STUDY MATERIAL FOR B.Sc. FASHION TECHNOLOGY

THE BUSINESS OF FASHION

SEMESTER – VI

KAMARAJ COLLEGE

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PREPARED BY

FASHION TECHNOLOGY DEPARTMENT

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SYLLABUS

UNIT: 1 - WORLD OF FASHION-AN OVERVIEW

Factors influencing fashion changes-accelerating and decelerating factors Understanding Fashion designer - types - classicist, idealist, influenced, realist, thinkingpoet. Minimalists, VillageIndia, Studio line. World fashion centres -milan, paris, London and New York

UNIT: 2 - LEGENDARY FASHION DESIGNERS

Study of International Fashion Designers of the World Yves Saint Laurent, Valentino, Pierre Cardin, Ralph Lauren, Karl Lagerfield, Donna Karen, Georgio Armani, Coco Chanel, CalvinKlien, Christian Dior. An overview of Indian Fashion Designers Manish Malhotra, Manish Arora, Ritu Beri, Tarun Tahiliani, RohitBal, Wendell Rodricks, JJValaya

UNIT: 3 - FASHION PRODUCTS AND PROMOTION

The fashion industry and new product development, product mix and range planning. Fashion and Seasons.

Fashion Promotion-Fashion Communication, Fashion Advertising and Publicity, Personal Selling -importance and steps involved, Fashion Shows-types and steps involved in organizing a show, Sales promotion methods/strategies.

UNIT: 4 - FASHION RETAILING

Fashion Retailing-Scope and functions, Types of Stores, Challenges for fashion retail in India, E-retailing-growth and development, Major players of fashion goods online.

Pricing policies and strategies for apparel products, Functions and factors Influencing pricing, pricing strategies for new products, methods of setting prices.

UNIT: 5 - SUSTAINABLE FASHION

Sustainable Fashion-meaning and significance, Environmental concerns related to fashion, Linear fashion and circular fashion, 4R's in sustainability- Repair, recycle, reuse and reduce. Moving towards sustainable fashion-Eco fashion, slow fashion, Environmental impact of fast fashion

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UNIT - I

WORLD OF FASHION-AN OVERVIEW

Factors influencing fashion changes-accelerating and decelerating factors Understanding Fashion designer – types – classicist, idealist, influenced, realist, thinking poet. Minimalists, Village India, Studio line. World fashion centres-milan, paris, London and New York

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AIMS AND OBJECTIVES

The Business of Fashion is an online magazine and website dedicated to the world of fashion. It was founded in 2007 by Imran Amed and has gained a global following as an essential daily resource for fashion creatives, executives and entrepreneurs in over 200 countries. It is frequently described as “indispensable,” “required reading” and “an addiction.”

1. Understanding the fashion business
2. Discuss about the fashion business
3. Discuss about the business size and structure
4. Understanding the business environment
5. Understanding the business current trend

INTRODUCTION

The Business of Fashion was founded in 2007 by Imran Amed, a fashion business advisor, writer and digital entrepreneur, The Business of Fashion began as a project of passion, aiming to fill the void for an informed, analytical and opinionated point of view on the fashion business.

MEANING OF BUSINESS IN FASHION

Prior to the mid-19th century, most clothing was custom-made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century-with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores-clothing had increasingly come to the mass-production in standard sizes ready for sale. Although the fashion industry developed first in Europe and America, presently it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold worldwide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally. The fashion industry has long been one of the largest employers. However, due to increase in labour costs it has moved from developed countries to developing particularly China and African countries. Fashion industry employs people across occupation from skilled labour to

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fashion designers, computer programmers, lawyers, accountants, copywriters, social media directors, and project managers. Manufacturing is only a fraction of the modern fashion industry as it is a highly sophisticated industry involving fashion and market research, brand licensing/intellectual property rights, design, materials engineering, product manufacturing, marketing and finally.

Distribution Components of fashion industry

The fashion industry consists of four components/levels:

a) The production of raw materials, principally fibers, textiles, leather and fur

b) The production of fashion goods by designers, manufacturers, contractors, and others.

c) Marketing in the form of advertising and promotion.

d) Wholesale/Retail sales and e-commerce.

These levels consist of many separate but interdependent sectors. These sectors are Textile Design and Production, Fashion Design and Manufacturing, Fashion Retailing, Marketing and Merchandising. Fashion Shows, and Media and Marketing. Each sector is devoted to the goal of satisfying consumer demand thust enable designers, manufacturers, retailers and marketing firms to operate for a profit

STATEMENT OF THE PROBLEM

The fashion market in Nigeria is growing speedily; so also is the growth of competition among designers. As observed by Alabi (2015), Nigeria is a creative hub of talented designers. In all the states of the federation, local fashion stylists are seen with newer and attractive styles on periodic basis. The local designers have the skill to reproduce at better and reduced prices, expensive designs of internationally known design makers. This stiffens the competition in the industry. Today, senators, bankers, celebrities, students, civil servants, etc can be proud to wear clothing and foot wears made by Nigerians for certain occasions. Although the footwear section still has a long way to go in terms of quality, Nigerian designers are making waves in the country and beyond. However, it is disappointing to note that most of these fashion designers lack relevant knowledge of the exact forces behind the behaviour of their consumers and the magnitude of impact the forces exact on fashion consumption. They pay little or no attention to factors that drive positive consumer behaviour towards their products and they think less about customer loyalty, customer word-of-mouth promotion, internationalization as well as technological enhancement. These make it difficult for the designers to gain sustainable competitive advantage and enhanced customer satisfaction locally and internationally. Again, fashion stylists spend little or no resources on marketing researches to find out the trend of global fashion while the few that do, find it difficult to relate global trend to the peculiar environment of Nigerian fashion consumers. Above all, there is an obvious paucity of literature and empirical studies on fashion consumer behaviour in the Nigerian context.

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This makes it hard for the educated fashion stylists and designers to follow any tailored fashion consumer behaviour model in their production and marketing strategies. It was this wide gap that this present study sought to close. However, the researchers paid attention to clothing and footwear fashion with the Preez (2003) model of apparel shopping behaviour as a guide. This model majored on demographic, socio-cultural and psychological factors. Our study added other factors to suite the peculiarity of the study environment, while concentrating on the psychological factors only.

Business models of fashion industry

The fashion industry is a dynamic in the sense that fashion trends and styles change continuously. Each fashion company responds differently to the changes in fashion trends, distribution and selling of clothes to its customers. The majority of companies choose to follow the latest fashion trends while new entrants try to emphasize quality over quantity by striving for a more sustainable and long-lasting approach. These differences are generally illustrated by two business models, which have emerged over the past few years within the fashion industry, namely the fast fashion and slow fashion model. According to Fletcher fast fashion is time based whereas slow fashion is rather quality-based.

FACTORS INFLUENCING FASHION

The main factors which influence fashion can be divided mainly into five different Segments

- Social Factors.
- Cultural Factors.
- Political Factors.
- Environmental Factors.
- Psychological Factors.

FACTORS INFLUENCING FASHION

SOCIAL FACTOR

Social status: Fashion choices can be used to signal social status or aspirations. Trends, particularly new ones, can become associated with wealth and social climbing.

Social identity: People use fashion to express their identity and to belong to certain groups or subcultures, influencing their choices based on group affiliations.

Social movements: Movements like feminism, body positivity, and environmentalism directly influence fashion by promoting new values that lead to different styles, such as sustainable clothing

Social status, gender, and occupation: A person's social standing, gender, and profession can influence fashion choices, such as through uniforms or styles associated with certain groups.

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CULTURAL FACTORS:

Culture and tradition: Local customs, ethnic influences, and cultural backgrounds play a significant role in shaping what people wear.

Cultural values, traditions, and historical events deeply shape fashion by influencing styles, fabrics, and silhouettes, often used to express identity and heritage

Youth and subcultures: Younger generations and various subcultures often act as trendsetters, adopting unique styles that can become mainstream.

POLITICAL FACTORS

Political factors influence fashion through geopolitical events, government regulations, fashion as political expression, and the strategic use of clothing by political figures.

Geopolitical Events and the Supply Chain

Global political instability directly impacts the fashion industry's complex supply chains:

Trade Wars and Tariffs: Tariffs imposed on imported goods (e.g., on goods from China by the U.S.) increase costs for importers, which are often passed on to consumers, affecting purchasing power and market trends.

Supply Chain Disruptions: Geopolitical tensions and conflicts (such as the Red Sea crisis or regional conflicts) disrupt key trade routes, leading to increased shipping times and costs, and forcing brands to diversify their sourcing to more stable regions like India or Vietnam.

Economic Volatility: Political and economic turmoil leads to consumer price sensitivity and declining confidence, forcing brands to focus on value, quality, and resilience in their operations.

Government Regulations and Policies

Government policies are driving significant changes in fashion business practices:

Sustainability and Waste: Governments around the world are increasing pressure on the industry to reduce emissions and fashion waste through new legislation. This incentivizes brands to adopt sustainable practices, use eco-friendly materials, and improve inventory management.

Labour Laws: Legislation, such as bills aiming to eliminate the piece-rate payment system in garment factories, holds brands accountable for conditions in their subcontracted factories, pushing for more ethical and organized manufacturing.

Trade Agreements: International trade agreements and policies aim to foster fairer trade, which influences where brands choose to manufacture and sell their products.

Fashion as a Form of Political Expression and Protest

Clothing is a powerful, visual tool for communication and dissent:

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Historical Movements: The Indian freedom movement saw a rejection of foreign clothes in favor of khadi garments, symbolizing self-reliance and resistance against British rule. The French Revolution saw people abandoning royal-looking clothes for more equal styles.

Modern Activism: Today, designers and consumers use fashion to express opinions on human rights, climate change, gender equality, and other social issues. Slogans, symbolic colors, and specific garments serve as statements for protest and solidarity.

Political Figures and Public Image

Politicians strategically use attire to craft an identity, convey a message, and connect with voters:

Cultural Connection: Leaders like Narendra Modi and Indira Gandhi have used traditional attire (Nehru jackets, Banarasi sarees) to emphasize cultural heritage and connect with local artisans and the public.

Messaging and Values: Kamala Harris's white pantsuit paid homage to the suffragette movement, while her choice of Converse sneakers projected an image of accessibility. The "Make America Great Again" (MAGA) hat became an instantly recognizable symbol of Donald Trump's political campaign.

ECONOMIC FACTORS

Economic factors influencing fashion include consumer purchasing power and disposable income, which rise with economic growth and fall during downturns like recessions. Inflation also affects the industry by making consumers seek more affordable options and prompting designers to use less expensive materials.

Consumer purchasing power

During economic growth: Higher incomes and disposable income lead to increased spending on fashion and luxury items, boosting demand for new trends.

During economic downturns: Consumers cut back on spending, leading to a decrease in demand for fashion and making them seek more practical and affordable clothing.

Inflation

Inflation reduces the purchasing power of consumers, pushing them to seek out more affordable options.

This can also affect designers, who may choose to use less expensive fabrics or alter designs to avoid high price points, especially when their costs increase.

Production and labour costs

Companies may look for ways to cut costs by using cheaper labour or materials, especially in a struggling economy.

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This can lead to changes in the production process, such as simplifying garment lines or changing factories to lower-cost regions.

Economic cycle and trends

Fashion trends often reflect the economic cycle.

Good times: Fashion may become more elaborate, flamboyant, and celebratory.

Bad times: Trends tend to move toward more practical, minimalist, and muted aesthetics.

Income and affordability: A person's income and the overall economic health of a region affect what types of clothing people can afford and are willing to buy.

Economic events: Recessions can lead to more conservative styles, while periods of economic growth may encourage more elaborate and expensive fashion.

ENVIRONMENTAL AND TECHNOLOGICAL FACTORS

Season and climate: Weather is a fundamental driver, dictating the need for materials like wool in winter or cotton in summer.

Resource consumption: The fashion industry is a major consumer of water for growing materials like cotton and for dyeing and finishing processes.

Waste generation: The fast fashion cycle leads to excessive amounts of non-biodegradable textile waste, with clothing often ending up in landfills.

Deforestation: Some materials, like rayon and modal, are made from wood-based fabrics that can lead to deforestation when sourced unsustainably

Technological advancements: Innovations in manufacturing and materials, such as synthetic fabrics or digital printing, create new possibilities for designers and consumers.

Digitalization: The internet, social media, and online shopping have become powerful tools for trend adoption, marketing, and global communication of styles.

PSYCHOLOGICAL AND PERSONAL FACTORS:

Individual expression: Fashion is a way for individuals to express their personality, creativity, and identity.

Self-esteem and mood: The choice of clothing can affect a person's mood, and there is a psychological desire to be beautiful or to have the latest, most attention-grabbing look.

Symbolic meaning: People often use clothing to communicate symbolic meanings about themselves to others within their social group.

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Social and group influence

Conformity: The desire to fit in with a social group is a major driver for adopting certain fashion trends.

Uniqueness: The need to be different is also a powerful motivator, though people often seek to express uniqueness within the broader context of a fashion trend.

Social acceptance: People may wear specific styles to feel a sense of belonging and gain validation from peers and social groups.

Emotional and cognitive drivers

Self-esteem and confidence: Wearing outfits that make someone feel good can significantly boost their confidence and positive attitude.

Novelty: Boredom with existing styles drives a desire for newness, which is a key factor in the cyclical nature of fashion trends.

Emotional comfort: Certain items of clothing can carry sentimental value and act as a source of comfort by reminding the wearer of cherished memories or loved ones.

Cognitive biases: The availability heuristic can lead to increased purchase of items that are frequently seen through advertising or worn by celebrities

EXTERNAL AND MEDIA INFLUENCES

Celebrities and influencers: The styles of famous people are often imitated by their fans and followers.

Media and advertising: Magazines, movies, and social media campaigns play a crucial role in popularizing certain looks and brands.

Fashion designers: Designers and fashion houses are at the forefront of creating new trends through their collections and fashion shows.

Historical events: Major events like wars or social movements can bring about significant changes in dress codes and fashion trends.

ACCELERATING FACTORS:

These factors speed up the adoption of new fashions and shorten the overall fashion cycle:

Widespread Buying Power: A large consumer base with discretionary income can quickly adopt new styles, making trends reach culmination and obsolescence faster.

Increased Leisure Time: More leisure time allows consumers more opportunities to shop and participate in social activities where they can display new fashions, increasing demand.

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Higher Levels of Education: Better-educated consumers are often more aware of global trends and may have higher incomes, allowing them to purchase new fashions more frequently.

Improved Status of Women: With more women in the workforce and having independent buying power, their increased participation in the economy accelerates fashion consumption and change.

Technological Advances: Instant global communication via social media and the internet, along with faster production and logistics (e.g., e-commerce, digital design tools, and automation), enables trends to spread and be produced rapidly.

Sales Promotion and Media: Extensive advertising and media exposure (magazines, TV, influencers, etc.) quickly inform the public about new styles, generating immediate demand.

Seasonal Changes: The regular change of seasons naturally encourages consumers to seek out new clothing styles appropriate for the climate, consistently driving new cycles of fashion.

Desire for Newness: A fundamental human inclination towards novelty and self-expression drives the demand for a constant stream of new fashion.

DECELERATING FACTORS

These factors slow down the movement of fashion, encourage the prolonged use of existing styles, and support models like “slow fashion”:

Habit and Custom: Personal habits and societal customs can slow the adoption of radically new styles, as people prefer to stick with traditional or familiar dress norms.

Religion: In some cases, religious beliefs or modesty codes may discourage the pursuit of constantly changing, extravagant, or revealing fashions, favouring long-lasting, traditional apparel.

Sumptuary Laws: Historically, laws regulating luxury in dress based on class or moral grounds have restricted fashion changes. Modern equivalents might include certain government regulations or tariffs that impact availability or cost.

Nature of the Merchandise: Certain types of merchandise, like classic styles or high-quality, durable goods, have slower fashion cycles and are designed for longevity, resisting rapid turnover.

Reductions in Consumer Buying Power: Economic downturns, inflation, or high taxes can reduce consumers’ ability and willingness to spend money on new clothes, leading them to use existing garments for longer.

Consumer Awareness and Sustainability Concerns: A growing awareness of the environmental and social impacts of fast fashion has led to the rise of the slow fashion movement. Consumers increasingly seek quality, transparency, and ethical practices, prioritizing durability and mindful consumption over fleeting trends.

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Circular Economy Practices: Initiatives such as clothing repair services, second-hand markets, and recycling programs encourage the extension of a garment's life cycle, counteracting the "throwaway" culture and slowing the overall cycle.

FASHION DESIGNER:

A fashion designer is a professional who creates clothing, accessories, and jewelry, and can specialize in one or more areas. The modern fashion industry, built around individual designers, began in the 19th century with Charles Frederick Worth. They operate in the "business of fashion" by running design studios, managing production, and promoting their brand through shows and other ventures. Other notable fashion designers include Calvin Klein, Giorgio Armani, and Anna Sui, who have all had significant impacts on the industry, with many of their businesses still operating today.

Definition: A fashion designer creates clothing, like dresses and suits, and accessories such as shoes and handbags for consumers. They may specialize in clothing, accessories, or jewelry, or work across multiple areas.

Industry history: The modern fashion design industry, based on firms run by individual designers, started with Charles Frederick Worth in the 19th century.

Notable designers:

Charles Frederick Worth: Often considered the "father of haute couture," he was born in 1825 and worked in major London department stores before moving to Paris.

Calvin Klein: An American designer who gained prominence in the late 20th century. A designer whose brand is known for its ready-to-wear apparel and fragrances.

Giorgio Armani: An Italian designer whose business empire includes clothing, accessories, and more.

Anna Sui: An American designer known for her unique aesthetic and numerous collaborations with other brands.

Tarun Tahiliani: An Indian designer known for blending Indian craftsmanship with modern, tailored silhouettes, he co-founded the multi-designer boutique Ensemble.

Ritu Kumar: An Indian fashion designer born in 1944, she is a well-known figure in the industry.

Manish Malhotra: An Indian designer who is also a couturier, costume stylist, entrepreneur, and revivalist.

Ralph Lauren: Known for his lifestyle brand that includes clothing and accessories, he is also a noted automobile collector whose collection has been displayed at major museums.

Tom Ford: This designer spent time studying at The New School's Parsons School of Design and was influenced by the disco era while working in New York.

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Thom Browne: A Pennsylvania-born designer who attended the University of Notre Dame.

Kate Spade: Co-founder of a handbag company that later launched its own brand of luxury footwear and handbags named Frances Valentine.

Indian fashion industry: Organizations like the Fashion Design Council of India (FDCI) work to promote the business of fashion in India and support designers. This is seen in the emergence of new talent through programs like Lakme Fashion Week's Gen Next programme, which has helped launch designers like Antar Agni and Mr. Ajay Kumar.

TYPES

Fashion designers specialize in various areas, including haute couture, ready-to-wear, and mass-market clothing, while others focus on specific items like footwear, accessories, sportswear, or childrenswear. They can also work in niche areas such as eco-fashion or costume design. Their business models range from being an in-house designer for a company to working as a freelancer or establishing their own label.

TYPES OF FASHION DESIGN SPECIALIZATIONS

Haute Couture: Designs for wealthy and famous clients, creating unique, high-end garments.

Ready-to-Wear: Creates clothes that are produced in factories in standard sizes, designed to be sold in fashion boutiques.

Apparel design: Designs for the mass market, including men's, women's, and children's clothing.

Accessory design: Focuses on items like hats, purses, and bags.

Textile design: Specializes in creating patterns for fabrics.

Mass Market: Designs for the mass market, creating apparel for the largest segment of the population, typically sold in large department stores.

Footwear and Accessory: Focuses on designing specific items like shoes, bags, jewelry, and other accessories.

Sportswear/Athleisure: Specializes in athletic and leisure clothing.

Childrenswear: Designs clothing specifically for children.

Sustainable and Eco-Fashion: Designs clothing with an emphasis on environmental responsibility and sustainability.

Costume: Designs clothing for theatrical, film, or television productions.

