the industry.

The top fashion designers -- whether they're focused on haute couture or ready-to-wear -- anticipate trends, assume great risk, and flout convention.

Remaining at the top in the fashion industry has always been a daunting challenge, which makes the achievements of the most influential designers all the more impressive. And if they happen to court controversy, the ensuing media buzz only helps them build their brand.

You might not know whose creation you are wearing right now but it started as the brainchild of a fashion designer somewhere. While some unfortunate ones perish in obscurity, many designers have risen to prominence. In this article, we are going to talk about the

Ten most influential fashion designers of all time.

1. Coco Chanel

No list would be complete without the mention of the iconic Coco Chanel. A mere list of her contributions to the fashion world is enough to guarantee a marquee place. From the "little black dress" to Chanel No. 5, it's all from the house of Chanel. She even made the suntan famous. Once considered the mark of those unfortunate enough to have to work, she turned it into a symbol of luxury and a life of privilege.

2. Donna Karan

The founder of DKNY, Donna always insisted on designing clothes that were both comfortable and practical. In her own words, she preferred to design clothes that she would wear. Her collection is quite famous among working women for the reasons mentioned above. She is best known for her 'Essentials' line of product, seven pieces that always be mixed and matched.

3. Vivienne Westwood

Westwood might be the most controversial mention in this list but she is notable nonetheless.

Her inspiration came from what the punk rock scene had to offer. Her initial collections, the most famous of which was the 'SEX', were rather edgier. Nowadays, she indulges herself in designing for the social elite and movie stars. Her designs had inspiration from bondage gear, motorcycle chains, razor blades, spiked dog collars, etc.

4. **Giorgio Armani**

The man who has designed costumes for more than 100 movies, a titan in men's fashion and the first person to use unconventional advertising methods for promotion, Giorgio Armani is one of the most revered and renowned designers ever. He started with ready to wear clothing but expanded into accessories, swimwear, and underwear as well. With a net worth of more than USD8 billion, he is one of the richest designers ever.

5. **Christian Dior**

To date, one of the most famous fashion houses in the world. The doors first opened in February of 1947; the collection garnered much criticism from observers. What was distinctive and the point of content was the use of too much fabric in the dresses. But people came round to admire the voluptuous look, and branded it as the 'flower women'. The name of Christian Dior lent a great deal of weight into making Paris the fashion capital of the world.

6. **Pierre Cardin**

The designs of Pierre Cardin were and still are, futuristic. He traveled far and wide and partook internationally. From Japan to the Philippines to Italy, all have some effect on his designs. Maybe it was owing to such diverse exposure that his creations look like they have traveled back in time from the 25th century. Pierre Cardin based his designs on geometry rather than the feminine or masculine form.

7. **Ralph Lauren**

A war veteran who successfully transitioned into a fashion icon, the 'Polo' logo we all know so well today represents his house. What set Ralph Lauren's designs apart was the use of men's style in tailoring classic women's suits. It set apart the look of his brand from anything in the competition. Today with over 600 stores around the world, it has become one of the most sought after signature fashion brands.

8. **Yves Saint Laurent**

Saint Laurent is celebrated as one of the most consistent fashion icons; his collections were responsible for rescuing Dior from the cusp of bankruptcy. The straight-lined, clean-cut creations became vastly popular and became the new face of branded couture. In women's fashion, he introduced the 'Le Smoking', a classic to date! Setting up his brand in the 1960s, he immediately shot to international fame and success.

9. **Calvin Klein**

When he first debuted on the scene, he set the record for being the youngest recipient of the COTY Award (Contractor of The Year Award). The (now) common branding on the back pocket of your jeans is something that Calvin Klein introduced to the world. He followed up

the massively successful campaign with an underwear collection. Today, though he does not oversee the designs of his range as he once did, he continues to be an inspiration.

10. **Tom Ford**

You might know him as the man who dressed Daniel Craig in all his Bond movies. And we all know better than to argue with Bond's sense of fashion. Tom Ford is not a fashion designer by education, he is an architect. But that did not stop him from rescuing Gucci, then considered to be a faltering brand, and making it relevant again. Tom Ford's advice on dressing is taken as gospel, and he has numerous awards to back that claim.

Realistic thinking poet

- **Realism**, sometimes called **naturalism**, in the arts is generally the attempt to represent subject matter truthfully, without artificiality and avoiding speculative fiction and supernatural elements.
- Realism has been prevalent in the arts at many periods, and can be in large part a matter of technique and training, and the avoidance of stylization.
- In the visual arts, illusionistic realism is the accurate depiction of life forms, perspective, and the details of light and color.
- But realist or naturalist works of art may, as well or instead of illusionist realism, be "realist" in their subject matter, and emphasize the mundane, ugly or sordid.
- This is typical of the 19th-century Realist movement that began in France in the 1850s, after the 1848 Revolution, and also social realism, regionalism, or kitchen sink realism.
- The Realist painters rejected Romanticism, which had come to dominate French literature and art, with roots in the late 18th century.

There have been various movements invoking realism in the other arts, such as the opera style of verismo, literary realism, theatrical realism, and Italian neorealist cinema.