

Topic: FUNDAMENTALS OF TEXTILES AND CLOTHING

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CLOTHING SELECTION

In the past, most people bought new clothes only when a need arose, for a very special occasion, or because their old clothes worn out. The average person simply could not afford to buy more than the basic necessities. Today income is larger, people can buy new clothes rather frequently. Therefore, buying motives have changed. we are able to buy clothes because we want or like them. Buying motives vary from consumer to consumer and from day to day. They include the desire to.

Be Fashionable

We discard clothing that is still wearable only because it is out of fashion. This is referred to as consumer obsolescence.

Be attractive

We want clothes that will make us look our best or show off our physical attributes.

Impress others

We may want to exhibit our taste level or income level through clothing. Expensive brands of certain items have been labelled status symbols.

Be accepted by friends or colleagues (peer groups)

Peer groups have conservative tastes; they do not want to differ from their groups. Buying patterns suggest that they like some direction or guidance as a framework for their choices.

Fill an emotional need

New clothes often help a person feel better psychologically. However, this motive often leads to impulse buying (buying without careful consideration)

Elements of fashion appeal

The elements of fashion appeal are basically the same as the elements of design, but here they are viewed by the purchaser rather than the creator.

Colour

Usually the first aspect of a garment or accessory to which consumers respond is colour. People relate very personally to colour, usually selecting or rejecting a fashion because the colour does or does not appeal to them or flatter their own colouring.

Texture

The surface interest in the fabric of a garment or accessory is called texture. Consumers relate to texture because of its sensuous appeal.

Style

The elements that define a style include line, silhouette and details. A garment's appearance is also affected by hanger appeal. Depending on the consumer's level of fashion consciousness, their judgment will be conditioned by their opinion of what is currently fashionable.

Practical Consideration

Price

Price is probably the most important practical consideration for the average consumer. The consumer evaluates the total worth of all the fashion appeal aspects of the garment or accessory and their relationship to its retail price.

Fit

The try-on is a crucial step in the consumer's selection of a garment because sizing is not a guarantee to fit. Each company tries its sample garments on models

who are typical of the company's customers. However, it is difficult to set size ranges and grading rules to fit every figure. The fitting room, try-on, further enables the customer to judge if fashion appeal elements are suitable to his or her figure type or general appearance.

Appropriateness

It is important that a fashion item be suitable or acceptable for a specific occasion or for the needs of the consumer's life-style. For example, life in a large city requires more formality in clothing than life in the country. Impulse shoppers do not consider appropriateness and therefore purchase many items that do not fit into their wardrobe.

Brand

Brands are a manufacturer's means of product identification. Some consumers buy on the basis of a particular brand's reputation, often as a result of heavy advertising.