Niche and Specialty: Focuses on a specific style, such as lingerie, avant-garde, or vintage clothing.

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TYPES OF FASHION DESIGNERS BY WORK STYLE:

BUSINESS AND WORK STRUCTURES

In-house designers: Work full-time for a fashion house or company, creating designs that are owned by the business.

Freelance designers: Work for themselves, selling their designs to various clients, fashion houses, or manufacturers.

Label owners: Designers who set up and operate their own fashion labels, giving them full control over their creations.

Self-employed designers: Work for themselves and may design for individual clients.

TYPES OF FASHION DESIGNER:

Designers, including graphic designers who create visual content for branding and marketing, and product designers who create physical products. Other common types include web designers, UX/UI designers who focus on user experience and interface, fashion designers who create clothing, and interior designers who design indoor spaces.

Digital and web designers

Graphic Designer: Creates visual concepts for marketing, advertising, and brand identity using tools like Photoshop and Illustrator.

Web Designer: Designs the look and feel of websites, ensuring they are visually appealing and functional across different devices.

UX/UI Designer: Focuses on user experience (UX) and user interface (UI) design, respectively. UX designers focus on the user's journey and usability, while UI designers focus on the visual look and feel of an interface.

Motion Designer: Creates animated graphics and visual effects for digital media, such as videos, ads, and social media content.

Game Designer: Creates rules, systems, and overall experiences for video games.

Physical and environmental designers

Product Designer: Creates physical products by combining creativity and function, focusing on usability and aesthetics.

Industrial Designer: Focuses on the design of mass-produced consumer products, such as furniture and electronics.

Interior Designer: Transforms indoor spaces to be functional and aesthetically pleasing according to a client's needs.

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Fashion Designer: Creates clothing and accessories.

Architectural Designer: Designs buildings and other physical structures.

Other specialized designers

Brand Designer: Creates the visual identity and branding for a company.

Packaging Designer: Creates the packaging for products.

Animation Designer: Creates animated characters and scenes.

Instructional Designer: Designs and develops educational materials and experiences.

Systems Designer: Focuses on the design of complex systems.

CLASSICIST:

In the context of fashion business and design, a classicist designer (or simply "classicist") refers to a designer who produces work that follows traditional designs, colors, silhouettes, and other established design details. The term is used in industry analysis to categorize designers based on their approach to trends and tradition.

Key aspects of the term "classicist" in fashion:

Traditional Approach: Classicists prioritize enduring style elements that have stood the test of time, often considered "timeless," rather than fleeting seasonal trends.

Design Focus: Their work emphasizes established forms, simplicity, proportion, and clarity of structure, often drawing principles from historical or traditional aesthetics.

Stability: Classic designs are generally expected to remain relevant and stylish over many seasons, in contrast to "fad" fashion which is short-lived.

Business Context: Within the business of fashion, the term helps categorize brand strategies. Brands embracing classicism, like some collections by Fendi and Prada, are seen as pushing traditional sartorial matters into the future by reinterpreting heritage elements in modern ways.

The term is an industry classification rather than a specific individual's name. For example, the English-born designer Charles Frederick Worth, widely regarded as the "father of haute couture," is an historical example of someone who established many classic design principles still relevant today.

A "classicist" fashion designer in business is one who, like Charles Frederick Worth, is considered a pioneer in the industry, establishing a modern business model for creating and selling fashion. Worth is considered the "father of haute couture" for creating a large house and dictating trends, which is now the foundation of how modern fashion designers and brands operate. Designers like Coco Chanel and Ralph Lauren also have strong classicist elements, building iconic and timeless brands that still influence the business of fashion today.

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Pioneering business model: Charles Frederick Worth is regarded as the first modern fashion designer, creating a large business with many employees to produce his clothing. He essentially dictated trends to his clients, a role that is now common in the industry.

Building a fashion house: Worth founded the House of Worth, which was a leading fashion house in the 19th and early 20th centuries, establishing the concept of a high-end fashion house with a strong brand identity.

Timeless influence: Designers who have a classicist approach, like Coco Chanel, build on this foundation by creating a timeless aesthetic that is still relevant today. Chanel is known for her iconic designs, such as the Chanel suit, the little black dress, and her use of jersey fabric, all of which have had a lasting impact on the fashion industry.

Modern business legacy: The legacy of these early "classicist" designers is seen in the modern fashion business, where designers create collections, build brands with signature styles, and operate large fashion houses that influence global trends.

IDEALIST:

A fashion idealist is a designer or individual in the fashion world who pursues high or noble principles and goals in their approach to style, often prioritizing creative vision, sustainability, or personal expression over commercial trends or mass-market demands.

Key characteristics of a fashion idealist include:

Unique Vision: They often have a distinct creative philosophy and aim to produce original designs with their own ideas, rather than simply replicating existing market trends.

Prioritization of Quality and Ethics: An idealist approach often aligns with movements like slow fashion, emphasizing the investment in long-lasting, quality items and ethical practices over "fast fashion" and excessive consumption.

Artistic Expression over Practicality (sometimes): The work of an idealistic designer might be considered more artistic or conceptual, sometimes seen as "out of touch with reality" in that the creations are better suited for runway shows or editorials than everyday wear.

Focus on Storytelling: They use clothing as a means of self-expression and communication, often telling stories, expressing cultural narratives, or conveying specific messages through their designs.

Pursuit of Perfection: Stemming from the general definition of an idealist, they believe in striving for a form of perfection or an "ideal" aesthetic, even if others consider their goals to be naïve or impractical.

INFLUENCED

Fashion is influenced by a wide range of factors including social, economic, political, and technological changes, as well as cultural elements like cinema, celebrities, and music. Media and

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advertising play a significant role in shaping trends, but the rise of new media like blogs and social media has also given consumers more power to influence and modify what is considered fashionable. Psychologically, clothing can be a reflection of personal identity, social status, and even emotions, while historical trends show how specific groups, rulers, and innovations have shaped what people wear over time.

Fashion is influenced in the business of fashion by numerous factors, including social, economic, marketing, and technological drivers. These influences can shape trends that affect production, consumption, and design, as seen with the rise of haute couture and later, mass production through factories and e-commerce platforms. Other influences include cinema, celebrities, subcultures, political events, and environmental concerns like sustainability.

Broad influences

Social and cultural influences

- **Social, Economic, and Political:** Fashion is heavily influenced by social changes, economic conditions, and political events, as well as counter-trends that are outside of industry control.
- **Cultural and Media:** Cinema, celebrities, and music genres like hip-hop have a massive impact on fashion, with lyrics and public appearances by artists shaping trends and popularizing brands. For example, 1980s fashion was heavily influenced by TV shows like Miami Vice, and the 2020s saw micro trends emerging from social media platforms and niche online communities.
- **Subcultures:** Styles associated with subcultures like punk, hip-hop, and metal can significantly influence mainstream fashion over time.
- **Psychological:** A person's sense of self, identity, and social status can be expressed through their clothing choices, and the psychological impact of wearing certain clothes can influence mood and self-image.

Economic and political influences

Economic liberalization: In places like India, economic liberalization in the 1990s led to a surge in the fashion industry by allowing for greater exposure to global trends and increased consumerism.

Mass production and capitalism: The rise of factories and department stores in the 20th century enabled the mass production of clothing, which was a major shift from the handmade, custom-made era.

Political ideology: Political movements can influence fashion, as seen with the Mao Suit developed in China to promote socialist equality.

Marketing and technology influences

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Marketing: The industry uses various marketing strategies to promote new styles, and the rise of e-commerce platforms has changed how fashion is bought and sold. Brands increasingly rely on social media influencers to market their products.

Technological advancements: Technological innovations have enabled mass production and facilitated new ways for consumers to access and purchase clothing, such as through e-commerce and apps.

Technological innovations, such as the development of new textiles and manufacturing processes, have consistently changed how clothing is made, what is accessible, and what styles are possible.

Fast fashion and e-commerce: The growth of fast fashion giants and online marketplaces has contributed to increased consumption and the rapid spread of trends, sometimes referred to as "micro trends".

Environmental influences

Sustainability: Growing awareness of the environmental impact of the fashion industry has driven the sustainable fashion movement. Brands are increasingly highlighting eco-friendly practices, and consumers are showing more interest in products that are made sustainably.

Specific examples of influence

- **Punk rock:** Music subcultures, such as punk rock, have heavily influenced fashion, with designers like Vivienne Westwood and Zandra Rhodes incorporating punk elements into mainstream collections.
- **Hip-hop**: The rise of hip-hop music in the late 20th century led to the popularity of brands like Gucci and Louis Vuitton, and later, high-end streetwear brands became prominent through their use by rappers.
- **Fashion photography:** The work of early photographers like Edward Steichen and Baron Adolph de Meyer helped establish fashion photography as an art form, influencing how clothing is presented and perceived.
- **Social media:** The rise of fashion bloggers and social media influencers has created a more democratized media landscape, allowing for faster trend cycles and more direct influence from consumers themselves.
- **Historical figures:** Individuals in power have historically influenced fashion, such as Queen Elizabeth I whose fashion choices made women's attire very important during her reign
- Historical and global events: Events such as decolonization in the mid-20th century led to the creation of distinct national identities in fashion, while the COVID-19 pandemic shifted retail and consumer trends in the 2020s.

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REALIST:

Fashion realist" refers to a style that embraces every day wear, practicality, and authenticity, as opposed to fantastical or avant-garde designs. It is a trend that reflects reality and can include elements like thrift-store-inspired clothing, comfortable yet stylish pieces, or a focus on classic, wearable silhouettes that are popular in the current season, such as skinny jeans or other well-made, wearable staples. It can also relate to the technical or artistic process of creating highly realistic digital fashion imagery.

As a fashion trend

Focus on reality: Realist fashion is less about fantasy and more about reflecting what people wear in their daily lives.

Every day wear: It emphasizes practicality, authenticity, and a connection to the real world.

Examples: Designers associated with this trend have created collections with pieces that look like they could be found in a thrift shop or at a fast-fashion store, though they are often of high quality. This includes items like leather jackets, jeans, and sweaters, but with a focus on making them accessible and wearable.

As a design style

Emphasis on detail: In realistic design, details, colors, and dimensions are executed to be as close to reality as possible.

Contrast to stylization: This is the opposite of stylized design, where artists might exaggerate or alter features for artistic effect.

Digital realism: This concept is also applied to digital fashion, where tools are used to create hyper-realistic digital garments and imagery. This can be used for creating digital try-on experiences or for generating realistic fashion visuals for marketing.

A "fashion designer realist" could refer to a fashion illustrator who uses realistic techniques, or it could describe a career path that focuses on practical, achievable designs for the everyday person, rather than solely high fashion. The term can also apply to a designer who balances creativity with practical considerations like function and market demand.

Realist in fashion illustration

An artist like Arturo Elena is a "fashion designer realist" because he combines realistic fabric and movement with exaggerated figure proportions, creating highly detailed and life-like illustrations.

Realist career path

A fashion designer whose work is geared towards the average consumer instead of exclusively high-fashion runways could be called a realist.

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This path involves creating functional, wearable clothes for everyday people, requiring a mix of artistic skill and practical business sense.

Realist approach to design

A designer who focuses on practicality, market needs, and feasibility might be called a realist.

This approach balances artistic vision with the tangible requirements of mass production and consumer demand.

THINKINGPOET:

Fashion designer thinking poet refers to a designer who approaches their work with a high degree of creativity, artistry, empathy, imagination, and narrative depth characteristic of a poet, moving beyond mere utility to create garments that are expressive and emotionally resonant. It highlights a conceptual, rather than purely commercial, approach to design.

This designer balances the creative vision and personal expression (the "poet" aspect) with the practical, commercial aspects of creating and selling clothes, managing a brand, and understanding the market (the "business of fashion" aspect).

Key Characteristics of the "Fashion Designer Thinking Poet"

Storytelling: The designer uses clothing to tell a story or explore a complex theme, much like a poet uses words to craft narratives or evoke specific emotions.

Emotional Resonance: The focus is on creating a deeper connection with the wearer and the observer, aiming for a profound impact beyond fleeting trends.

Attention to Detail and Symbolism: Every element, from fabric choice to silhouette and embellishment, is carefully chosen for its symbolic meaning and ability to contribute to the overall message, similar to a poet's meticulous word selection.

Challenging Norms: This approach often involves questioning traditional ideas about fashion, beauty, and consumption, using the medium as a form of social or political commentary.

Artistic Vision: The designer views fashion as a form of art and self-expression, not just a commodity.

Artistic Collaboration: Designers who think this way often collaborate with other artists, including actual poets, to enhance the multi-sensory and intellectual experience of their collections.

Depth and Meaning: Their designs often explore profound themes, cultural influences, or personal narratives, rather than just chasing fleeting trends.

Creative Integrity: They maintain a strong personal and unique vision, potentially prioritizing innovation and artistic integrity over purely commercial considerations, though still managing to succeed in the business.

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Communication of Aesthetics: The designer is skilled at communicating the aesthetics and philosophy behind their work, much like a writer or poet uses words to convey complex ideas.

Examples in Fashion

The dialogue between fashion and poetry is not new, with several designers demonstrating this approach:

Sonia Delaunay: In the 1920s, she created "robes poèmes," dresses featuring snippets of poetry by Dadaist poets like Tristan Tzara.

Alexander McQueen: His work often had profound, sometimes dark, thematic depth, with collections named after literary works like Dante's Inferno, and fragments of Rudyard Kipling's poetry appearing in his menswear.

Valentino: For their Fall/Winter 2019 collection, the label collaborated with four contemporary poets—Yrsa Daley-Ward, Mustafa the Poet, Greta Bellamacina, and Robert Montgomery—whose lines of poetry graced garments and a collaborative book.

Grace Wales Bonner: She has worked with poets like Ben Okri and James Massiah, whose recited poems and presence in installations and events were integral to the presentation of the collections.

Catherine Fisher: This Maine-based designer hand-paints designs and hidden text panels on her sustainable clothing, allowing the wearer to choose whether to share the "secret" poem, directly linking written verse to wearable art.

MINIMALISTS

Minimalist fashion is a style defined by simplicity, functionality, and quality, featuring clean lines, neutral colors, and timeless silhouettes. It emphasizes a "less is more" philosophy, focusing on a curated wardrobe of versatile, high-quality pieces over a large quantity of trendy items, promoting sustainability and ease.

Key characteristics

Simplicity: Clothes have clean lines, minimal embellishments, and uncomplicated designs.

Functionality: Each piece serves a purpose and is often versatile enough for multiple occasions.

Quality over quantity: The focus is on well-made, durable items that last longer, rather than fast fashion.

Timelessness: Garments are classic and not tied to fleeting trends, making them eternally wearable.

Neutral color palette: Often uses colors like black, white, beige, gray, and navy.

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What it looks like in practice

A curated wardrobe: Instead of an overflowing closet, a minimalist wardrobe is a carefully selected collection of pieces that mix and match easily.

Versatile staples: Key items include a classic white button-down shirt, well-fitting jeans, a tailored blazer, a black dress, and high-quality basics.

Emphasis on fit and fabric: Since the style is so simple, the fit and quality of the material become a primary way to convey elegance.

Sustainability: It is a conscious choice that goes against the wastefulness of fast fashion by reducing impulse purchases and consumption.

Minimalist fashion trends:

Minimalist fashion is characterized by the absence of bold prints and decorative embellishments. The focus lies in a refined aesthetic that highlights the quality of materials and the precision of craftsmanship. Designs aim for functionality and timeless appeal, avoiding elements that may feel excessive or short-lived.

Minimalist Wardrobe Trends 2025(Editor's Choice)

Calm, muted color palette with tones like beige, ivory, and black. Simple, adaptable pieces such as basic tees and button-ups. Eco-friendly materials for a more sustainable wardrobe. Wearing one color from head to toe, creating a streamlined look.

Famous minimalist fashion designers include Jil Sander, known for her clean, sophisticated workwear, and designers from the 90s such as Calvin Klein, Donna Karan, and Tom Ford, who championed pared-down silhouettes. Other prominent figures include Coco Chanel, who helped establish minimalist elegance with the little black dress, and contemporary designers like The Row, noted for their high-quality, simple pieces.

Minimalist clothing brands in Clude accessible options like COS and Uniqlo, mid-range contemporary brands such as Staud and Tibi, and luxury labels like The Row and Jill Sander. There are also numerous Indian brands, such as The Summer House and Khara Kapas, that focus on minimalist designs with a conscious approach to materials and production.

Accessible

COS: Known for modern, simple, and Scandinavian-inspired designs.

Arket: Offers a range of high-quality, minimalist essentials.

Uniqlo: Provides a wide variety of affordable, classic, and versatile pieces.

Massimo Dutti: Focuses on smart, timeless, and understated pieces.

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Contemporary

Staud: A fashion-forward brand that often incorporates minimalist aesthetics.

Tibi: Blends high fashion with wearability and often features clean lines and simple silhouettes.

Totême: Features a refined and luxurious take on minimalist style.

Theory: A leading brand for well-tailored, high-end basics with an emphasis on quality fabrics.

The Summer House: An Indian brand known for organic cotton pieces with an anti-fit style.

Khara Kapas: An Indian label recognized for clean cuts and relaxed silhouettes.

Luxury

The Row: A high-end label celebrated for its luxurious and minimalist approach to design.

Jill Sander: A classic minimalist brand that removes unnecessary details to create elegant and timeless looks.

Céline: Known for sophisticated, minimalist designs that emphasize innovative cuts and proportions.

Urvashi Kaur: An Indian brand that defines itself as a "conscious luxury" label.

VILLAGEINDIA

The term "fashion designer" in the context of organizations focused on "Village India" (such as the Village India Trust or similar initiatives) generally refers to a professional who blends traditional Indian craftsmanship and textile heritage with contemporary design principles to create marketable and sustainable fashion products.

This role is distinct from that in mainstream urban fashion, as it involves a unique set of responsibilities centered on preserving traditional art, empowering local artisans (often women in rural areas), and ensuring ethical sourcing.

Key responsibilities and the definition of a fashion designer in this context include:

Blending tradition with modernity: Creating designs that are both functional and aesthetically pleasing to modern consumers while incorporating traditional regional art, textiles, and techniques (e.g., Kosa silk weaving, wall paintings motifs).

Traditional roots: Indian fashion has deep roots in village life, with the cultivation of cotton and the intricate weaving of textiles originating from ancient civilizations. Many distinct embroidery, weaving, and printing practices are specific to various regions, such as the Banjara embroidery of Andhra Pradesh, Chikankari from UP, and Phulkari from Punjab.

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Artisan collaboration and empowerment: Working closely with local rural artisans and craftspeople, often from marginalized communities, to develop products, ensuring their skills remain relevant and valued in the current market.

Sustainable practices: Integrating eco-friendly materials and ethical production processes, thereby supporting local economies and improving the living standards of the local population.

Product development and production oversight: Managing the entire design process from initial concept and sketching (often using CAD programs) to selecting fabrics and overseeing the production of samples and final goods, ensuring quality and alignment with brand identity.

Market research: Conducting research to identify consumer preferences and market trends to ensure that the designs are marketable and commercially viable.

Storytelling and branding: Helping the marketing team to develop strategies and present the cultural stories behind the products, which adds value and connects consumers to the rich heritage of the designs.

Global market: Today's business of fashion in India is a mix of both traditional and global influences, with cities like Mumbai acting as fashion hubs and Bollywood and digital platforms influencing trends across the country, even in smaller towns.

Challenges: A key challenge for the industry is bridging the gap between the "fashion elite" and the rural communities who hold the traditional knowledge, ensuring that their skills are used mindfully and ethically.

In essence, a fashion designer within a "Village India" framework acts as a bridge between rural artistry and the global market, with a strong emphasis on social and human values.

The phrase "village of India the business of Fashion" refers to the business of fashion in rural India`, highlighting the connection between India's textile heritage and the modern fashion industry. It encompasses traditional rural crafts and skills, which form the foundation of the industry, as well as how these skills are integrated into the wider, modern fashion market through initiatives like "Make in India".

