

Topic: FUNDAMENTALS OF TEXTILES AND CLOTHING

BA PART III, 5th PAPER, By: Dr. AMARJEET KUMAR, Home Science Department, Rohtas Mahila College, Sasaram.

E-mail ID: amarjeetkumar11@gmail.com.

Fabric performance and care

The durability of a garment or accessory and the easy or difficulties of caring for it are often factoring in selection. Most consumers prefer easy-care, wash and wear fabrics, although designer and contemporary customers may not mind paying for dry cleaning and more delicate fabrics they prefer. Easy care and durability are of special concern in children's wear and work clothes. Government regulations now require fibre-content and care instruction to be seen into apparel.

Workmanship

This term refers to the quality of construction, stitching and finishing. Quality standards have fallen due to rise in labour costs. Unfortunately, many consumers cannot and do not bother to evaluate workmanship. The junior customer cares little about quality. She is likely to throw away a garment before it wears out. The designer, contemporary or missy customer, on the other hand, generally considers clothing an investment and may not mind spending more for the lasting qualities of fine detailing and workmanship.

Consumer Demand

To meet consumers, demand and changes in consumer life-styles, manufacturers and retailers have developed various size and price ranges as well as categories for styling and clothing type.

Size Ranges

Each size range caters to a different figure type: The junior customer, sizes 3 to 15, has a less developed figure and a shorter back-waist length than the missy

figure. The missy figure, sizes 6 to 16 is fully developed. In missy separates, some blouses and sweaters are sized 30 to 36 or small, medium and large. Sizing 30 to 36 was originally inches, but sizes have grown over the years. Petite sizes come in both junior and missy. Junior petite is meant for shorter junior figures, petite sizes in missy are for smaller proportioned missy figures. Large or women's sizes, used for sportswear, are 36 to 52 for uppers (jackets and shirts) and 30 to 40 for lowers (pants and skirts) Half-sizes (12 1/2 to 24 1/2) are used for large size dresses. They have a shorter back-waist length and a slightly larger waist than regular large sizes. Men's suits range in size from 36 to 44, based on chest measurements. Lengths are designated after the size number. R for regular, S for short, and L for long. Young men's sizes, equivalent to junior sizes for women, have a narrower fit in the jacket and hip, and a shorter rise in the trouser than regular men's sizes. Children's wear is sized by age group. Infant sizes are based on age in months, usually 3, 6, 9, 12 and 18. However, since development varies so much from child to child, many manufacturers are now also identifying weight ranges on their labels. Toddler clothes, for the child who has learned to walk, are sized 1 to 3, children's sizes are 3 to 6. At this point, sizes separate for boys and girls. Girls wear comes in sizes 7 to 14, the developing adolescent wears sub teen 6 to 14, and the young teen wears young junior 3 to 13. Boy's sizes are patterned after men's and include sizes 7 to 14.

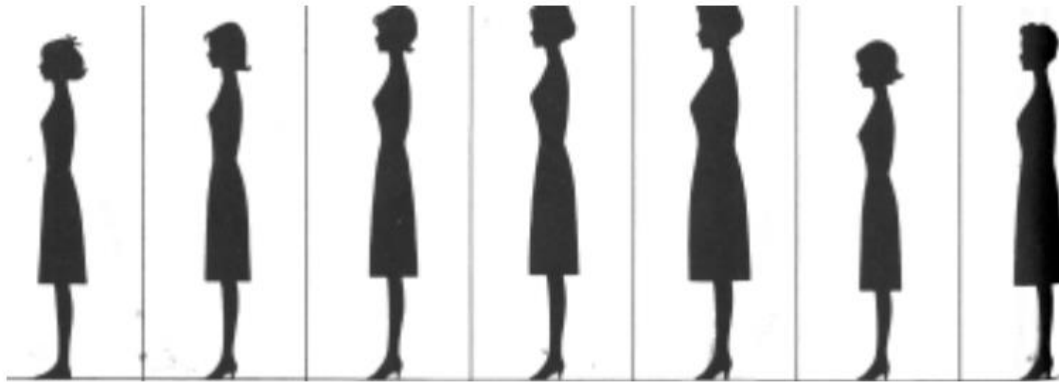


Fig. 1 : Size Range for Women

Price Ranges

A garment should give good value for its price. There are many price ranges, each with a different level of customer expectations. As the price goes up, the customer expects higher quality in fashion, fabric, fit and finish. Designer garments are becoming so expensive that the group of people who can afford them is shrinking. Therefore, many designers are adding less expensive lines. Each garment manufacturer generally specializes in one price range. The designer and merchandiser must consider the cost of every fabric trim or construction detail that goes into a garment. Costs must fit into a specific price range.

Style Ranges

Both women's dresses and women's sportswear currently come in style ranges as well as size ranges. Some of the terms overlap because style ranges grew out of age groups. However, many women today cross the boundaries, dressing to fit their figure and personality rather than their age.

Clothing Classifications

There have never been as many types of clothing as we see today. Variety in dress has resulted from changes in our habits and roles. We now have clothing for all occasions, all life-styles. Retail stores have separate departments for each category of clothing.

Women's wear

Women's clothes have many classifications: - lingerie, dresses, evening clothes, suits, outer wear, and sportswear. There are also speciality categories, such as bridal dresses and maternity clothes. In addition, there is a huge array of accessories within the general categories of wraps, head coverings, handbags, and footwear.

Men's wear

There are now almost as many categories available to men as to women. Tailored clothing for men includes suits, overcoats, topcoats, sport coats, separate trousers for both day and evening wear, shirts, sweaters, tops, socks, undergarments, robes and pyjamas. Thus, the consumer is an important determinant of what fashion is and what the industry produces. The fashion industry caters to powerful consumer groups because they have the most discretionary income. So far, we have learnt about clothing selection. Now we shall see the basics needed in clothing construction as a beginner.