STUDIO LINE

In fashion and product branding, a "studio line" typically refers to a specialized collection of products that are often more exclusive, high-end, or fashion-forward than a brand's main, mass-market offerings. It implies items created with a higher degree of artistic expression, sometimes in smaller quantities, and often drawing inspiration directly from the design studio's creative vision.

Key Characteristics of a Studio Line

Exclusivity: Studio lines are often presented as limited editions or seasonal collections, making them more unique than a brand's core product range.

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Design Focus: The emphasis is often on innovative design, unique silhouettes, and high-quality materials, reflecting a more artistic or experimental approach to fashion.

Branding: The "studio" moniker suggests a direct link to the brand's creative hub or design team, aiming to convey a sense of premium craftsmanship and design integrity.

Target Audience: These lines often target discerning customers who value unique style and design elements over mass-market trends.

Usage in the Fashion Industry

The term "line" in fashion generally refers to a specific range of styles offered for a particular collection or season, as outlined in a line plan. A "studio line" is a more specific classification within a brand's overall product strategy, often used to:

Showcase creativity: Allow designers more freedom to experiment with new ideas and trends.

Build brand image: Enhance the brand's perception as a leader in design and innovation.

Test market trends: Introduce new styles to gauge customer interest before potentially incorporating them into the main line.

For example, companies like L'Oréal use "Studio Line" as a brand name for a line of hair styling products, emphasizing the professional, salon-quality nature of the items. In apparel, it functions similarly, denoting a more curated and premium selection.

FASHION DESIGNER'S "STUDIO LINE"

A fashion designer's "Studio line" refers to a designer's unique and recognizable design identity or signature style. This is built on the principles of design, including the strategic use of lines (e.g., straight, curved, vertical, horizontal, diagonal) to create the overall silhouette, mood, and structure of a garment. It is a key element of a designer's personal branding and can be further defined by their artistic vision and personal background.

What the "Studio line" encompasses

Visual style: A designer's unique approach to elements like line, shape, and form, which guides the creation of garments.

Design identity: A style that reflects the designer's personality, background, and influences, creating a recognizable and authentic brand.

Artistic principles: It is based on the foundational principles of design, such as using vertical lines to create an illusion of height or curved lines to evoke fluidity.

Construction methods: It is influenced by how seams, darts, and pleats are used to create lines and structure within a garment.

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How it is used

Personal branding: It helps a designer stand out and become recognizable, both to clients and within the industry.

Collection development: A designer's "studio line" informs the direction for every collection they create, ensuring a consistent and cohesive artistic vision.

Communication: It serves as a designer's "language" to communicate their vision to others.

WORLD FASHION CENTRES

MILAN

Milan is a world fashion center, with its main hub being the Quadrilatero della Moda (Fashion Quadrilateral), a luxury shopping district defined by streets like Via Montenapoleone, Via Manzoni, Via della Spiga, and Corso Venezia. It is known for high fashion, with major designers like Armani, Versace, and Prada having a strong presence, and it hosts influential events like Milan Fashion Week. The city has a rich history in fashion, dating back to the Middle Ages, and is considered one of the "big four" fashion capitals. In 2009, the city was officially named the "fashion capital of the world" by the Global Language Monitor.

Key features of Milan as a fashion capital

Quadrilatero della Moda: This is Milan's most famous luxury shopping district, also known as the "Golden Rectangle," home to numerous high-end boutiques and ateliers.

Designer brands: Many of the world's leading fashion houses, including Armani, Versace, Dolce & Gabbana, Prada, and Bottega Veneta, have a significant presence in Milan.

Prêt-à-porter: Milan is particularly renowned for its role in the ready-to-wear fashion industry.

Milan Fashion Week: The city hosts one of the world's most important fashion events, which was instrumental in cementing its status as a fashion capital. It hosts Milan Fashion Week twice a year, a major event attended by designers, buyers, and media from around the world

Historical significance: Milan's influence on fashion dates back to the Middle Ages and Renaissance. In the 16th century, the city gave its name to the word "milaner," a term for fine wares like jewelry and apparel.

Other shopping areas: In addition to the Quadrilatero della Moda, other notable shopping streets include the Galleria Vittorio Emanuele II, Corso Buenos Aires, and the bohemian Brera district.

The city offers a range of shopping experiences, from luxury boutiques to vintage shops in areas like Navigli.

Beyond fashion, Milan is also a center for design, finance, and culture.

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PARIS

Paris is called the Fashion Capital of the World because it is the centre of luxury, style, and modern fashion. The city is famous for its world-class designers, glamorous runways, and creative culture that inspires people across the globe. Even though many cities have major fashion industries, Paris continues to lead with its long history, top brands, and global influence. The city plays a huge role in shaping fashion trends, luxury shopping, and high-end couture.

Fashion is part of daily life in Paris. People dress with a mix of elegance and effortlessness, which is known as the "Parisian style". Designers in the city experiment with new ideas that later become worldwide trends. Paris is also home to world-famous fashion schools where young designers learn and build their careers. Museums, art galleries, and creative surroundings continue to shape fashion in France, making the city a true hub of inspiration.

Paris's role in fashion:

- **Haute Couture:** Paris is the birthplace of haute couture, or "high sewing," a tradition of meticulously crafted, one-of-a-kind garments that dates back to the 19th century.
- **Luxury Brands**: The city is home to numerous iconic and high-end fashion houses, including Chanel, Dior, Louis Vuitton, Hermès, and Givenchy.
- **Paris Fashion Week:** This semi-annual event is a major global showcase for designers and trends.
- **The "Golden Triangle":** This area, defined by the intersection of Avenue des Champs-Élysées, Avenue Montaigne, and Avenue George V, is an epicentre for luxury shopping and houses many of the most prestigious designer boutiques.
- **Historical Influence:** The city's rise as a fashion capital was fostered over centuries, with historical figures like King Louis XIV promoting a culture of luxury and style that helped establish French dominance in fashion.
- **Fashion Education and Culture:** Paris is a global center for fashion education, with schools like IFA Paris offering programs in design and marketing. It also offers numerous fashion-related museums and exhibitions that showcase its rich heritage.

LONDON

London is another important city in the fashion world. The language barrier (or lack of it) plays a significant role in establishing cities such as New York and London as the global capitals in fashion.

Moreover, London is populated with people from all walks of life, and this multicultural aspect is what made designers who are based in London stand out.

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This characteristic and the recognizable products, along with the sense of style, allows London to compete with the rest of the big fashion capitals. It is what put this city in the 21st century on the map of the fashion capitals.

While London is considered one of the world's four major fashion capitals alongside Paris, Milan, and New York, the World Fashion Centre is a specific building located in Amsterdam that houses many fashion showrooms. London's status as a fashion hub stems from its history, creative talent, and influence on global trends.

London's role in fashion

A major fashion capital: London is one of the "Big Four" fashion capitals due to its long history, creative energy, and influential designers.

Creative and diverse scene: The city is known for its unique boutiques, thriving markets, and high-end shops, which contribute to its reputation as a hub for innovative style.

Historical significance: London has a rich fashion history, with influences from the Victorian era and the Industrial Revolution, and continues to be a center for tailoring and shoemaking.

The World Fashion Centre

Location: The World Fashion Centre is a physical building in Amsterdam-West, not in London.

Function: It is a large complex that serves as a gathering place for the fashion industry, housing around 400 showrooms for brands like Prada and Balenciaga.

Facilities: The centre provides various facilities for visitors and tenants, such as a reception, security, parking, and a restaurant.

Luxury and designer brands

Burberry: A heritage brand known for its trench coats and check pattern.

Alexander McQueen: An avant-garde and historic brand celebrated for its dramatic and innovative designs.

Vivienne Westwood: A punk-inspired brand known for its provocative and influential designs.

JW Anderson: A contemporary brand with a strong focus on modern, innovative silhouettes.

Molly Goddard: Known for her voluminous, tulle dresses and playful designs.

Wales Bonner: A brand that blends European and African influences with a focus on tailoring and knitwear.

Stella McCartney: A luxury brand focused on sustainable and ethical fashion.

Contemporary and high street brands

AllSaints: Known for its urban and edgy aesthetic.

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RIXO: A brand famous for its colorful, vintage-inspired prints.

Hobbs: Offers classic women's clothing and accessories, starting as a shoe retailer.

Paul Smith: A designer known for his signature "classic with a twist" style.

Damson Madder: A brand that focuses on sustainability.

House of Sunny: A London-based brand with a focus on unique, often vibrant, clothing.

Shoreditch Ski Club: Creates skiwear and streetwear designed for both the slopes and the city.

Other notable brands

Barbour: An iconic brand famous for its wax jackets.

Ted Baker: A brand known for its modern and slightly quirky style.

River Island: A popular high street retailer offering trendy clothing.

Marks & Spencer: A classic British retailer with a wide range of clothing and home goods.

Oliver Bonas: A lifestyle brand offering clothing, accessories, and homeware.

NEW YORK

New York is one of the four main fashion capitals of the world, alongside Paris, London, and Milan, but it is not the only "world fashion centre". New York's role as a fashion capital is supported by its massive fashion industry, iconic events like New York Fashion Week, and its history as a hub for design, manufacturing, and retail.

New York City is considered a global fashion capital, home to the Garment District, where the "Fashion Center" is located, and the site of the semi-annual New York Fashion Week. The Garment District is a neighbourhood in Manhattan with numerous showrooms, major fashion labels, and production facilities, and Fashion Avenue (Seventh Avenue) is a central street in this area.

A global fashion capital: New York is considered a global fashion center due to its influence on trends, innovation, and its position as the American fashion capital.

Home to industry giants: The city is home to major corporate headquarters, numerous designer showrooms, and many of the world's largest fashion brands.

Events and culture: New York hosts one of the "Big Four" fashion weeks, New York Fashion Week (NYFW), which draws designers, models, and buyers from around the globe.

A hub for talent and education: The city has a vast pool of creative talent and is home to some of the world's most prestigious fashion schools, like the Fashion Institute of Technology (FIT) and Parsons School of Design.

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Garment District: Also known as the Fashion District, this Manhattan neighbourhood is a dense concentration of fashion-related businesses, including design, production, and wholesale selling. It has been the center for fashion manufacturing and design in the United States since the early 20th century.

New York Fashion Week (NYFW): A series of events held twice a year to showcase international fashion collections. It is one of the four major fashion weeks in the world, known as the "Big Four," alongside Paris, London, and Milan.

Fashion Avenue: This is the nickname for the stretch of Seventh Avenue that runs through the Garment District. It was officially designated "Fashion Avenue" in 1972 due to its role as a center for the fashion industry.

Global fashion status: New York is one of the world's leading fashion capitals, alongside Paris, Milan, and London.

Fashion brand in New York

New York is home to numerous fashion brands, including iconic names like Calvin Klein, Ralph Lauren, and Michael Kors, as well as contemporary labels such as Marc Jacobs and Kith. Other prominent New York-based brands include Coach, Tommy Hilfiger, and Diane von Furstenberg. These brands represent a wide range of styles, from luxury to street wear, that have had a global impact on the fashion industry.

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UNIT - II

LEGENDARY FASHION DESIGNERS

Study of International Fashion Designers of the World Yves Saint Laurent, Valentino, Pierre Cardin, Ralph Lauren, Karl Lagerfield, Donna Karen, Georgio Armani, Coco Chanel, CalvinKlien, Christian Dior. An overview of Indian Fashion Designers Manish Malhotra, Manish Arora, Ritu Beri, Tarun Tahiliani, RohitBal, WendellRodricks, JJValaya.

YVES SAINT LAURENT:

Yves Saint Laurent was a pioneering French designer known for bringing empowerment and new silhouettes to women's fashion, famously creating the tuxedo jacket for women (Le Smoking) and popularizing the ready-to-wear line. His work was a fusion of influences, including architecture, art, and diverse cultures, and he is also noted for creating the ready-to-wear line and expanding into perfumes and cosmetics.

Early life and career

Born in Algeria in 1936, Saint Laurent moved to Paris at age 17 to pursue fashion.

He worked as an assistant to Christian Dior and became head designer for the House of Dior at age 21 after Dior's death in 1957.

In 1961, he co-founded his own fashion house, Yves Saint Laurent, with his business partner Pierre Bergé.

Key contributions and innovations

Le Smoking: In 1966, he introduced the tuxedo jacket for women, which became a revolutionary and iconic symbol of female empowerment.

Ready-to-wear: He was one of the first designers to create a successful luxury ready-to-wear line, making high fashion more accessible.

Architectural silhouettes: His designs often featured structured, clean lines inspired by architectural forms.

Pop culture and art influence: He drew inspiration from pop art, artists like Mondrian, and various cultures, including North Africa and Russia.

"Blousons noirs": He translated the street style of French Left Bank youths into high fashion through his "beat collection," which included leather jackets and black clothing.

Expansion: The YSL brand expanded beyond haute couture to include menswear, fragrances, and cosmetics.

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Legacy

Saint Laurent is credited with challenging gender norms and bringing a new sense of sexual freedom and individuality to women's fashion.

He retired from designing in 2002 and passed away in 2008.

His brand continues to be influential, with designers still drawing inspiration from his work, and it remains a major global brand today.

VALENTINO:

Valentino Garavani is an Italian fashion designer celebrated for his haute couture, signature "Valentino Red," and romantic gowns. His work is characterized by intricate details, luxurious fabrics like silk chiffon, and a focus on opulence and feminine silhouettes, often inspired by old Hollywood glamour. After retiring in 2008, he left the legacy of his brand, which continues to influence fashion today through its distinctive style, especially in haute couture and red carpet creations.

Key aspects of Valentino's career and style

Origins: Born in 1932 in Voghera, Italy, he apprenticed at a young age before moving to Paris to study at the Chambre Syndicale de la Couture Parisienne and the École des Beaux-Arts. He also worked for designers like Jacques Fath and Guy Laroche before opening his own house in Rome in 1959 with his partner Giancarlo Giammetti.

Design philosophy & Signature style:

Timeless elegance: Valentino's work is defined by a design philosophy focused on timeless elegance and sophisticated beauty.

Feminine and romantic: He aimed to sublimate and elevate femininity through a style that is both romantic and architectural.

Luxurious materials: His creations are known for being crafted from ultra-feminine materials like silk, chiffon, and lace.

Intricate detailing: Valentino is celebrated for his meticulous attention to detail, which includes delicate embroidery, bows, ruching, and draping.

Iconic elements and collections:

"Valentino Red": The vibrant shade of red used in his 1959 "Fiesta" cocktail dress became synonymous with the brand and is now known as "Valentino Red".

1968 All-White collection: This ground-breaking collection, which earned him a Neiman Marcus Award, featured delicate, ruffled ensembles and is still considered modern today.

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Audrey Hepburn's influence: Hepburn was a muse for Valentino, famously wearing an ensemble from the 1968 white collection for a Vogue cover.

Jacqueline Kennedy Onassis: A key client, she wore his designs for significant events, including her black mourning dresses and her 1967 wedding gown.

Julia Roberts' Oscar dress: The iconic black column gown she wore to the Oscars in 2001 was originally from his 1992 couture collection

Haute Couture and red carpet gowns: He is particularly famous for his haute couture work and the romantic, elaborate gowns he created for the elite and celebrities, which are frequently seen on red carpets.

Legacy: Valentino retired from his label in 2008, but the Valentino brand's identity continues, with creative director Pierpaolo Piccioli now at the helm, carrying on the brand's legacy of dramatic and elegant fashion. The brand also includes other lines like R.E.D. Valentino, a more contemporary offering

PIERRE CARDIN:

Pierre Cardin was an Italian-born French fashion designer famous for his avant-garde, Space Age designs that often used geometric shapes and unisex styles. Beyond his innovative designs, he was a shrewd businessman who pioneered ready-to-wear fashion, brand licensing, and global market expansion, making him a pivotal figure in modern fashion retail. He introduced revolutionary concepts like the "bubble dress" in 1954 and helped reshape menswear in the 1960s with his fitted suits.

Design philosophy and innovations

- **Space Age and geometric style:** Cardin was known for his futuristic aesthetic, influenced by the Space Race, which featured geometric shapes, bold colors, and experimental fabrics like Plexiglas. He often ignored the natural female form in favor of these bold, avant-garde silhouettes.
- **Innovations in design:** He introduced the "bubble dress" in 1954 and was the first designer to apply a global brand licensing system, a practice that became standard in the industry. He also had a significant impact on menswear, reintroducing fitted suits to the public in the 1960s.
- **Unisex fashion:** Cardin was a pioneer of unisex fashion, creating experimental and sometimes impractical designs that were ahead of their time.

Business and marketing acumen

- **Pioneering global markets:** Cardin was the first fashion designer to open markets in Japan (1958) and China (1978), and he was one of the first European designers to bring high fashion to these markets.

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- **Ready-to-wear (prêt-à-porter):** He embraced ready-to-wear in 1959, a move that made fashion more accessible to a wider audience and fundamentally changed the business of fashion.
- **Brand licensing:** He was a leader in brand licensing, a strategy he used to expand the reach of his brand into a vast range of products beyond clothing, including accessories, real estate, and even food.

Career and legacy

- **Early career:** He began his career as a tailor's apprentice at age 14 and joined the Paris fashion house of Paquin in 1945 before launching his own house in 1950.
- **Post-Cardin era:** After his death in 2020, his legacy lives on through his multi-million-dollar brand, now led by his great-nephew and creative director, Rodrigo Basilicati-Cardin. The brand continues to be worn by major artists, such as Beyoncé, who wore custom designs from the house on her Renaissance World Tour.

RALPH LAUREN

Ralph Lauren is a world-renowned American fashion designer known for building a global lifestyle brand based on a timeless, classic American style. His brand, which started with a menswear line in 1968, has expanded to include women's and children's wear, fragrances, and home furnishings. Lauren's success stems from his ability to sell an aspirational lifestyle and evoke classic American themes with a European touch, seen in collections inspired by everything from English aristocracy to the American West.

Early career and brand building

Born Ralph Lifshitz in 1939, he changed his name to Lauren as a teenager.

He started his career designing neckties before launching his own menswear line, "Polo," in 1968.

His first line featured classic tweed suits, and the following year he introduced his signature mesh sport shirt.

In 1971, he expanded into womenswear.

The "Polo" lifestyle and brand expansion

Lauren's brand is built around creating an aspirational "lifestyle" rather than just clothing.

The brand's iconic logo features a polo player, becoming a globally recognized symbol.

He strategically expanded the brand to include a wide range of products beyond clothing:

Fragrances: Introduced in 1978.

Home furnishings: Started in 1983.

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Paint: Launched in 1995.

Denim: Added in 1996.

His success is also tied to his innovative marketing and retail strategies, such as transforming a historic mansion into a flagship store that felt like a private club.

Design philosophy and influence

Lauren's style is often described as timeless and classic, drawing inspiration from a variety of sources like English country estates, the American West, and Hollywood glamour.

He has been influential in the film industry, designing costumes for films like The Great Gatsby and Annie Hall.

He has been recognized with numerous awards, including a Lifetime Achievement Award from the Council of Fashion Designers of America in 1992.

International reach and legacy

The Ralph Lauren Corporation became an international company in 1981 with the opening of its first store in London.

Today, the brand has a global presence and continues to be a major force in the fashion industry.

He is also known for his philanthropic work, particularly in cancer research and support.

KARL LAGERFIELD:

Karl Lagerfeld was a highly influential German fashion designer who significantly impacted the industry by revitalizing brands like Chanel and Fendi, creating his own label, and pioneering postmodern techniques. His career spanned over 60 years, beginning with an apprenticeship under Pierre Balmain after winning a design competition in 1954, and marked by a distinctive personal style, master use of accessories, and a continuous ability to balance historical revivals with modern innovation.

Career path and key roles

Early career: Lagerfeld won a coat design competition in 1954, which led to an apprenticeship with Pierre Balmain, where he learned about haute couture. He later moved to work for Jean Patou and held positions at Chloé and Fendi in the 1960s and 70s.

Chanel: He joined Chanel in 1983 and is credited with revitalizing the brand, making it a powerhouse once again.

Fendi: Lagerfeld modernized Fendi's fur line in 1967 and served as its creative director for decades.

Own label: He established his own fashion house in 1984, which he described as "Intellectual Sexiness".

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Design philosophy and impact

Innovation and reinvention: Lagerfeld was known for his ability to continuously reinvent brands while respecting their legacy. His work is characterized by postmodernist principles like deconstruction, pastiche, and eclecticism.

Signature style: His personal style was famously distinctive, including dark suits, sunglasses, and fingerless gloves. He was a master of using accessories to elevate his designs.

Historical influence: He drew inspiration from historical eras, incorporating elements from the 1940s, 1950s, and 1860s into his modern designs.

Holistic cultural expression: He viewed fashion as a holistic cultural expression that could be integrated with other art forms like photography and film.

Key contributions and achievements

Surprise Skirt: He created the "Surprise Skirt," a pleated ankle-length skirt that was actually a pair of trousers.

Big Look: He helped establish the "Big Look" style of the mid-1970s by eliminating linings and padding from garments.

Modernization: He modernized Fendi's fur line in 1967 and helped make Chloé one of the most prominent designers in the world in the 1970s.

Collaborations: He collaborated with numerous celebrities, models, and other artists, including Claudia Schiffer, Kristen Stewart, and Kylie Minogue.

Digital innovation: He was an early adopter of social media and began livestreaming runway shows to reach younger audiences.

DONNA KAREN:

Donna Karan is a celebrated American designer known for her practical, luxurious clothing for working women, exemplified by her "Seven Easy Pieces" concept. Her brand, founded in 1985, is synonymous with the "New York look" and includes the diffusion line DKNY, which became a commercial success. She is also recognized for her philanthropic work and the Urban Zen Initiative.

Career and design philosophy

Founding the brand: After co-designing for Anne Klein for a decade, Karan launched her own company in 1985.

"Seven Easy Pieces": Her first collection was built around a versatile system of mix-and-match separates, including the iconic bodysuit, designed to transition from day to night.

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Target audience: Karan's designs catered to the busy, modern woman, focusing on luxurious, yet functional, clothing.

"New York look": Her brand is closely associated with the identity and culture of New York City, a connection emphasized in her DKNY line.

Signature styles: She is also known for using a predominantly black palette, body-conscious wraps, and stretch fabrics to celebrate and enhance women's bodies.

Business and expansion

DKNY: She introduced the DKNY (Donna Karan New York) collection in 1988, a successful and modern "bridge" line that made her brand more accessible.

Global expansion: The Company expanded to include menswear, children's apparel, beauty products, home goods, and accessories, building a global empire.

Sale to LVMH: Donna Karan International was sold to the luxury conglomerate LVMH in 2001.

Post-sale: Karan continued as chief creative director until she stepped down in 2015 to focus on other projects.

Legacy and recognition

Awards: She has received numerous accolades, including multiple Council of Fashion Designers of America (CFDA) awards, a Lifetime Achievement Award from the CFDA, and the Coty American Fashion Critics' Award.

Philanthropy: In addition to her fashion career, Karan founded the Urban Zen Foundation, which focuses on holistic healing and cultural preservation, and has supported various causes, including pediatric AIDS research.

GEORGIO ARMANI:

Giorgio Armani is an Italian designer renowned for his minimalist, elegant style, particularly his deconstructed tailoring which combined luxury with comfort. His iconic designs, which feature a neutral color palette and high-quality fabrics, revolutionized both menswear and womenswear, notably with the unstructured power suit. Armani's influence extends to his global brand empire, which includes multiple lines, perfumes, and hospitality ventures, all built on his signature aesthetic of understated luxury.

Key elements of Armani's design philosophy

Minimalism and elegance: Armani is a master of understated luxury, creating timeless, clean, and simple designs that emphasize subtle elegance over ostentatious flair.

Deconstructed tailoring: He is famous for his unstructured suits, which break away from the stiff, heavily padded jackets of the past. This approach offers a softer, more comfortable silhouette while maintaining a sharp, refined look.

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Neutral color palette: His work is characterized by a sophisticated use of neutral colors, especially his signature grey-blue palette.

Comfort and luxury: Armani pioneered the fusion of high fashion with comfort, making his clothes wearable and desirable for both daily and special occasions.

High-quality fabrics: His designs often feature luxurious fabrics such as linen and silk.

Career and brand expansion

Founding his label: Armani co-founded his company, Giorgio Armani S.p.A., in 1975.Built a global empire by expanding beyond clothing into cosmetics, interiors, and hospitality, all while retaining full ownership and control.

Popularity and influence: His popularity grew significantly after he designed the costumes for the 1980 film American Gigolo.

Brand expansion: He built his company into a global empire with multiple brands like Emporio Armani and Armani Exchange, expanding into beauty, interiors, and hospitality.

Ethical stance: In 2016, he announced the total elimination of animal fur from his collections.

Signature style: He is celebrated for his minimalist and elegant designs, which emphasized comfort and quality fabrics over extravagance. His most significant contribution was the “power suit,” which he softened and deconstructed to be less rigid, a look that became a symbol of ambition in the 1980s.

Legacy: Armani’s innovative designs and strategic brand building have made him one of the most successful and influential fashion designers in history.

- **Ethical leadership:** Armani was a pioneer in the fashion industry for setting limits on the thinness of his models and for his advocacy for sustainable fashion.
- **Marketing pioneer:** His success in outfitting Hollywood stars established a blueprint for the modern entertainment industry relations departments that many fashion houses use today.
- **Enduring influence:** Though he passed away in September 2025 at age 91, his work continues to influence fashion, and his company is expected to endure through the people he surrounded himself with.

COCO CHANEL:

Coco Chanel was a revolutionary French fashion designer who created a lasting legacy by simplifying women’s fashion, introducing comfortable, elegant, and practical clothing that emphasized ease of movement. Her impact is seen in iconic designs like the “little black dress,” the “Chanel suit,” and the perfume Chanel No. 5. She liberated women from the constricting

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styles of the early 20th century, influencing fashion through her use of jersey, costume jewelry, and practical details like functional pockets.

Key aspects of Coco Chanel's work:

Design philosophy: Chanel believed in "costly-simplicity," focusing on elegant, timeless, and comfortable clothes that allowed women to move freely and function in their daily lives. She advocated for practicality, famously stating that if there was a button, there should be a buttonhole for it, and pockets should be usable.

Innovations:

Materials: She was a pioneer in using wool jersey, a material previously considered for menswear, in her women's wear to create soft, modern, and comfortable garments.

The Chanel suit: This classic and enduring design featured a collarless, cardigan-style jacket and a skirt, often made from tweed and accented with braid.

Little Black Dress (LBD): Chanel popularized the LBD, making it a versatile and essential staple in a woman's wardrobe.

Accessories: She popularized costume jewelry, mixing real and imitation pearls and stones, and designed the iconic quilted handbag, a "hands-free" shoulder bag that is still a signature item.

Costume jewelry: Made it acceptable to wear bold, man-made jewelry instead of only expensive precious gems.

Chanel No. 5: Launched in 1921, this perfume became a massive commercial success and a cornerstone of the brand's financial success.

Cultural and business impact:

Modern woman: Her designs helped shape the image of the modern, independent woman in the 20th century.

Business Empire: Chanel built a successful global empire that expanded beyond clothing into perfumes and jewelry. Her signature scent, Chanel No. 5, became a world-famous product.

Return to fashion: Despite closing her house before World War II, she made a successful comeback in 1954, a testament to her enduring vision. Her return was met with initial criticism in Paris but was praised by the American and British press, eventually leading to a global revival of her classic style.

Legacy: Chanel's influence continues today, with her designs and brand recognized as a symbol of timeless elegance and luxury.

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CALVIN KLIEN:

Calvin Klein is an American fashion designer known for his minimalist, modern, and sensual aesthetic, who founded his company in 1968 and became an international icon. His brand is recognized for diverse products like jeans, underwear, fragrances, and home goods, all tied to a consistent design philosophy that favours clean lines and timeless, comfortable styles. The brand is now owned by PVH Corp. and is a global lifestyle brand with a history of provocative advertising campaigns.

Early career and establishment of brand

Born in the Bronx, New York, Calvin Klein studied at the Fashion Institute of Technology.

He founded Calvin Klein Limited with Barry Schwartz in 1968, starting with a coat shop.

The first collection featured "youthful, understated coats and dresses" and quickly gained attention after being featured at the store Bonwit Teller.

Design philosophy

Klein's design philosophy centers on a simple, comfortable, but stylish aesthetic with clean lines and a modern feel.

He aimed to create clothes that made women look beautiful, tall, and slim, and that could be built into a functional wardrobe without being completely replaced each season.

His work is considered a representation of American fashion, characterized by a cool, enduring, and understated style that makes clothes serve as a backdrop for the wearer.

Key elements of Calvin Klein's designs

Minimalism: Klein's signature style is defined by its simplicity, using clean lines and understated, elegant shapes. He avoided ostentatious or extreme looks.

American style: His designs are rooted in a distinctly American, urban sensibility, influenced by the youth culture of New York.

Functionality and comfort: The focus is on comfortable, easy-to-wear garments that are both stylish and functional. This includes creating a full line of sportswear and separates that allow for versatility.

Redefining basics: Klein revolutionized the designer denim and underwear businesses by making them part of a broader, accessible lifestyle brand. His provocative advertising played a key role in this success.

Color palette: Initially, he used a palette of earth tones, colors he associated with his mother.

Modern woman: He created clothes for a "modern, young, and career-driven" woman who wanted to be dressed simply but with a strong and independent attitude.

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Key contributions and impact

He is credited with pioneering the designer jeans and underwear market, which became central to the brand's commercial success.

He was one of the first designers to recognize fashion as a "calculated point of view" rather than just a price point.

Beyond apparel, the brand has expanded into cosmetics, perfumes, and home goods like bed and bath linens.

The brand became known for its provocative and often controversial advertising, which played a significant role in its cultural impact throughout the 1980s and beyond.

Evolution and legacy

Calvin Klein Inc. is now a global lifestyle brand owned by PVH Corp..

The brand's success has made it a major player in the fashion world, with a presence in over 110 countries.

The brand continues to evolve with its diverse range of products and its legacy as a pioneer in American sportswear and minimalist design.

CHRISTIAN DIOR:

Christian Dior was a French fashion designer who founded the eponymous fashion house atin 1946 and became one of the most influential figures in post-war fashion. He is renowned for launching the revolutionary "New Look" in 1947, which featured a cinched waist, rounded shoulders, and full, floor-length skirts that emphasized femininity and helped restore Paris as a global fashion capital.

Early life and career

- Born in 1905 in Granville, France, Dior's family was wealthy, but his father's business eventually failed during the Great Depression.
- Initially interested in art, he opened a small art gallery in the 1920s with help from his father, which showcased artists like Salvador Dalí.
- After the gallery closed, he worked as a fashion illustrator and then for other designers, including Robert Piguet and Lucien Lelong, before serving in the military.

The "New Look" and its impact

- Dior's first collection in 1947, dubbed the "New Look," was a dramatic departure from the utilitarian styles of the wartime era.
- Its features included a cinched waist, rounded shoulders, and a full skirt that used large amounts of fabric, symbolizing a return to luxury and extravagance.

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- The "New Look" faced some controversy due to its costliness but was highly influential and helped re-establish Paris as the center of haute couture.

Key characteristics of new look

Feminine silhouette: The designs created an exaggerated hourglass shape, focusing on a nipped-in waist, padded hips, and rounded bust.

Structured garments: A structured “bar jacket” was a signature element that created the cinched waist, while corsetry was used to achieve the desired silhouette.

Voluminous skirts: Skirts were long and full, often constructed with layers of fabric to create volume, a stark contrast to the shorter, more practical skirts of the war years.

Soft shoulders: The shoulders were kept soft and rounded, creating a delicate balance with the full skirt.

Luxurious details: The designs often featured opulent details like buttons, drapes, and intricate construction.

Legacy

- Dior expanded his brand into ready-to-wear clothing, perfumes, and other luxury goods, creating a modern global brand before his death in 1957.
- He continued to design until his death, but his brand's legacy was carried on by other designers.
- Other designers who have since led the house include Yves Saint Laurent, John Galliano, and Raf Simons, each of whom has reinterpreted the "New Look" for modern times.
- Today, the Christian Dior fashion house is one of the most iconic in the world.

AN OVERVIEW OF INDIAN FASHION DESIGNERS

MANISH MALHOTRA:

Manish Malhotra is a renowned Indian fashion designer celebrated for blending traditional Indian crafts with contemporary styles to create opulent and glamorous clothing, particularly for Bollywood and bridal wear. He began his career as a costume designer in Bollywood, gaining fame for his work on films like Rangeela, which led to a successful career dressing both Indian and international celebrities. Beyond couture, he is also an entrepreneur who has launched his own label, expanded into menswear, and collaborated on various other ventures.

Career and impact

- **Bollywood beginnings:** Malhotra started his career in the film industry, revolutionizing costumes and quickly becoming a favourite designer for top actresses.

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- **Entrepreneur and label:** He launched his high-end store "Reverie" in 1998 and later his eponymous label, which is synonymous with opulent, contemporary Indian wear.
- **Global recognition:** His work has been showcased at international fashion weeks and on international red carpets, such as Cannes and the Met Gala, where he has become a celebrated figure in global fashion.
- **Celebrity designer:** He is known for styling many of India's most glamorous celebrities and has also designed for international stars like Michael Jackson and Naomi Campbell.
- **Revivalist and trendsetter:** Malhotra is credited with reviving traditional Indian textiles and crafts, reinterpreting them in modern silhouettes and designs that influence the industry.

Signature style and collections

- **Fusion of styles:** His collections are known for blending traditional Indian colors, textures, and embroideries with contemporary, glamorous, and often ultra-feminine silhouettes.
- **Key designs:** He is known for modern interpretations of traditional Indian wear like lehengas, sarees, and gowns, as well as popularizing trends like off-shoulder blouses and ponchos.
- **Diverse expansion:** The Manish Malhotra brand has expanded beyond women's clothing to include menswear, and he has also ventured into collaborations for other products, such as jewelry, and even interior design.

Signature design elements

Rich fabrics: He frequently uses luxurious materials such as silk, satin, georgette, and chiffon.

Intricate embellishments: His outfits are adorned with detailed work, including sequins, Swarovski crystals, pearls, tassels, zardozi, gota, and mukaish.

Modern silhouettes: While honoring traditional Indian craftsmanship, he gives his designs a contemporary feel with new-age cuts and silhouettes.

Glamorous aesthetic: His designs are synonymous with glamour and sophistication, often creating a “showstopper” effect.

Legacy and influence

- **Iconic status:** Malhotra has earned an iconic status in the fashion world for his creative prowess, entrepreneurial spirit, and philanthropic endeavors, which include supporting various social causes.
- **Inspiration:** His ability to bridge the gap between heritage and modern fashion continues to inspire a new generation of designers and fashion enthusiasts.

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MANISH ARORA:

Manish Arora is an acclaimed Indian fashion designer known for his vibrant and bold use of color, intricate craftsmanship, and unique fusion of traditional Indian motifs with Western silhouettes. He launched his label in 1997, gained international recognition by showcasing at Paris Fashion Week since 2007, and was also the creative director of Paco Rabanne from 2011 to 2012. Arora is considered a prominent figure in Indian fashion, celebrated for his high-end, contemporary designs that often incorporate traditional Indian techniques like embroidery and embellishments.

Key aspects of Manish Arora's work:

Signature style: His work is instantly recognizable for its bright, often psychedelic, color palettes, with a particular fondness for pinks and golds. He combines traditional Indian crafts, like detailed embroidery and appliqué, with modern and Western-inspired shapes.

Design philosophy: Arora's designs are heavily influenced by his travels and a celebration of life's "happiness, joy, and celebration". He aims to create fashion as art, appealing to customers who appreciate hand-crafted quality and are willing to wear bold, statement pieces.

Key design elements

Color and Pattern: Arora is famous for his "psychedelic colour palette" and vibrant use of color, especially pink and gold. His designs often incorporate motifs such as animal prints, baroque-inspired patterns, and colorful stripes.

Craftsmanship: His designs heavily feature traditional Indian craftsmanship. He is known for his intricate embroidery, appliqué, and beading, often creating highly detailed pieces like the butterfly dress, which required months of hand-embroidery.

Fusion of Styles: A hallmark of his work is the blend of Indian aesthetics with Western silhouettes. He uses Indian textiles and techniques on modern garments, making his work both traditional and contemporary.

Maximalism: His runway shows are often theatrical, with maximalist elements that include bold, quirky, and fun designs.

International presence: He is the only Indian designer to have consistently shown collections at Paris Fashion Week since 2007, and he is a member of the French Federation of Pret-a-Porter. His work is highly sought after by international celebrities, including Rihanna and Lady Gaga.

Collaborations: Arora has collaborated with many international brands across various industries, including Reebok, Swatch, Disney, and Mercedes Benz. He also launched an Indian contemporary wear collection, "Indian by Manish Arora," in 2009.

Education and career: After graduating from the National Institute of Fashion Technology (NIFT) in New Delhi, he launched his own label in 1997 and has since become one of India's most

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prominent designers. He briefly served as the creative director for Paco Rabanne in 2011 before leaving to focus on his own brand.

RITU BERI:

Ritu Beri is a pioneering Indian fashion designer who launched her label in 1990, becoming one of the first to bring Indian fashion to a global stage. She was the first Indian designer to showcase a collection in Paris and the first Asian to head a French fashion house, Jean-Louis Scherrer. Her designs are known for blending traditional Indian elements with modern styles, and she has designed for numerous international celebrities, including Bill Clinton and Nicole Kidman.

Career highlights:

Launched her label in 1990, with a strong emphasis on showcasing Indian culture on an international scale.

Became the first Indian designer to present a collection in Paris in 1998.

Named the first Asian to lead a French fashion house when she was appointed head of ready-to-wear at Jean-Louis Scherrer in 2002.

Received the prestigious French honor, Chevalière des arts et des lettres.

Dressed numerous international celebrities, including Prince Charles, Ivana Trump, and Nicole Kidman.

Design philosophy:

Blends the traditional and the contemporary, with a focus on rich Indian culture.

Emphasizes a feminine and romantic silhouette with flamboyant twists.

Uses a rich color palette and a variety of rich fabrics, such as silks, velvets, and brocades, enhanced with traditional Indian embroideries like zardozi and gota.

Her designs are often described as “feminine and funky,” with inspiration drawn from the vibrant culture of Punjab.

She often creates youthful, sensual silhouettes with extravagant and romantic twists.

Notable clientele: She has dressed many high-profile clients, including former U.S. President Bill Clinton, Prince Charles, and actresses like Nicole Kidman and Madhuri Dixit.

Key aspects of Ritu Beri’s work

Pioneering Indian fashion: Beri launched her label in 1990, a time when India’s high-fashion industry was just emerging.

Global recognition:

In 1998, she became the first Indian designer to present a collection in Paris, notes Scribd.

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She was the first Asian designer to head a French fashion house (Jean-Louis Scherrer).

Other contributions:

Author of the personal fashion book, 101 Ways to Look Your Best.

Founder of The Luxury League, a non-profit organization aimed at promoting India's luxury industry.

Appointed as Advisor to the Khadi & Village Industries Commission by the government of India.

Served as a brand ambassador for TRIFED-TRIBES INDIA.

Has been honored with a government postal stamp in 2020 to recognize her work.

TARUN TAHILIANI:

Tarun Tahiliani is an Indian fashion designer known for blending traditional Indian craftsmanship with modern, European-style silhouettes. A key figure in Indian fashion, he co-founded Ensemble, India's first multi-designer boutique, in 1987, and later established his own design studio in 1995. His work is characterized by a fusion of rich heritage and contemporary design, and he is a prominent designer of bridal wear, though his influence extends to menswear (Tasva), interior design, and event design.

Key aspects of his career and style

Pioneering entrepreneurship: Co-founded Ensemble in 1987, which is credited with giving a new identity and platform to Indian designers.

Fusion of styles: His signature style combines the intricacy of Indian textiles and draping techniques with the clean lines of Western tailoring.

Diverse design ventures: His work extends beyond apparel to include interior design for hotels and restaurants, and event design for weddings.

Inspiration and collections: He has drawn inspiration from sources like the Maha Kumbh Mela for his "Kumbhback" collection and other traditional Indian artistry.

Global recognition: Tahiliani was one of the first Indian designers to showcase his work on the international stage, with shows in cities like Milan, New York, and London.

Brand philosophy: The Tarun Tahiliani brand aims to create an "India Modern" image by staying true to Indian craftsmanship while evolving with the times.

Key design elements and themes

- **Traditional meets modern:** Tahiliani is known for fusing ancient Indian textiles and techniques with Western aesthetics and contemporary silhouettes.

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- **Draping and comfort:** He masterfully uses draping to create elegant, comfortable, and timeless garments, such as his iconic draped sari-gowns.
- **Embellishment:** His work frequently showcases intricate traditional Indian embellishments like chikankari, gota, and zardozi embroidery, often in metallic hues and on lightweight fabrics.
- **Heritage inspiration:** Many of his collections are directly inspired by Indian culture, such as his "Kumbhback" line inspired by the Maha Kumbh Mela festival.
- **Focus on individuality and comfort:** A core philosophy is to make traditional Indian clothes wearable and comfortable for modern life, allowing for individual expression and confidence.

Types of designs

- **Couture and bridal wear:** He designs elaborate bridal lehengas, concept saris, and other couture pieces, often incorporating high-end details and embellishments.
- **Ready-to-wear:** Tahiliani also creates ready-to-wear collections that are more accessible, ensuring his aesthetic is available for a wider audience.
- **Menswear:** He has a sophisticated menswear line that includes traditional yet modern-fitting sherwanis, bandhgalas, and kurta sets.
- **Accessories:** His brand also includes accessories, such as jewelry designed in collaboration with other artisans.
- **Collaborations:** He has collaborated with brands like Swarovski on collections that use crystals to add sparkle and shine to his designs

ROHITBAL:

Rohit Bal was a celebrated Indian fashion designer known for his opulent and luxurious designs that blended Indian heritage with modern elegance. His work was characterized by intricate embroidery, rich fabrics, and dramatic silhouettes, often drawing inspiration from history, mythology, and nature. He was widely respected for his bold personality, which he channeled into his work, and for helping to elevate Indian fashion on the global stage.

- **Design philosophy:** Bal was called the "Master of Fabric and Fantasy" by Time magazine for his ability to create unique and imaginative masterpieces. His designs often featured symbolic motifs like lotuses and peacocks, using fabrics such as silk, velvet, and brocade. He was known for creating a seamless blend of traditional Indian aesthetics with contemporary cuts and sensibilities.
- **Education and career:** Born in Kashmir, Bal studied history at St. Stephen's College, Delhi, and then attended the National Institute of Fashion Technology. He began his career in the

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late 1980s with his brother's export company before launching his own label in 1990. He launched a successful menswear line before moving into womenswear.

- **Impact and legacy:** Bal played a significant role in putting Indian fashion on the international map by showcasing his collections in cities like New York, Paris, and London. He was known for creating grand, cinematic fashion shows at events like Lakmé Fashion Week, which were often a highlight for their artistry and theatrical flair.
- **Personal life:** He was known for his flamboyant personality, passion for life, and love of food, which he saw as an extension of his art. He was also an entrepreneur who owned popular restaurants in Delhi, including Veda.
- **Awards and recognition:** His accolades include being named Designer of the Year at the Indian Fashion Awards. He was also appointed the brand ambassador for Omega Watches in 2001.

Key elements of Rohit Bal's design style:

Opulent silhouettes: His creations feature grand and dramatic shapes, including flowy lehengas, voluminous skirts, regal sherwanis, and dapper bandhgalas.

Intricate embellishments: Bal is renowned for his meticulous craftsmanship and uses rich embroidery, often incorporating large-scale motifs of lotuses, peacocks, and roses. He was known for strategically placing these large motifs to punctuate the silhouette of the garment.

Luxurious fabrics: He frequently works with rich materials such as velvet, silk, and Chanderi, and is deeply committed to preserving and elevating Indian handloom textiles.

Theatrical presentation: His runway shows were often dramatic spectacles, combining artistic choreography and evocative settings to tell a story and showcase his creations as works of art.

Heritage and nature: His collections consistently draw inspiration from Indian heritage, folklore, and the natural world, often incorporating elements like peacocks, leopards, and flowers.

Modern interpretation: While rooted in tradition, his designs have a contemporary and universal appeal, making him a global name in luxury fashion.

Other ventures and impact

Beyond apparel: Bal also ventured into designing accessories, such as jewelry for Kirtilals, and luxury interiors, as seen in his restaurant, Veda.

Global presence: He was among the first Indian designers to showcase internationally in cities like New York and Paris, helping to establish Indian couture on the global stage.

Clientele: His high-profile clientele includes Bollywood celebrities and international stars such as Cindy Crawford and Uma Thurman.

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WENDELLRODRICKS:

Wendell Rodricks was a pioneering Indian fashion designer known for his minimalist aesthetic, pioneering resort and eco-friendly wear in India, and for his work championing Goan culture. He is recognized for being the first Indian designer to show at major international events like IGEDO and Dubai Fashion Week, and was a celebrated author, a supporter of the LGBTQ+ community, and worked on establishing the Moda Goa Museum and Research Centre.

Career and Design Philosophy

- **Minimalism and eco-friendly fashion:** Rodricks was a pioneer of resort wear and eco-friendly garments in India, using natural fabrics like cotton and linen. His minimalist style was dubbed "Guru of Minimalism" by the press.
- **International recognition:** He was the first Indian designer to exhibit at IGEDO, the world's largest garment fair, and was also the first to open Dubai Fashion Week. He also presented at the Paris Prêt-à-Porter salon and BioFach in Germany.
- **Goan influence:** He was passionate about his home state of Goa, which heavily influenced his designs. He was working on the Moda Goa Museum and Research Centre, dedicated to Goan costumes, at the time of his passing.
- **Contribution to the Indian fashion industry:** Rodricks was instrumental in planning the first-ever Lakmé India Fashion Week in 2000.

Other Achievements and Activism

- **Authorship:** He authored several books, including Moda Goa: History and Style and The Green Room, a memoir.
- **Awards and recognition:** He was awarded the Chevalier de l\'Ordre des Arts Et Lettres by the French Ministry of Culture in 2015 and the Padma Shri by the President of India in 2014 for his contributions to fashion.
- **Social activism:** He was a strong supporter of LGBTQI+ rights and lent his voice to social causes.

JJValaya:

JJ Valaya is a celebrated Indian couturier and fashion pioneer, known for blending traditional Indian craftsmanship with contemporary designs and for being a founding member of the Fashion Design Council of India (FDCI). He founded the luxury brand House of Valaya in 1992, and his work is inspired by India’s rich history and royalty, with a philosophy of “going back to the past and keeping it relevant to today”. Valaya is often referred to as the “Monarch of Indian Fashion” and has been the first global brand ambassador for Swarovski in India.

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His aesthetic is often described as opulent and maximalist, drawing inspiration from India's royal past to create luxurious bridal wear, evening wear, and lifestyle products. Key features of his work include intricate hand embroidery, signature motifs like the "Diasun" and Chevron pattern, and a focus on rich, often bold colors and classy silhouettes.

Career and accomplishments

House of Valaya: In 1992, he launched his eponymous luxury brand, which has consistently created haute couture and bridal wear for over three decades.

JJV: In 2022, Valaya launched "JJV," a "bridge-to-luxury" brand that offers more accessible and contemporary pieces for the modern traveler, maintaining the signature Valaya ethos but with less heavy embroidery.

Couturier and Craftsmanship: He is known for his exquisite bridal trousseau, intricate embroidery, and luxurious fabrics.

Pioneering Indian Fashion: Valaya was instrumental in shaping organized fashion in India and was a founding member of the FDCI.

Swarovski Ambassador: He was the first global brand ambassador for Swarovski in India, highlighting his influence in the luxury market.

Photography and Art: In addition to fashion, he is also a recognized photographer, with his first book, Decoded Paradox, released in 2011.

Brand Philosophy: His work is driven by a mission to fuse tradition with innovation, constantly reinventing India's cultural and textile heritage for a global audience.

Early life and education

Birth and Travel: Born in Jodhpur, Rajasthan, he traveled extensively across India as a child due to his father's army postings.

Education: He earned an honors degree in commerce before graduating from the National Institute of Fashion Technology (NIFT) in 1991, where he won several awards.

Mentorship: He trained under the legendary Indian designer Rohit Khosla, whom he credits as "the father of modern Indian fashion".

Legacy

Cultural Impact: Valaya's work has helped to establish Indian luxury fashion on the international stage.

Timeless Style: His designs are often described as timeless, blending classical opulence with a fresh, contemporary sensibility.

Innovation: He was an early proponent of investing in research and development within his atelier and created a distinctive "Diasun" motif as a brand signature.

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UNIT - III

FASHION PRODUCTS AND PROMOTION

The fashion industry and new product development, product mix and range planning. Fashion and Seasons.

Fashion Promotion-Fashion Communication, Fashion Advertising and Publicity, Personal Selling -importance and steps involved, Fashion Shows-types and steps involved in organizing a show, Sales promotion methods/strategies.

THE FASHION INDUSTRY

The fashion industry is a global sector that involves the design, manufacturing, marketing, and sale of clothing, footwear, and accessories. It is a complex and dynamic industry composed of multiple interdependent sectors, including raw material production, design, production, retail, and promotion, and it plays a significant role in the global economy by creating jobs and facilitating international trade.

Key aspects of the fashion industry

- **Four-level structure:** The industry can be broken down into four main levels:
    - **Raw material production:** This includes the sourcing of materials like fibers, textiles, leather, and fur.
    - **Fashion goods production:** This involves designers, manufacturers, and contractors who create the final products.
    - **Retail sales:** This is where the products are sold to consumers.
    - **Advertising and promotion:** This includes all forms of marketing and public relations.
- **Economic and social impact:**
    - It is a major employer, supporting millions of jobs worldwide in design, manufacturing, and retail.
    - It is a significant contributor to the global economy and international trade.
    - It influences culture and self-expression.
- **Global and local importance:**
    - International trade is crucial for sourcing materials and reaching global markets.

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- The industry's structure and impact can vary by region, with countries like India having a long history in textiles and a growing fashion industry.
- The industry is a global enterprise with major hubs in cities like Paris, New York, and Milan, and includes a wide range of products from luxury to mass-market brands.

- **Challenges and trends:**
  - The industry faces challenges such as supply chain uncertainty, trade issues, and the need for sustainability.
  - There is a growing focus on sustainable and ethical practices, including environmental responsibility and fair labour conditions.
  - Jewelry is a notable high-growth category within the broader fashion sector, according to McKinsey & Company

- **E-commerce growth:** Online shopping continues to grow, with global e-commerce sales projected to reach trillions of dollars by 2025, though physical retail still holds a larger market share.
- **Sustainability focus:** There is a growing awareness of the environmental and social impact of fashion. Consumers are increasingly interested in sustainable choices, and the industry is facing pressure to adopt more ethical labour practices and reduce waste.
- **Omnichannel retail:** Retailers are adopting integrated "omnichannel" approaches that combine physical and digital platforms to create a unified customer experience.
- **Brand strategy:** In response to intense competition, brands are focusing on elevating their position through strategies like improving product quality and customer experiences.
- **Diversity and inclusivity:** The industry is also working to address issues of diversity, inclusivity, and representation in its marketing and design processes.

NEW PRODUCT DEVELOPMENT:

New product development (NPD) in the fashion industry is a multi-step process that transforms a design idea into a finished product for market launch, involving stages like line planning, concept design, technical development, and manufacturing. Key aspects include translating research into designs, creating detailed technical packs, sourcing materials, making prototypes, and overseeing production. Technologies like PLM and 3D visualization are increasingly used to streamline this process, improve collaboration, and accelerate time-to-market.

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Stages of fashion product development

- **Line planning and research:** This initial phase involves planning a new line for a specific season, which includes market research, competitor analysis, and identifying trends to guide design concepts.
- **Design and concept development:** Designers create concept sketches based on research and mood boards. They then translate these into specific styles, considering the brand's identity, target consumer, and sales potential.
- **Technical development:** Once styles are chosen, technical specifications are created, including patterns, materials, and construction details. This often involves creating tech packs, which are blueprints for the garment.
- **Sourcing and sampling:** The Company sources materials, such as natural or synthetic fabrics, and creates samples to test the design's look, fit, and performance. Multiple rounds of sampling and feedback are common.
- **Line review and marketing:** The line is presented to executives for review and approval. Decisions are made about which styles will go into production. Marketing and merchandising strategies are then developed.
- **Production planning:** Production facilities are selected, and the final production plan is created. This includes quality control measures to ensure products meet standards for aesthetics, durability, and functionality.
- **Manufacturing and quality control:** Production begins, with ongoing quality control checks at various stages to ensure the final product matches the approved sample and meets all standards.

Types of products

New-to-the-world products: These are completely novel items that introduce a new category or concept to the market.

New product lines: These are new collections that are new to a specific company, like a brand expanding into a new category like active wear or accessories.

Additions to existing lines: This involves adding new styles, colors, or variations to a brand's current product offerings.

Improvements and revisions: This category includes updating existing products with new materials, features, or design tweaks to keep them fresh or improve performance.

Repositioning: This is a strategy where a company may change the target market or brand image of an existing product to appeal to a new customer base.

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Cost reductions: This type of new product development focuses on redesigning products to make them more affordable to manufacture without compromising quality.

Factors influencing fashion NPD

- **Seasonality:** The fashion industry is highly seasonal, with a constant cycle of creating products for upcoming seasons, often a year or more in advance.
- **Technology:** Technologies like Product Lifecycle Management (PLM) systems, 3D design software, and AI are transforming NPD by improving data management, collaboration, and efficiency.
- **Competition:** The competitive landscape requires brands to innovate, analyze competitors, and respond to customer feedback to gain an advantage.
- **Sustainability:** A growing focus on sustainable fashion is driving the use of eco-friendly materials and more responsible development practices.

PRODUCT MIX

A fashion product mix is the complete assortment of all garments, accessories, and other products a brand offers, including its various product lines and variations within those lines. It is strategically designed to satisfy diverse customer needs, reflect the brand's identity, and achieve business goals through a combination of product categories such as basic, trendy, and concept pieces.

Components of a fashion product mix

Width: The number of different product lines a brand offers (e.g., a brand might have separate lines for clothing, footwear, and accessories).

Length: The total number of individual items within all product lines.

Depth: The variety of versions offered for each product in a line (e.g., different colors, sizes, or styles of a specific shirt).

Consistency: How closely related the different product lines are in their use, production, or distribution.

Key elements for a fashion product mix

Basics: Timeless, foundational items that customers buy consistently (e.g., a white t-shirt, a black pair of jeans).

Trendy pieces: Products that follow current fashion trends to appeal to style-conscious consumers.

Concept pieces: Unique, often high-end or signature items that represent the brand's essence and can help define its identity.

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Classic products: Products that are not necessarily basic but have enduring appeal and a strong commercial basis, sometimes with updates over time.

Products for the press: Specific items developed to gain media attention and promote the brand.

RANGE PLANNING:

Range planning in the fashion industry is the process of selecting, developing, and scheduling all products for an upcoming season to create a cohesive and profitable collection. It involves market research, trend forecasting, and detailed financial and design decisions, such as product category, style, color, cost, and pricing, to ensure the final range meets the brand's vision and target customer's needs. The outcome is often a visual document, like a spreadsheet or board that acts as a roadmap for the entire design and buying process.

Key components of a fashion range plan:

Product details: This includes the style name, product category (e.g., tops, bottoms), specific styles within that category, colors, materials, and sizes.

Financial data: Key financial metrics are calculated for each item and the entire range, including cost price, selling price, and the resulting margin.

Supplier information: This specifies the supplier for each product and its country of origin.

Quantity and distribution: The total number of units to be purchased is determined, along with how they will be distributed across different sales channels like physical stores, online, or international markets.

Visual overview: A visual element, such as a sketch or image of the product, is often included for a more comprehensive view.

Purpose and benefits:

Ensures cohesion: It provides a holistic view of the collection to check for balance, newness, and alignment with brand vision.

Aids financial planning: It helps manage budgets by allocating funds across different categories and calculating profitability.

Supports sales and merchandising: The plan is a reference for visual merchandising, store layouts, and online product presentation.

Guides development: It acts as a blueprint for the entire product development process, from initial design to final production.

Improves decision-making: It allows buyers and designers to see products side-by-side and make informed decisions before committing to production.

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Types Of Range Planning

The main types of range planning in the fashion industry are based on the scope (short-range and long-range) and the process (merchandising, assortment, and inventory planning). Short-range planning focuses on immediate product lines, while long-range planning looks at broader strategic goals like market expansion. Merchandising, assortment, and inventory planning are distinct but interconnected processes that ensure the right products are available at the right time and price.

Types based on scope

Short-range planning: This involves planning for a specific, immediate product line or collection for an upcoming season. It's often based on the previous season's sales analysis and current trends to select items like styles, colors, and fabrics.

Long-range planning: This is a strategic approach focused on the company's long-term growth. It helps in achieving sustainable growth and market expansion by setting overarching goals and adapting to market conditions over several seasons.

Types based on process

Merchandising planning: This is a broad term that encompasses the entire process from trend forecasting to product development. It involves creating a cohesive collection that aligns with the brand's identity and target customer, including visual merchandising strategies.

Assortment planning: This involves deciding the specific mix of products a store or brand will carry to meet the needs of its target customers. It considers factors like product variety, depth of the assortment within categories, and the balance of different product types (e.g., tops vs. bottoms).

Inventory planning: This is the process of managing stock levels to ensure products are available when and where they are needed, without holding excess inventory. It involves calculating order quantities based on demand forecasts and sales history

THE RELATIONSHIP BETWEEN MIX AND PLANNING

Mix is the strategy; planning is the execution. The product mix is the strategic decision of what to offer, while range planning is the detailed, documented plan that outlines how the mix will be executed.

Planning ensures the mix is balanced and cohesive. The range plan allows a company to check if the strategic mix of products (e.g., trendy versus basic) actually works together visually, financially, and commercially.

Planning translates the mix into a tangible product selection. It converts the high-level product mix strategy into specific styles, colors, quantities, and prices.

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FASHION AND SEASONS:

Fashion is a form of aesthetic expression that includes clothing, accessories, hairstyles, and even lifestyle choices, reflecting popular trends and the cultural context of a specific time and place. It serves both practical functions, like protection, and social ones, like communicating identity and status. The fashion industry is a major global business driven by innovation, with styles progressing through a cycle from introduction to obsolescence.

Key aspects of fashion

Expression and identity: Fashion is a powerful tool for self-expression, allowing individuals to communicate their personality, creativity, and beliefs.

Aesthetic and cultural phenomenon: What is considered fashionable is influenced by cultural norms, social conditions, and current events, and can include a wide range of styles from haute couture to traditional attire.

Economic and industrial impact: The fashion industry is a global economic force that generates billions of dollars and provides millions of jobs. It includes a vast network of designers, manufacturers, retailers, and media, and is subject to its own laws and regulations.

Fashion cycle: Trends move through a predictable cycle of introduction, rise, peak, decline, and obsolescence. This cycle can be influenced by various factors and is often analyzed to understand how styles spread and fade.

Broader scope: The term “fashion” extends beyond just clothing to encompass broader aspects of lifestyle, including accessories, makeup, hairstyles, and even home décor and transportation.

Evolving social norms: Fashion is also a reflection of and a force for social change. For example, fashion has played a role in challenging traditional gender norms by “borrowing” elements from one another’s wardrobes, such as women adopting trousers.

Legal and ethical considerations: As the industry grows, so do its legal and ethical considerations, including intellectual property rights, consumer protection, labor practices, and sustainability efforts.

Fashion seasons are periods that define new clothing and accessory collections, typically divided into Spring/Summer and Autumn/Winter, with smaller collections like Pre-Fall and Cruise in between. The purpose is to align fashion trends with the changing weather, drive consumer demand through innovation, and structure the industry’s trading cycle.

Defining the seasons

Spring/Summer: Collections are presented in the fall and sold in stores for the spring and summer months. They feature lighter fabrics, brighter colors, and items suitable for warmer weather, such as dresses, skirts, and lightweight trousers.

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Autumn/Winter: Collections are shown in late winter and sold for the fall and winter. These collections focus on heavier fabrics, darker or warmer color palettes, and items like coats, sweaters, and jackets.

Intermediate collections

Pre-Fall: An in-between collection that bridges the gap between the two main seasons. It often includes a mix of warmer and lighter pieces to provide newness between the major seasonal drops.

Cruise: Also known as Resort, this collection is presented in late fall and early winter. It's designed for holiday and vacation wear, focusing on items like swimwear and light dresses for travel to warmer climates.

The role of seasons

Aligns with weather: Seasons ensure that fashion offerings are appropriate for the weather, from warm-weather clothing in summer to cold-weather gear in winter.

Drives innovation and sales: The cycle of new seasonal collections keeps the fashion industry dynamic and provides regular opportunities for new trends, keeping consumers engaged and creating demand for new styles.

Creates a trading cycle: The season structure helps organize the industry's production, marketing, and sales efforts into a predictable cycle.

The fashion calendar and its impact

Fashion Weeks: The major Spring/Summer and Autumn/Winter seasons are highlighted at fashion weeks in cities like London, Milan, New York, and Paris.

Production and Retail: The calendar is carefully timed to ensure that collections are ready for the right shopping periods. For example, pre-fall collections need to be ready for production in the spring to be in stores by August.

Customer Experience: Seasons help customers align their purchasing with the weather and the current trends, creating a sense of mood and lifestyle in their clothing choices.

Innovation: Fashion seasons are a key part of the fashion industry's cycle of innovation, with designers presenting new creations every six months to capture the "spirit of the time"

FASHION PROMOTION:

Fashion promotion uses a mix of advertising, publicity, special events, and digital strategies to build brand awareness, communicate product benefits, and drive sales. Key tactics include traditional methods like print and TV ads, modern approaches like social media campaigns and influencer collaborations, and experiential events such as fashion shows and visual merchandising. The goal is to create a desirable brand image by engaging consumers through various channels.

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Traditional and digital marketing

Advertising: Paid, persuasive communication via mass media (newspapers, magazines, TV) and digital platforms (YouTube) to build brand awareness.

Public Relations (PR): Building a positive brand image through various activities, including media outreach and managing brand perception.

Social Media Marketing: Leveraging platforms like Instagram and TikTok for campaigns and connecting with consumers, often with a focus on influencer collaborations.

Influencer Marketing: Partnering with influencers to reach a wider audience and create buzz around a brand or product.

Events and experiences

Fashion Shows: Live events to showcase new collections and generate excitement.

Visual Merchandising: The presentation of products in a store or online to attract customers and communicate brand value.

Events and Exhibitions: Organizing special presentations, trade shows, and exhibitions to promote products and build industry relationships.

Other key tactics

Content Marketing: Creating and sharing valuable content, such as editorial plans for social media, to engage and inform potential customers.

Direct Marketing: Reaching consumers directly, which can include email marketing or other personalized communications.

Sales Promotions: Offering special deals or incentives to encourage immediate purchase.

Word-of-Mouth: Generating positive buzz through satisfied customers.

FASHION COMMUNICATION:

Fashion communication is the strategic process of conveying a brand's message and identity through various media, translating a designer's vision into compelling narratives and visuals that connect with consumers. It involves a wide range of activities, including public relations, advertising, graphic design, photography, visual merchandising, and digital storytelling, and is crucial for building brand awareness, shaping public perception, and driving sales in the fashion industry.

Key components of fashion communication

Branding: Creating a consistent and distinct brand identity through a brand's logo, messaging, and overall aesthetic.

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Public Relations (PR): Managing a brand's public image through media coverage, press releases, and events to increase visibility.

Advertising: Developing campaigns across various platforms, such as print, digital, and social media, to promote products and a brand's story.

Visual Merchandising: Designing and implementing attractive in-store displays to enhance the customer shopping experience.

Digital Content and Social Media: Creating content for social media platforms, websites, and other digital channels to engage with audiences and build a community.

Styling and Photography: Creating imagery for magazines, advertisements, and online content that showcases clothing and accessories.

Fashion Journalism: Writing articles, reports, and features on trends, events, and personalities for magazines, newspapers, and online publications.

Why fashion communication is essential

Shapes Brand Identity: It defines what a brand stands for and differentiates it from competitors through consistent messaging and visuals.

Builds Emotional Connection: By creating stories and narratives around a brand, it fosters an emotional connection with consumers, building loyalty beyond just the product.

Engages Consumers: It uses various platforms like social media and interactive websites to spark conversations, encourage engagement, and make customers feel like part of the brand.

Drives Sales: By increasing visibility, building trust, and influencing buying behavior through effective communication, it ultimately helps boost sales.

Career opportunities

A career in fashion communication offers a wide range of roles, including public relations manager, social media strategist, fashion editor, stylist, graphic designer, and visual merchandiser. Graduates can find opportunities in magazines, e-commerce companies, fashion houses, and media platforms.

FASHION ADVERTISING AND PUBLICITY,:

Fashion advertising uses paid media to promote products and lifestyles, while publicity uses earned media to build a brand's image and create awareness. Both aim to connect with customers, but advertising focuses on sales and influencing buying behavior through direct communication in channels like magazines and digital ads, whereas publicity focuses on generating public interest through media coverage and public relations to build brand reputation.

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FASHION ADVERTISING

Goal: To connect with potential customers, influence their purchasing decisions, and associate a brand with a specific lifestyle or social class.

Methods:

- Print ads in magazines and newspapers
- Television commercials
- Digital and social media marketing
- In-store displays and visual merchandising
- Celebrity endorsements

Focus: Selling products, raising awareness of new trends, and communicating the story or inspiration behind a design.

Key goals

Drive sales: Ultimately, fashion advertising aims to convert interest into purchases by promoting new products and collections.

Build brand awareness and loyalty: Advertising creates a connection between the buyer and the brand by communicating the designer's story, values, and a specific lifestyle.

Shape brand identity: Campaigns define a brand's culture and image by crafting a compelling narrative and reflecting its values.

Common advertising strategies

Digital advertising: This includes social media marketing, email marketing, and paid ads like Google Ads. Influencer marketing is a popular subset of this category.

Traditional media: Print ads in newspapers and magazines, as well as television commercials, are still used to reach a broad audience.

Celebrity and influencer endorsements: Using celebrities and high-profile individuals in campaigns creates a sense of aspiration and exclusivity. Collaborating with influencers is a key strategy for reaching specific audiences.

Storytelling: Ads often focus on creating an emotional connection by telling a story that goes beyond just the product itself.

Experiential marketing: Creating opportunities for direct customer interaction and engagement is crucial for building relationships and trust.

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Attributes of successful ads

Strong visuals: High-quality photography and production values are essential for creating compelling imagery.

Authentic brand voice: Ads must reflect the company's values and demonstrate a genuine understanding of the target audience's values.

Cultural relevance: Tapping into current cultural trends and moments can make an ad more impactful.

Clear value proposition: Ads should communicate what makes the product or brand special.

Call-to-action (CTA): Successful ads include clear CTAs to guide consumers toward the next step, such as visiting a website or making a purchase.

FASHION PUBLICITY

Goal: To create awareness and build a brand's image through media coverage, rather than direct sales promotion.

Methods:

- Public relations (PR) activities
- Media relations, such as getting products featured in news articles or blogs
- Press releases and events

Focus:

- Generating positive press and general awareness about a brand
- Managing the brand's reputation and public image
- Conveying information about the brand to the public

Key functions and tasks

Building brand awareness: The primary goal is to make the brand and its products known to the public, which includes both traditional and digital outlets.

Securing media coverage: This involves getting products featured in fashion magazines, online publications, and other mass media, as well as securing coverage of events like fashion shows and red-carpet appearances.

Managing public relations: Fashion publicists act as representatives, handling media relations, managing brand image, and performing "damage control" when necessary.

Event management: Organizing and executing fashion events like press days, fashion shows, and product launches is a core part of the job.

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Content creation: Publicists may write press releases and other content for product launches.

Media monitoring: They monitor media outlets to ensure positive coverage and manage the flow of information about the brand.

Collaboration: They work closely with other professionals in the industry, such as stylists, to ensure their clients are presented effectively.

Personal Selling -importance and steps involved:

In the fashion industry, personal selling involves direct, one-on-one interactions between a salesperson and a customer to build relationships and persuade them to buy. This is achieved by tailoring the sales approach to the customer's specific needs, using product knowledge, and creating a personalized experience to build trust and loyalty. It can occur in person in a store or through channels like phone and video calls, where the salesperson offers advice, demonstrates products, and helps the customer find the right items.

Key aspects of personal selling in fashion

Direct, two-way communication: Unlike mass advertising, personal selling relies on a conversation where a salesperson can understand a customer's style, needs, and budget, and the customer can get immediate feedback.

Tailored experience: Sales associates in fashion use their knowledge to provide personalized recommendations, helping customers find pieces that fit their individual style and preferences.

Relationship building: The goal is not just to make a single sale, but to build a long-term relationship with the customer. This is done by providing excellent service and making the customer feel valued.

Product knowledge: A strong understanding of the product's features, fit, and fabric is crucial. This knowledge allows the salesperson to effectively highlight the benefits and answer questions.

Persuasion and influence: Sales staff use their attitude, appearance, and communication skills to persuade customers. This can include suggesting complementary items, encouraging a customer to try something on, or sharing information about current trends.

Driving sales: This method is highly effective because the salesperson can demonstrate how a product can be worn or styled and can overcome objections in real-time, leading to a sale and sometimes encouraging the purchase of additional items.

Adaptability: The sales approach can be flexible and adapted to different customers. A salesperson might spend more time with a customer who needs more guidance or be more efficient with a customer who knows exactly what they want.

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IMPORTANCE:

Personal selling is important in the fashion industry because it builds trust and long-term customer relationships through tailored advice and a human touch, which is crucial for an industry driven by emotion and trends. It allows for personalized experiences, such as trying on clothes and receiving expert advice, which is difficult to replicate online. The ability of a salesperson to connect with a customer and help them feel good about a purchase is key to a successful sale.

For building customer relationships

Establishes trust and loyalty: A salesperson's expertise and direct interaction can build trust, leading to repeat business and loyal customers who feel valued.

Drives emotional connection: Fashion is often about feelings and self-expression; personal selling helps create an emotional connection between the customer and the brand by tapping into the customer's feelings and desires.

Fosters long-term relationships: Especially in luxury markets, personal selling is vital for creating and maintaining long-term relationships, as the salesperson becomes a trusted advisor and the face of the brand.

For tailoring the shopping experience

Provides personalized advice: Sales associates can understand a customer's unique needs, preferences, and body type to offer tailored recommendations that a website cannot match.

Allows for "touch and feel": Personal selling allows customers to physically interact with the product, which is essential for understanding the quality, fit, and feel of clothing.

Facilitates product demonstration: Salespeople can provide detailed demonstrations and help customers envision themselves wearing the clothes, increasing the likelihood of a purchase.

For driving sales and satisfaction

Maximizes sales effectiveness: A salesperson can direct efforts toward qualified prospects and is more effective at securing a sale than many other promotional methods.

Encourages additional purchases: Direct interaction can lead to customers purchasing items they weren't initially considering, based on the salesperson's suggestions.

Handles objections and answers questions: Salespeople can immediately address any concerns a customer has, from product features to fit, which can be the difference between a sale and an abandoned cart.

STEP INVOLVED IN PS

The personal selling steps in the fashion industry, common to most sales, include prospecting for potential customers, the pre-approach to prepare for the interaction, and the

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approach to engage the customer. This is followed by the presentation of the fashion items, handling any objections raised, closing the sale, and a follow-up to ensure satisfaction.

1. Prospecting

Identify potential customers: Find individuals or groups who are likely to be interested in the fashion items, such as those who follow the brand online or have a similar style.

Qualify leads: Assess if the prospect has the need, budget, and authority to purchase.

2. Pre-approach

Research the customer: Gather information about the prospect's needs, preferences, and past purchasing habits to tailor the sales pitch.

Plan the interaction: Decide on the best time, place, and method (in-person, online) to make contact.

3. Approach

Make initial contact: Greet the customer and create a positive first impression.

Build rapport: Engage in a conversation to establish a connection and build trust before diving into the sales pitch.

4. Presentation

Demonstrate the product: Showcase the fashion items, highlighting features and benefits that align with the customer's identified needs.

Tell a story: Connect the clothing to the customer's lifestyle and aspirations, for example, showing how an outfit would be perfect for an upcoming event.

Trial close: Periodically check for customer interest to see if the presentation is resonating.

5. Handling Objections

Address concerns: Listen actively to any doubts or questions the customer has about fit, style, price, or quality.

Provide solutions: Use your product knowledge to overcome objections and reassure the customer.

6. Closing

Ask for the sale: Once objections are handled, guide the customer toward making a purchase.

Finalize the transaction: Process the sale smoothly, whether through a physical point-of-sale system or an online checkout.

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7. Follow-up

Ensure satisfaction: Contact the customer after the purchase to ensure they are happy with their new clothes.

Build loyalty: Encourage repeat business through a positive post-sale experience and invite them to share their satisfaction.

FASHION SHOWS:

A fashion show is a promotional event where a designer presents a new clothing line, often during a fashion week, by having models walk a runway to display garments to buyers, the press, and potential customers. These events are crucial in the fashion industry for showcasing creativity, driving trends, and acting as a platform for brand building, marketing, and commercial success.

Key functions of fashion shows

- **Trendsetting:** Fashion shows debut upcoming seasonal collections (Spring/Summer, Fall/Winter), establishing new trends in styles, colors, and silhouettes that influence the apparel market.
- **Marketing and promotion:** They serve as a powerful marketing tool for designers and brands to build awareness, attract buyers, and strengthen market presence.
- **Creative expression:** They provide a platform for designers to showcase their artistic vision, creativity, and brand identity to the world.
- **Industry engagement:** Fashion shows are where industry professionals, buyers, and press gather to see new designs, network, and conduct business.
- **Cultural influence:** They are a significant cultural event that generates buzz and can have a broad impact on consumer behaviour and mainstream culture.

How they work

- **Runway presentation:** The most common format involves models walking a catwalk, wearing outfits from the new collection. This provides a realistic presentation of how the clothing looks and moves when worn.
- **Alternative formats:** Sometimes shows take the form of installations where models pose to showcase the garments.
- **Production:** A fashion show is a complex event with many moving parts, including stylists, makeup artists, hair stylists, and technical crews working behind the scenes.
- **Choreography:** The movement of the models and the overall flow of the show are carefully choreographed to create a captivating performance and narrative that complements the collection.

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Major fashion weeks

- The "Big 4" global fashion weeks are held in New York City, London, Milan, and Paris, and are collectively known as the "Big 4".
- Other events like Pitti Uomo in Florence are also globally important, especially for menswear.

FASHION SHOWS-TYPES:

The main types of fashion shows include formal runway shows, production shows, and informal presentations. Other categories are based on the purpose or type of clothing, such as charity, designer, ready-to-wear, and haute couture shows. There are also less traditional formats like trunk shows and virtual shows.

By format and purpose

Formal Runway Show: The most conventional type, where models walk down a central platform (runway) to showcase a designer's collection.

Production Show: A more elaborate production that uses sets, music, and special effects to create a theatrical experience.

Informal Fashion Show: A less structured format, often held in a showroom or retail space, where models might walk around a room or models are displayed with mannequins.

Designer Fashion Show: An event specifically dedicated to presenting a single designer's new work.

Charity Fashion Show: A show organized to raise money for a specific cause or organization.

Sponsored Fashion Show: An event that receives financial or product support from a sponsor, such as a brand or company.

By type of clothing or market

Ready-to-Wear (RTW): Shows that feature practical, everyday clothing that will be available for purchase in stores shortly after the event.

Haute Couture: Showcases high-end, custom-fitted, and often extravagant clothing that is not intended for mass production.

Resort/Pre-fall: Features collections designed for the in-between seasons of resort wear and early fall.

Bridal: Showcases wedding dresses and other formal attire for weddings.

Menswear: Focuses exclusively on collections for men.

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Other types

Fashion Weeks: Large, multi-day events where many designers showcase their collections, such as the "Big Four" in New York, London, Milan, and Paris.

Trunk Show: An event, often at a retail store, where a designer presents a collection for a limited time and can meet with customers directly.

Pop-Up Show: A temporary show that might take place in a pop-up store, often offering special collections and promotions.

Virtual Fashion Show: Digital presentations of collections, which gained popularity through online platforms.

STEPS INVOLVED IN ORGANIZING A SHOW:

Organizing a fashion show involves planning the theme and budget, selecting the venue and date, building a team, casting models, and securing designers. The process also includes creating the runway and stage design, preparing the show's program and music, marketing the event, and holding rehearsals to ensure a smooth and on-time execution.

Planning and logistics

Define concept and budget: Establish a theme, goals, and a detailed budget early on.

Set the date and venue: Choose a suitable date and a venue that fits the show's style, budget, and needs.

Build your team: Assemble a team of professionals for roles such as production, styling, hair, and makeup.

Secure sponsors: Find sponsors to help fund the event.

Creative and production

Work with designers and select merchandise: Choose the designers and the specific collection pieces to be featured.

Cast models: Select models who fit the brand and collection's vision.

Design the runway and stage: Create a stage design and runway that complements the show's theme. Plan for lighting and sound to create the right atmosphere.

Promotion and execution

Create a timeline and program: Finalize a detailed program that includes the order of models, music cues, and commentary.

Market the event: Promote the show through press coverage and social media to build excitement.

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Hold rehearsals: Conduct rehearsals to coordinate the team, models, and technical staff. This is crucial for ensuring a seamless show.

Manage the day-of event: Double-check all equipment, have a plan for logistics like ticketing, and ensure the show starts on time.

SALES PROMOTION:

Sales promotion is a marketing strategy using short-term incentives, like discounts and coupons, to boost immediate sales and interest in a product or service. Common techniques include limited-time offers, contests, free samples, and special bundles, which create urgency and motivate customers to act quickly. Promotions are used to introduce new products, clear inventory, or respond to market competition.

What sales promotions are

- **Definition:** A set of marketing activities designed to stimulate short-term purchases and increase sales.
- **Purpose:** To drive immediate demand, motivate buying behaviour, and achieve specific short-term objectives.
- **Difference from advertising:** While advertising builds brand awareness, sales promotion offers a direct incentive to buy now.

Examples of sales promotions

- **Price-related:** Discounts (percentage-off or dollar-amount reductions), coupons, and rebates.
- **Value-added:** Free samples, contests, sweepstakes, and giveaways.
- **Bundles and premiums:** Offering a free item with a purchase (premium) or packaging multiple products together.
- **In-store displays:** Point-of-purchase (POP) displays that grab attention and encourage impulse buys.
- **Trade promotions:** Incentives for wholesalers, distributors, and retailers to promote a product.

Why they are used

- **To launch new products:** Create initial buzz and encourage trial.
- **To clear old stock:** Sell excess or seasonal inventory to make room for new products.
- **To respond to competition:** Gain an edge over competitors with attractive offers.
- **To drive customer loyalty:** Encourage repeat purchases from existing customers.

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SALES PROMOTION METHODS:

Price and discount promotions

- Discounts: Offering percentage-based or seasonal price reductions to create a sense of urgency.
- Coupons and vouchers: Providing digital or physical coupons for specific items or purchases.
- Flash sales: Short-term sales events to prompt immediate buying.
- Bundles and BOGO: Selling multiple products together at a discounted price or offering "buy one, get one" deals.

Loyalty and rewards

- Loyalty programs: Rewarding repeat customers with points, cashback, or special deals.
- Email signup discount: Offering a discount for new customers who sign up for a newsletter.

Collaborative and influencer marketing

- Influencer collaborations: Partnering with influencers for sponsored posts or to launch limited-edition collections.
- Brand partnerships: Collaborating with complementary brands for cross-promotions.

Digital and content marketing

- Augmented reality (AR): Allowing customers to virtually try on clothes using AR filters.
- Shoppable posts: Creating social media posts where users can purchase items directly.
- User-generated content (UGC): Encouraging customers to share photos and videos of themselves wearing the brand's products to build trust.
- Video marketing: Producing engaging content like styling tips, product demos, and behind-the-scenes footage.
- Pre-launch campaigns: Building excitement for a new collection before it is officially released.

Experiential and event-based promotions

- Pop-up shops: Setting up temporary retail spaces in high-traffic areas.
- Runway shows and fashion events: Creating immersive experiences that generate buzz and showcase new collections.

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- Exclusive events: Hosting private events for VIP customers or members of a loyalty program.

Other methods

- Free gift with purchase: Offering a complimentary item to encourage a purchase.
- End-of-season or clearance sales: Marking down older inventory to make way for new products.
- Personalization: Using customer data to provide personalized product recommendations and experiences.

STRATEGIES:

These strategies leverage fashion's visual nature, seasonality, and emphasis on trends and lifestyle.

Digital and online strategies

- Influencer marketing: Partner with influencers to showcase products and drive sales through their followers.
- Social media marketing: Use platforms for engagement and targeted promotions, including video content like TikToks and reels to showcase products and styling tips.
- Email and SMS marketing: Send personalized newsletters and text messages with product recommendations, new arrivals, and exclusive offers for subscribers.
- User-generated content (UGC): Encourage customers to share photos of themselves in your products to build trust and brand awareness.
- Retargeting ads: Remind potential customers of items they've viewed but didn't purchase to encourage conversion.

Promotional offers and sales

- Flash sales and limited-time offers: Create a sense of urgency with short-term discounts.
- Seasonal discounts: Align promotions with seasonal shopping patterns.
- Bundles and product pairings: Offer a discount when customers buy a set of related products.

Loyalty and community-based strategies

- Loyalty programs: Reward repeat customers with points, special discounts, or early access to new collections.

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- Collaborations: Partner with complementary brands to cross-promote and reach new audiences.
- Referral programs: Incentivize existing customers to refer new ones.

Experiential and brand-building strategies

- Events: Host in-store events, pop-up shops, or participate in larger events and fundraisers.
- Personalization: Use customer data to create a more personalized shopping experience, including tailored recommendations.
- Content marketing: Create style guides, gift guides, and blog content to attract organic traffic and provide value to customers.
- Sustainability messaging: Highlight eco-friendly practices to appeal to conscious consumers.

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UNIT – IV

FASHION RETAILING

Fashion Retailing-Scope and functions, Types of Stores, Challenges for fashion retail in India, E-retailing-growth and development, Major players of fashion goods online.

Pricing policies and strategies for apparel products, Functions and factors Influencing pricing, pricing strategies for new products, methods of setting prices.

FASHION RETAILING

Fashion retailing is the process of selling clothing, accessories, and other fashion goods directly to consumers through various channels like stores, online platforms, and catalogs. It encompasses businesses ranging from high street chains and luxury brands to department stores and independent boutiques, all competing to meet customer demands and trends. Success relies on a combination of factors including efficient logistics, appealing store environments, understanding customer needs, and effective marketing.

Key aspects of fashion retailing

- **Sales channels:** Fashion is sold through multiple channels, including physical stores (such as high street, department, and boutique stores) and non-store methods like e-commerce websites, mobile apps, and catalogues.
- **Business models:** Retailers can specialize in specific product types (e.g., athletic wear) or sell a wide variety of products under a single brand, known as a merchandise retailer.
- **Supply chain and sourcing:** Retailers obtain merchandise by buying directly from manufacturers, importing from other countries, or creating their own brands.
- **Customer focus:** Success in fashion retailing depends on a retailer's ability to anticipate and respond to customer tastes, desires, and lifestyle changes.
- **Key success factors:** A successful fashion retailer needs skilful management, efficient sourcing, a pleasant atmosphere, helpful staff, and a well-managed inventory.
- **Current trends:** The industry has seen the rise of e-commerce and online platforms, which offer broader reach and personalization. It also faces challenges such as increased competition and the influence of economic factors like inflation, which can lead to more cautious consumer spending.
- **Career opportunities:** Fashion retailing offers career paths such as store merchandiser, store in-charge, and store manager.

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FASHION RETAILING-SCOPE AND FUNCTIONS

Fashion retailing involves the functions of merchandising, which includes trend forecasting and product selection; marketing, to promote and sell products; inventory management, to ensure stock is available; customer service, to enhance the shopping experience; and supply chain management, to coordinate with manufacturers.

The scope is broad, encompassing various retail channels like online and physical stores, and offers diverse career paths in merchandising, buying, and store management.

FUNCTIONS OF FASHION RETAILING

Merchandising: Selecting, purchasing, and displaying products based on market research, trends, and target customer preferences.

Marketing and Sales: Developing strategies to promote products and drive sales through channels like in-store displays, online platforms, and advertising.

Inventory Management: Maintaining optimal stock levels to meet customer demand while minimizing costs.

Customer Service: Providing assistance, information, and support to customers to enhance their shopping experience and build loyalty.

Supply Chain Management: Coordinating with suppliers and distributors to ensure a smooth flow of goods from the manufacturer to the consumer.

Pricing Strategy: Determining the right price points through competitive analysis, promotions, and other strategies.

Location Selection: Choosing convenient and accessible store locations to maximize foot traffic.

Breaking Bulk: Retailers purchase goods in large quantities from manufacturers and then break them down into smaller, individual units that meet the specific purchasing needs of individual consumers.

Communication Channel: Retailers act as a two-way channel of communication, providing valuable product information to customers and relaying consumer preferences and sales data back up the supply chain to manufacturers and designers.

SCOPE OF FASHION RETAILING:

Diverse Channels: Fashion is sold through a variety of channels, including physical stores (boutiques, department stores), online retailers, and mobile apps.

Career Opportunities: This sector offers various career paths, such as store merchandiser, store manager, retail buyer, and fashion merchandiser, as noted on Textile Learner and Dream zone.

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Business Growth: The fashion retail industry has significant growth potential, fuelled by factors like increased disposable income and the rise of e-commerce, as detailed in this Vogue Institute article.

Global Reach: Retailers can source products from a wide range of manufacturers and import them from different countries.

Strategic Importance: It is the final link in the fashion distribution chain, directly connecting manufacturers and consumers and being the ultimate measure of success through customer acceptance.

Diverse Retail Formats: Fashion is sold through a variety of channels, including traditional brick-and-mortar stores (department stores, specialty boutiques, and fast fashion chains), e-commerce platforms, and hybrid "bricks and clicks" models.

Trend Analysis and Forecasting: A major part of the scope involves constantly monitoring and predicting future fashion trends and consumer preferences to ensure product offerings are both aesthetically desirable and commercially viable.

Merchandise Assortment and Variety: Retailers decide on the optimal assortment of products (style, size, color, cost) to appeal to their specific target demographic, offering a curated selection that suits customer needs.

Marketing and Promotion: Fashion retailers utilize various marketing and promotional strategies, from traditional advertising to social media campaigns, to increase brand awareness and influence customer purchasing behaviour.

Sustainability and Ethics: The scope now increasingly includes addressing the environmental and social impacts of the industry (e.g., fast fashion concerns) and adapting to the rising consumer interest in sustainable and ethical fashion practices.

TYPES OF FASHION RETAIL STORES:

Department Stores: Large retail establishments that carry a wide variety of products in different categories, such as clothing, home goods, and accessories, with each category housed in separate departments.

Specialty Stores: Focus on a narrow product category or even a single type of apparel, catering to a specific customer group. Examples include stores for sportswear or a particular brand of innerwear.

Boutiques: A type of specialty store that is often smaller and offers a more curated or trendy selection of clothing, with items that are sometimes more exclusive.

Chain Stores: A group of retail stores under the same ownership, managed by a central office. They share the same brand, look, and stock.

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Designer Stores: A store, often a flagship store, owned and operated by a designer or manufacturer that sells only its own brand's lines.

Outlet Stores: Off-price retailers that sell merchandise from a particular brand, often overstocked, discontinued, or slightly damaged items from prior seasons.

Discount Stores: Sell merchandise at lower prices than traditional retailers. These may carry their own brands or offer a mix of brands at a reduced cost.

Online Stores: Retailers that sell products directly to consumers through the internet. Almost every type of traditional store now also offers an online presence.

Pop-Up Shops: Temporary retail stores that are open for a limited time, often used for special events, product launches, or to test a new market.

CHALLENGES FOR FASHION RETAIL IN INDIA:

Fashion retail in India faces challenges including evolving consumer demands, supply chain inefficiencies, and a fragmented market. Key issues include keeping up with rapidly changing trends, managing inventory and costs, and addressing infrastructural bottlenecks like poor logistics and connectivity. Other hurdles include increasing competition from fast fashion, complex tax and regulatory environments, and a shortage of skilled labour.

Market and consumer challenges

- **Rapidly changing customer demands:** Social media has increased fashion awareness, making consumer preferences fickle and difficult to predict.
- **Intense competition:** The market is highly competitive due to the influx of fast fashion brands and value-focused domestic players.
- **Market heterogeneity:** The market is diverse across geographic and demographic segments, making it hard to implement uniform marketing and sales strategies.
- **Inflation:** Rising costs for suppliers and retailers lead to pressure on profitability, and customers may reduce discretionary spending.

Supply chain and infrastructure challenges

- **Inadequate infrastructure:** Poor roads and logistics cause delays, higher inventory carrying costs, and supply chain disruptions.
- **Supply chain inefficiencies:** The supply chain is often fragmented, leading to higher costs and longer lead times, especially for seasonal products.
- **Inventory management:** Balancing supply and demand is a major challenge, as poor forecasting can lead to unsold stock or missed sales opportunities.
- **Speed to market:** Delays in a fast-paced industry can result in missed trend opportunities.

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Operational and regulatory challenges

- **Complex tax regime:** While GST was meant to simplify things, compliance can still be complex, especially for smaller retailers.
- **Shortage of skilled labour:** There is a significant shortage of skilled manpower in the sector.
- **Cost of operations:** Retailers face high operational costs, including rising real estate rentals and logistics.
- **Technology adoption:** Inefficient technology use can hamper progress, though Business Intelligence (BI) tools offer potential solutions.

E-RETAILING-GROWTH AND DEVELOPMENT:

E-RETAILING

E-retailing in the fashion industry is experiencing rapid growth driven by increasing internet penetration, mobile usage, and the demand for convenient, trendy clothing, particularly among younger demographics.

Key developments include the rise of omnichannel strategies, the adoption of new technologies like AR and AI for personalization, and innovative sales methods such as live commerce and quick commerce. These advancements create new career opportunities and are reshaping how fashion is designed, marketed, and sold.

GROWTH AND TRENDS:

Rapid market expansion: The global fashion e-commerce market is projected to more than double in value in the coming years, and e-retail in India is growing at a fast pace, expected to exceed $160 billion by 2028.

Shift to online: The pandemic accelerated online shopping habits, and this trend continues, with online fashion retail accounting for a growing percentage of total retail sales.

Consumer-driven demand: Social media is a major influencer, driving the demand for fast fashion and pushing brands to adopt rapid delivery models.

Emergence of new markets: Growth is expanding beyond major cities, with a significant rise in online shoppers in tier-2 and tier-3 cities.

TECHNOLOGICAL AND STRATEGIC DEVELOPMENTS:

Omnichannel integration: Retailers are blending their online and offline experiences. This includes offering services like “click and collect” and ensuring a consistent brand presence across all platforms, from websites to apps to physical stores.

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Data-driven strategies: Fashion e-commerce sites rely heavily on data analytics and AI to understand consumer behaviour, forecast demand, and personalize the shopping experience.

New sales channels:

- Live Commerce: Selling products directly through live video streams on social media is becoming popular, offering a more interactive and immediate way to shop.
- Quick Commerce: The demand for fast delivery is driving platforms to stock essential items in dark stores for rapid fulfilment.

Emerging technologies:

AR and VR: Augmented and virtual reality are being used for virtual try-ons and immersive shopping experiences.

Block chain: This technology is being used to improve supply chain transparency and combat counterfeit products.

Payment innovation: Offering a variety of payment options, from buy-now-pay-later (BNPL) to cryptocurrency, is becoming crucial for meeting diverse customer needs.

Opportunities and challenges

Career growth: The growth of e-retailing has created new opportunities for skilled professionals in areas like digital marketing, data analytics, fashion merchandising, and e-commerce logistics.

Sustainability: There is a growing focus on sustainable practices, from using technology to reduce waste to improving supply chain transparency.

Market potential: Despite strong growth, the online penetration of fashion is still lower than in some other developed countries, suggesting significant room for continued expansion.

Adapting to new demographics: Retailers need to develop targeted strategies to attract new customer segments, such as male shoppers, who are currently underrepresented in online fashion.

MAJOR PLAYERS OF FASHION GOODS ONLINE:

The major players in online fashion goods include large e-commerce platforms and prominent fast fashion and sportswear brands, many of which are detailed in various,

Global players

Amazon: A major multi-brand e-commerce platform with a significant online fashion presence.

ASOS: A well-known online-only fashion and cosmetics retailer.

Shein: A dominant player in the fast-fashion market with a massive online-only presence. An online-only fashion company originating from China (now headquartered in Singapore) that has

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seen explosive growth, becoming a top fast fashion retailer globally and a favourite among Gen Z shoppers.

Zalando: A leading European e-commerce company for fashion and lifestyle.

Inditex: The parent company of Zara, it has a substantial online presence alongside its physical stores.

Regional and specialized players

Flipkart: A leading e-commerce platform in India, particularly dominant in fashion.

Myntra: A major Indian fashion e-commerce platform, often considered a leader in its market.

Farfetch: An online marketplace for luxury fashion that connects customers with a wide range of boutiques and brands.

LVMH: The world's largest luxury conglomerate, with a significant and growing online sales presence through its brands like Louis Vuitton and Dior.

Nykaa Fashion: A significant player in the Indian fashion market, known for its curated selection.

AJIO: A fast-growing online fashion retailer in India, part of the Reliance Retail network.

Brands with strong e-commerce

Nike and Adidas: Leading sportswear brands with high-performing e-commerce sites.

H&M: Another major fast-fashion brand with a strong online retail presence.

ZARA: The flagship brand of Inditex, Zara operates a strong online business alongside its physical stores.

PRICING POLICIES AND STRATEGIES FOR APPAREL PRODUCTS:

Pricing policies in fashion retail are strategic approaches companies use to set prices, considering factors like costs, consumer demand, brand positioning, and competition, with the goal of maximizing profits while attracting customers. These policies are not a one-time decision but a framework for setting and adjusting prices to maintain profitability and brand image, accounting for unique industry challenges like seasonality and trends.

PRICING STRATEGIES:

- **Cost-Plus Pricing:** Calculate all costs of production and add a desired profit margin to determine the price. A basic method is to double the cost (keystone markup).
- **Value-Based Pricing:** Set prices based on what customers perceive the product is worth, considering factors like brand prestige, quality, and craftsmanship.
- **Competitive Pricing:** Set prices in relation to competitors' prices, either matching them or benchmarking against them.

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COMMON PRICING TACTICS

- **Psychological Pricing:** Using prices like $9.99 instead of $10.00 to make the product seem cheaper.
- **Promotional Pricing:** Temporarily reducing prices to boost sales or clear inventory.
- **Bundle Pricing:** Offering a package of products at a single price, often lower than if bought separately.
- **Price Skimming:** Starting with a high initial price for a new, trendy product and lowering it over time.
- **Penetration Pricing:** Launching a new product with a low price to quickly gain market share.
- **Loss Leader Pricing:** Selling an item below cost to attract customers who will then buy other, more profitable products.

Strategic considerations

- **Market Positioning:** Decide if your brand targets the budget, value, or luxury segment to align your prices with your brand identity.
- **Cost and Profitability:** Calculate all fixed and variable costs and determine a target price range that ensures profitability and avoids pricing too high or too low.
- **Customer and Market:** Analyze customer willingness to pay, buying habits, and the influence of trends and seasonality, which can shorten the sales window for many apparel items.
- **Flexibility:** Regularly review and adjust pricing strategies based on sales data, customer feedback, competitor actions, and changing production or shipping costs.

The Five C's of Pricing

A holistic approach to pricing involves considering the following factors, sometimes referred to as the "5 Cs of Pricing":

- **Costs:** The expenses associated with producing and selling the product.
- **Customers:** Their willingness to pay, needs, and how they perceive value.
- **Competitors:** The prices and strategies of rival brands.
- **Channel Partners:** The needs and margins of retailers or other intermediaries.

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- **Compatibility:** How the pricing strategy aligns with the overall business and marketing objectives.

FUNCTIONS AND FACTORS INFLUENCING PRICING:

In fashion retailing, pricing serves vital functions within the broader marketing mix and is influenced by a blend of internal and external factors, ranging from production costs and brand image to market demand and competition.

FUNCTIONS OF PRICING IN FASHION RETAILING

Pricing is the only revenue-generating element of the marketing mix; other functions are typically cost centers. Its key functions include:

Driving Profitability: The primary function is to achieve financial goals and maximize profits through an optimal balance of sales volume and margins.

Positioning and Image Conveyance: The price tag communicates certain qualities about a brand and product. A higher price can convey exclusivity, quality, and luxury, while lower prices might signal value or budget-friendliness.

Managing Demand: Pricing is used tactically to manage supply and demand. Dynamic pricing and promotions can stimulate sales during slow periods or capitalize on high demand during peak seasons.

Gaining Competitive Advantage: Pricing can differentiate a business from competitors. Strategies like penetration pricing help gain market share, while premium pricing helps target different customer segments.

Influencing Customer Psychology: Retailers use techniques like “just below” pricing (e.g., $9.99 instead of $10.00) to create a psychological impact and attract price-sensitive consumers.

Recovering Costs: Prices must ultimately cover all costs involved in the product life cycle, including manufacturing, distribution, marketing, and potential losses from unsold inventory.

FACTORS INFLUENCING PRICING IN FASHION RETAILING

Pricing decisions are influenced by numerous internal and external factors.

Internal Factors (within the retailer’s control)

Production and Operational Costs: This includes raw materials, labor, manufacturing overheads, supply chain efficiency, distribution expenses (warehousing, packaging, shipping), and marketing costs. These costs set the price floor.

Brand and Product Image: The desired brand positioning (budget, value, or luxury) significantly influences pricing strategy. Luxury brands, for example, maintain high prices to reinforce an image of quality and prestige.

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Marketing Mix Alignment: Price must be consistent with other marketing elements (product quality, promotion, and place/distribution channel). A high-quality product supported by extensive advertising in exclusive stores will likely have a high price.

Financial Goals and Objectives: Whether the goal is to maximize short-term profits, increase sales volume, or simply survive in a tough market determines the pricing approach.

Product Life Cycle: Fashion items are highly susceptible to trends and seasonality, shortening their sales window. Pricing strategies change throughout this cycle, moving from full price to promotional and then clearance prices to avoid holding unsold merchandise.

External Factors (outside the retailer's control)

Market Conditions and Demand: The balance between supply and consumer demand is crucial. When demand exceeds supply, prices may increase. The consumer's ability and willingness to pay (purchasing power) also set the price ceiling.

Competition: The intensity of competition forces retailers to consider competitors' pricing. In a highly competitive market like fast fashion, prices tend to be lower.

Target Market/Consumer Behaviour: Understanding the target market's values, preferences, and price sensitivity is vital. Some consumers are driven by price, while others value quality and prestige.

Economic Conditions: Broader conditions like inflation, interest rates, exchange rates, and overall economic stability affect both operational costs and consumer purchasing power.

Government Regulations: Taxes, tariffs, and laws (such as maximum retail price regulations in some countries) can directly impact the final price of goods.

Social and Climatic Factors: Fashion trends, social customs, and seasonal climate changes significantly influence product demand and subsequent pricing adjustments.

PRICING STRATEGIES FOR NEW PRODUCTS:

New product pricing is the process of setting an initial price for a product by considering factors like production costs, market demand, competition, and desired profit margins. Two main strategies are market-skimming pricing, which uses a high initial price for early adopters, and penetration pricing, which starts with a low price to gain market share quickly. The choice depends on the product's unique value, competitive landscape, and business goals

High-price strategies

Price Skimming: Launching a new product at a high price to capture high-end customers and revenue. The price is then gradually lowered over time.

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Value-Based Pricing: Setting prices based on the perceived value to the customer, often used by luxury brands. This requires understanding a target market's willingness to pay, as demonstrated by studies and market analysis.

High-Low Pricing: A common retail strategy where products are initially sold at a high price and then later offered at a discount or clearance price to attract customers.

Low-price strategies

Penetration Pricing: Setting a low initial price to attract a large number of customers and quickly gain market share, with the potential to increase the price later.

Competitive Pricing: Setting prices based on the prices of similar products from competitors. This is often used to stay competitive within a specific market segment.

Strategies for start-ups

Bridge Brand: Position your brand between fast-fashion and luxury, offering high quality at a mid-range price point. This allows for higher profit margins compared to a true value brand, which requires high production volumes.

Keystone Pricing: A simple method where you double the cost of the product. If an item costs \(\$100\) to produce, you would sell it for \(\$200\).

METHODS OF SETTING PRICES:

Cost-based methods

Cost-plus pricing: Calculate the total cost of goods sold (COGS) and add a desired profit margin or markup to get the final price. A simple formula is to multiply the cost by a factor, like 2.5 or 3, for a keystone markup.

Formula basics: Price = Total Cost + Mark-up Percentage.

Usage: Common for non-standard or designer items, such as a custom wedding gown, where each item's cost is unique.

Absorption pricing: A more comprehensive method that includes all fixed and variable costs, such as materials, labour, shipping, marketing, and overhead, before setting a price.

Market-based methods

Competitive pricing: Set prices by looking at what competitors are charging for similar products.

Value-based pricing: Price products based on their perceived value to the customer, which is common for luxury or high-end brands that focus on brand image and customer perception.

Promotional pricing: Use temporary price reductions like sales, discounts, or bundle deals to attract customers.

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Demand-based methods

Dynamic pricing: Adjust prices in real-time based on factors like demand, time, and inventory levels.

Promotional pricing: Offer temporary discounts, sales, or deals to attract customers and boost short-term sales.

Other strategies

Psychological pricing: Employ tactics like "charm pricing" (e.g., $19.99 instead of $20.00) or "prestige pricing" (e.g., $2,000 instead of $1,999) to influence buying decisions.

Tiered pricing: Offer different versions of a product (e.g., basic, premium, luxury) at different price points to appeal to various customer segments.

Dynamic pricing: Adjust prices in real-time based on fluctuating demand and other market factors.

Key considerations for choosing a method

Brand positioning: Does your brand position itself as budget-friendly, a good value, or a luxury item?

Profitability: Ensure your chosen method covers all costs and meets your financial goals.

Market analysis: Understand what customers are willing to pay and how your prices compare to the competition.

Costs: Accurately calculate all costs, including production, marketing, and overhead.

Flexibility: Be prepared to review and adjust your pricing strategy based on customer feedback, sales data, and market trends.

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UNIT- V

SUSTAINABLE FASHION

Sustainable Fashion-meaning and significance, Environmental concerns related to fashion, Linear fashion and circular fashion, 4R's in sustainability- Repair, recycle, reuse and reduce. Moving towards sustainable fashion-Eco fashion, slow fashion, Environmental impact of fast fashion

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SUSTAINABLE FASHION:

Sustainable fashion is the practice of creating and consuming clothing in an environmentally friendly and socially responsible way, addressing issues across the entire product lifecycle. Its significance lies in reducing the fashion industry's negative impact, such as water use, waste, and carbon emissions, while also promoting fair labour practices and ethical treatment of workers.

Its significance lies in addressing the fashion industry's large footprint by using eco-friendly materials, promoting fair labour practices, reducing waste, and encouraging mindful consumption as an alternative to fast fashion.

MEANING:

Environmentally friendly practices: This includes using organic or recycled materials, conserving water, reducing carbon emissions, and minimizing pollution.

Social responsibility: It prioritizes fair wages, safe working conditions, and ethical treatment for all workers in the supply chain.

Waste reduction: It encourages minimizing waste through efficient design, upcycling, recycling, and making long-lasting garments instead of throwaway ones.

Holistic approach: It considers the entire product lifecycle, from sourcing raw materials to the end-of-life disposal of the garment.

Alternative to fast fashion: It represents a shift away from the rapid, low-cost, and disposable model of fast fashion toward a more mindful and ethical approach.

SIGNIFICANCE:

Combats climate change: The fashion industry is a major contributor to global carbon emissions; sustainable practices help lower this impact.

Protects natural resources: It helps conserve water and other precious resources that are heavily used in traditional fashion production.

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Supports workers: It ensures that the people making our clothes are treated fairly and work in safe conditions.

Reduces pollution and waste: It tackles issues like water pollution from textile dyes and the massive amount of waste that ends up in landfills.

Promotes a circular economy: It supports the transition from a linear "take-make-waste" model to a circular one where materials are reused and recycled.

ENVIRONMENTAL CONCERNS RELATED TO FASHION

Environmental concerns from the fashion industry include high water consumption, water pollution from chemicals and dyes, and plastic microfibers entering the environment. The industry is also a major contributor to landfill waste, greenhouse gas emissions from production and transport, and soil degradation from materials like cotton.

Water usage and pollution

High consumption: Textile production is water-intensive. For example, producing a single pair of jeans can require 10,000 liters of water.

Water pollution: Chemicals used in dyeing and finishing textiles contaminate water. The industry is responsible for 20% of global wastewater.

Micro plastics: Washing synthetic clothes, like polyester, releases hundreds of thousands of plastic microfibers into water streams, which then pollute oceans and can enter the food chain.

Waste and landfill

Massive waste: The industry generates vast amounts of textile waste, with an estimated 92 million tons produced annually, and 85% of it ends up in landfills.

Landfill burden: Discarded clothing, especially fast fashion that falls apart quickly, contributes to growing landfill issues.

Climate change

Greenhouse gas emissions: The fashion industry contributes significantly to climate change through its energy-intensive production processes and transportation. It is estimated to be responsible for 10% of global carbon emissions.

Fossil fuels: Many synthetic fabrics, like polyester, are made from fossil fuels, and their production releases greenhouse gases.

Resource depletion and other impacts

Natural resources: The industry consumes large amounts of water and land, and conventional farming practices for materials like cotton can lead to soil erosion and degradation.

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Chemical use: Pesticides used in conventional cotton farming and other toxic chemicals in textile production can contaminate soil and waterways, harming ecosystems and human health.

LINEAR FASHION:

Linear fashion" most commonly refers to the traditional, "take-make-dispose" model of the fashion industry, where resources are extracted, products are manufactured, used, and then discarded as waste. It is the opposite of a circular fashion model and is associated with negative environmental and social consequences due to its resource-intensive and wasteful nature. A second, less common use of the term is to describe a style of clothing from a specific brand, such as "Rich Liner Fashion".

Linear fashion as a production model

Process: Resources are extracted, clothes are produced, sold, used, and then thrown away, creating a one-way flow.

Sustainability: This model is considered unsustainable because it relies on finite resources and creates massive amounts of waste.

Fast Fashion: The linear model is the foundation of fast fashion, which relies on quickly producing new, low-cost garments to encourage frequent purchasing and replacement.

Consequences: It contributes to pollution, high water consumption, and the generation of textile waste, which often ends up in landfills.

Linear fashion as a style/brand

- This usage refers to a specific brand, like "Rich Liner Fashion" or products from companies that use this name.
- It describes a particular style of clothing or accessories, rather than the industry's overall production model.
- Example: A search for "linear fashion" can return products from brands that use the term in their name, such as a "printed one piece dress" from Rich Liner Fashion.

Key characteristics of linear fashion

Take-make-dispose: This is the defining characteristic, where the process is a one-way street from resource extraction to waste.

Resource-intensive: It relies on continuous input of new, virgin materials, contributing to resource depletion.

Wasteful: The model is inherently unsustainable because it generates massive amounts of waste that end up in landfills.

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Fast fashion driver: The model's emphasis on rapid turnover and low costs fuels the fast fashion industry, encouraging constant buying and discarding.

CIRCULAR FASHION:

Circular fashion refers to an approach within the fashion industry that aims to create a closed-loop system, reducing waste and maximizing the lifespan of clothing and textiles.

Circular fashion is a system that rethinks the lifecycle of clothing by designing out waste and pollution and keeping products in use for as long as possible through reuse, repair, resale, and recycling. This approach contrasts with the traditional "linear" model of make-take-dispose, aiming instead to create a closed-loop system where materials are regenerated or repurposed, reducing the industry's environmental impact.

Principles of circular fashion

- **Design for longevity:** Products are designed from the outset to be durable, repairable, and easily disassembled for recycling.
- **Prioritize reuse and repair:** Encouraging consumers to repair, care for, and find new uses for their clothes extends their lifespan.
- **Enable resale:** A secondary market for pre-owned clothing helps keep items in circulation.
- **Repurpose and upcycle:** Materials and production scraps are creatively repurposed into new garments or accessories.
- **Recycle effectively:** When an item is at the end of its life, its materials are broken down and regenerated into new fibers or products.
- **Regenerate resources:** The system aims to return safely to the biosphere or regenerate natural systems at the end of an item's human use.

Contrast with linear fashion

- **Linear:** A "take-make-dispose" system where raw materials are extracted, used to make a product, and then discarded as waste at the end of its life.
- **Circular:** Aims to eliminate the concept of waste by ensuring that products and materials are kept in circulation at their highest possible value through various loops.

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Key differences

Feature	Linear Fashion	Circular Fashion
Goal	Maximize short-term profit through high sales	Eliminate waste and pollution, create a resilient system
Product Lifecycle	Short, with an emphasis on disposal	Long, with emphasis on repair and reuse
Design Philosophy	Products are not designed with end-of-life in mind	Products are designed for durability, repair, and recyclability
Materials	Heavy reliance on virgin resources	Prioritizes recycled, renewable, or regenerative materials

4R'S IN SUSTAINABILITY- REPAIR, RECYCLE, REUSE AND REDUCE.

The four R's of sustainability—Reduce, Reuse, Repair, and Recycle—are principles for waste management and environmental protection. They are a hierarchy of actions to minimize environmental impact, with the most preferable action being reducing consumption, followed by reusing items, repairing them when broken, and lastly, recycling.

REDUCE

What it means: Consuming less and minimizing the amount of waste generated in the first place.

Examples: Avoiding single-use plastics, buying products with minimal packaging, choosing energy-efficient appliances, and bringing your own reusable bags and water bottles.

REUSE

What it means: Using a product again for its original purpose or a different one, rather than throwing it away.

Examples: Refilling a water bottle, using glass jars for storage, repurposing old clothes into rags, and donating or selling unwanted items.

REPAIR

What it means: Fixing a broken or damaged item instead of replacing it.

Examples: Mending clothes, repairing electronics, fixing furniture or appliances, or getting a bike fixed.

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RECYCLE

What it means: Processing waste materials to convert them into new materials or products.

Examples: Turning old paper into new paper, making new products from recycled plastics, or collecting glass and metal to be remanufactured.

MOVING TOWARDS SUSTAINABLE FASHION

Moving towards sustainable fashion involves a shift from traditional, fast fashion to more ethical and environmentally friendly practices. This includes consumers choosing to buy less and choosing higher-quality, second-hand, or organic and recycled clothing, while brands are adopting circular models, using eco-friendly materials, and prioritizing fair labour practices. Key aspects of this movement are a focus on using natural or recycled materials, implementing a circular economy approach that reduces waste, and supporting transparent and ethical companies.

For consumers

Buy less, choose well: Invest in high-quality, durable clothing over fast fashion to reduce overall consumption and waste.

Explore second-hand options: Shop at thrift stores, consignment shops, or online resale marketplaces for affordable and environmentally friendly alternatives.

Repair and reuse: Fix and upcycle your clothes instead of throwing them away. Learn basic mending skills or find a local tailor.

Choose sustainable brands: Look for brands that use eco-friendly materials, are transparent about their practices, and have certifications like GOTS or Blue sign.

Wash clothes correctly: Follow care instructions to make clothes last longer and use eco-friendly detergents.

For the industry

Adopt circular economy models: Brands are focusing on designing for durability and repair, and implementing take-back or resale programs to keep garments out of landfills.

Use eco-friendly materials: This includes using organic cotton, linen, hemp, recycled polyester, or innovative materials made from plant-based alternatives and ocean plastics.

Innovate with dyeing and manufacturing: Implementing natural dyes and waterless dyeing techniques can reduce chemical and water pollution. Manufacturers are also focusing on reducing energy consumption.

Ensure ethical and transparent practices: Brands are prioritizing fair labor practices, safety standards, and supply chain transparency.

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The bigger picture

Reduce environmental impact: Sustainable fashion aims to decrease the industry's significant carbon footprint, which is comparable to the combined emissions of several large European economies.

Counteract fast fashion: This movement is a direct response to the environmental and social costs of fast fashion, which promotes overproduction and overconsumption.

Drive technological innovation: Advancements in AI-driven sorting and fabric regeneration are helping the industry transition to a more sustainable model.

ECO FASHION:

Eco-fashion, or sustainable fashion, is a movement and approach to clothing that prioritizes environmental and social responsibility. It focuses on creating garments through more sustainable methods, using eco-friendly materials like organic cotton, hemp, and recycled fabrics, and promoting longevity and ethical production. This contrasts with fast fashion by aiming to reduce a product's environmental footprint throughout its life cycle, from raw material sourcing to manufacturing, transport, and disposal.

Key principles of eco-fashion

Materials:

- Uses natural, organic, recycled, or upcycled materials.
- Incorporates innovative textiles, including those made from plant-based alternatives or even ocean plastics.
- Emphasizes biodegradability where possible.

Production and manufacturing:

- Aims to reduce energy consumption, water usage, and harmful dyes.
- Employs sustainable practices like zero-waste design and upcycling.
- Prioritizes transparency in sourcing and manufacturing processes.

Longevity and consumption:

- Encourages consumers to buy fewer, higher-quality items that last longer as an alternative to the fast-fashion cycle.
- Promotes repairing, repurposing, and restyling existing clothes.

Social and ethical considerations:

- Supports fair trade practices and humane working conditions.

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- Involves social and solidarity-based economics and local commerce.

Overall goal:

- To create a more just and humane industry for both people and the planet.
- To provide consumers with more conscious and responsible choices.

Moving towards eco-fashion involves shifting your habits to reduce environmental impact by choosing sustainable materials, buying less but better quality, supporting ethical brands, and extending the life of your clothes through repair, reuse, and second-hand shopping. It also means being mindful of how you care for your garments, such as washing them correctly to conserve energy and water.

Consumer actions

Buy better: Focus on quality over quantity by investing in durable, timeless pieces that will last longer.

Choose sustainable materials: Look for clothing made from organic cotton, linen, hemp, or recycled fabrics.

Shop second-hand: Purchase clothing from thrift stores or participate in clothing swaps.

Support ethical brands: Research brands to find those that are transparent about their supply chain and committed to fair labour practices.

Repair, reuse, and upcycle: Mend minor damages instead of discarding clothes, or get creative and transform old garments into something new.

Care for your clothes: Wash clothes less often, use cold water, and hang dry them to conserve energy and water.

Broader implications and industry shifts

Supply chain transparency: The industry is moving towards more transparency in its supply chains, and consumers can support this by asking questions about where and how their clothes are made.

Circular economy: A circular model is emerging, which focuses on recycling and upcycling to reduce waste and keep materials in use for longer.

Local and ethical production: There is a growing emphasis on local and ethical production models that support local economies and improve working conditions.

Reduced waste: By changing consumption habits, consumers can help reduce the waste and overproduction associated with fast fashion.

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SLOW FASHION:

Slow fashion is a movement that advocates for quality over quantity in clothing, emphasizing ethical production, sustainability, and mindful consumption as an alternative to fast fashion. It encourages buying durable garments that last, supporting brands with transparent and fair labor practices, and extending clothing life through practices like repairing and second-hand shopping. The movement is also closely linked to the circular economy, promoting recycling and upcycling to reduce waste.

Principles

Quality over quantity: Focuses on buying fewer, high-quality items that are built to last, unlike the disposable nature of fast fashion.

Ethical production: Prioritizes fair treatment for workers through secure employment and fair wages, rather than exploitative labor practices.

Sustainability: Considers the environmental impact of clothing, from the resources used in creation to disposal, advocating for sustainable materials and processes.

Mindful consumption: Encourages consumers to be more thoughtful about their purchases, consider if they truly need an item, and look to their existing wardrobe or second-hand options first.

How to participate

Buy less, buy better: Invest in well-made, timeless pieces that won't go out of style quickly.

Shop second-hand: Explore thrift stores, consignment shops, or apps for pre-loved clothing.

Care for your clothes: Learn to mend and repair your garments to prolong their lifespan.

Support ethical brands: Research and support brands that are transparent about their supply chains and manufacturing processes.

Upcycle and recycle: Repurpose old clothing or recycle textiles to keep them out of landfills.

Moving towards slow fashion involves a conscious shift in consumer habits and brand practices to prioritize sustainability, quality, and ethical production over the fast-paced, trend-driven fast fashion model. Key steps include buying less but better-quality, timeless pieces; supporting transparent and ethical brands; and extending the life of existing clothes through repairing, upcycling, and proper care.

ENVIRONMENTAL IMPACT OF FAST FASHION:

The environmental impact of fast fashion is extensive, including massive water consumption and pollution, high carbon emissions, micro plastic pollution from synthetic fabrics, and vast amounts of textile waste. The industry uses significant water and fossil fuels to produce

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cheap, low-quality clothing that is quickly discarded, leading to overflowing landfills and contamination of water and soil.

Key environmental impacts

Water pollution: Dyeing and finishing processes are a major source of industrial water pollution, as toxic chemicals are often dumped into local water systems. Additionally, producing a single cotton t-shirt can require over 2,700 liters of water.

Water consumption: The fashion industry is a massive consumer of water, with estimates suggesting it uses trillions of liters annually. Producing one pair of jeans can require around 2,000 gallons of water.

Micro plastics: Washing synthetic fabrics like polyester releases millions of micro plastic fibers into the water, which can enter the food chain and accumulate in the oceans.

Greenhouse gas emissions: The fashion industry is responsible for a significant portion of global carbon emissions, estimated at around 8-10%. This is due to the energy-intensive production processes and the reliance on fossil fuels for synthetic materials.

Textile waste: The fast-fashion business model encourages overconsumption, with consumers discarding garments after only a few wears. This results in millions of tons of clothing waste ending up in landfills or being incinerated each year.

Resource depletion: The production of synthetic fibers is heavily reliant on fossil fuels, and the industry consumes large amounts of land for growing materials like cotton.

Why fast fashion's impact is so severe

Focus on low cost: Fast fashion's emphasis on low prices often comes at the expense of environmental and human costs, encouraging a "throwaway" culture.

Use of synthetic materials: Synthetic fabrics like polyester are cheap to produce but are derived from fossil fuels, non-biodegradable, and contribute to micro plastic pollution.

Global production model: The environmental costs are often displaced to manufacturing countries, where local ecosystems are harmed by water and air pollution, and workers may face exploitation.

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