

Fashion Design

Level-II

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Introduction to the Module

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In Fashion Design field; the Identification of fashion designs trends and styles helps to know the function of clothing; to understand fashion terminologies, styles and trends ; to understand the basic fashion concept.

This module is designed to meet the industry requirement under the Fashion design occupational standard, particularly for the unit of competency: **Identify fashion designs trends and styles.**

This module covers the units:

- Function of clothing
- Fashion terminologies, trend and styles
- Basic concepts of fashion design

Learning Objective of the Module

- Identify the function of clothing
- Identify the term fashion, trend and styles
- Understand the basic concepts of fashion design

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Read the identified reference book for Examples and exercise

Unit one: Function of Clothing

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Purpose and functions of clothing
- Factors influence fashion industry
- Clothing characteristics
- Function of clothing

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identifying purpose and functions of clothing
- Identifying influential factors in fashion industry.
- Identifying characteristics represented in clothing
- Identifying function of clothing

1.1. Purpose and Function of clothing

The origin of clothing is inferred mainly from archaeological findings, ancient paintings and figurines. The actual dating of the origin of clothing keeps changing with new findings by archaeologists and the interpretations provided by anthropologists who study various aspects of human existence in the past and present societies. Anthropological research on human head lice and lice that live in clothes, suggests that clothing may have originated around 170,000 years ago.

Prehistoric people wore simple clothes made from animal skins, and added jewelry and ornaments made from shells, bones and feathers. To make clothing, animal hides were first pegged out on the ground and scraped clean, using a sharpened animal bone or sharp-edged stone. Archaeologists believe that the mammoth hunters wore these decorations for religious ceremonies and dances.

Clothing meets all the five basic human needs that are part of the pyramid of human needs conceived by Maslow. There are distinct functions of clothing that meet each of the indicated needs.



Figure1.1: Maslows theory of hierarechy of needs

1) Physiological Needs: Physiological needs are a prerequisite to human survival. Clothing protects people from natural climatic conditions such as freezing cold, extreme heat and heavy rain.

2) Safety Needs: Clothing and associated accessories also help overcome danger from enemies as well as other living organisms that pose a threat to human life. There are also protective clothing and accessories that safeguards human life from wars, toxic chemicals, biological agents and nuclear radiation.

3) Social Needs: The third level is not based on basic needs but instead on psychological or emotional needs. It is also referred to as the love and belonging stage and includes the need for interpersonal relationships and social connections such as friendships, love, social connectivity, group affiliations etc. When people express acceptance in receiving and giving gifts as a symbol of love and belonging, when consumers trust and follow fashion trends by purchasing and wearing clothes and accessories similar to that worn by friends and even strangers, it inducts and situates the individual within a social group/community.

4) Esteem Needs: This is classified into two categories - first is self-esteem in terms of dignity and achievement; second is the desire for respect from others in terms of status and prestige. The bride and bridegroom feel special by being the focus of attention in their wedding ensembles; a graduating student feels a sense of achievement in the convocation gown and cap; an army officer feels pride to receive medals, badges and stars that indicate rank; army and police personnel feel proud to wear their uniform.

5) Self-Actualization Needs: Individuals experience self-fulfillment when they attain personal growth which can be expressed in many ways including clothing that is in sync with individual's self-image and the consumption preferences regarding everyday clothing.

In general clothing has protection and comfort function, identity function, Status and Prestige Function, Ornamental and Aesthetic Function, Sociability and Conformity Function and Self-Expression and Actualization Function

1.1.1. Protection and comfort function

Survival is a prime motivation of human life. In Maslow's Hierarchy of Needs, the physiological needs and safety concerns are primary and therefore placed at the base of the pyramid. Clothing is among the physiological needs necessary for survival as it is essential to protect human life from the vagaries of the seasons as well as natural and man-made dangers. The following are some of the specific ways in which clothing safeguards human life:

- 1) Protection from weather hazards:** Human body has limits beyond which it cannot cope with the extremes of whether. Warm clothing worn in layers of inner wear and outer wear

help the body to withstand different levels of cold. People are able to live and work even at sub-zero temperatures using clothing that helps to keep the body warm. Specialized clothing such as the raincoat and accessories such as the hat and umbrella protect people from rain.



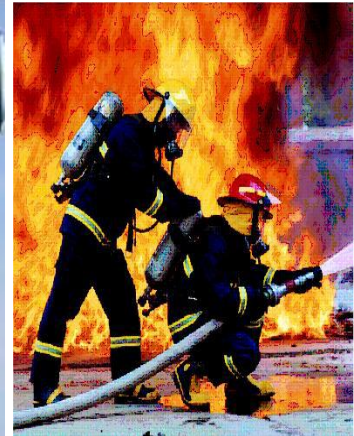
Figure 1.2: Weather protective clothe

- 2) Protection from Environmental Danger:** There is a link between man and the environment .People need custom made clothing and accessories to avoid becoming victims of environmental danger. Clothes protect the body from insect bites, shoes protect the feet from dirt and discomfort of walking over rough surfaces. Astronauts wear high technology space suits to survive in difficult atmospheric conditions. Surgeons wear surgical masks and gloves to keep the operation theatre sterile and prevent the patient from infection.



Figure1.3: Protective surgeon gown

3) Protection from Occupational Hazards: Threats to human life and health from man-made products, machinery and systems have been increasing. In response, the clothing industry has been engaged in producing a variety of protective garments and accessories that shield people and particularly industrial and professional workers from occupational hazards such as bruises, cuts, burns, and other injuries. Advancements in technology has also helped the clothing industry to use fabrics and materials that are resistant to stains, contamination, corrosion from acids, fires, electrical current and radiation. Masks are made with advanced materials to help rescue workers to do their job even inside highly toxic environments. Hard hats, steel-toed shoes, and safety goggles have been part of the standard safety gear at construction sites and manufacturing plants. An array of sportswear accessories like compression sleeves, guards, anti-slip pads, back supports etc. are worn to protect the players from high impact injury.



a) Helmet for Motorbike Sport b) Electrical hazard protection cloth c) Fire proof protective cloth

Figure 1.4: Hazard protective cloth.

1.1.2. Identity Function

Identity is not only about distinct nature of the dress but also the intention with which it is worn. There are distinctive cultural traditions in every society. Traditional dress express the wearer's pride in their heritage. There are norms of clothing for the bride and groom at each ceremony at weddings. There are norms of austere clothing for funeral rituals. There are differences in dressing at religious and community based events. Clothing practices addresses and satisfies the psychological need for a common feeling of identity and belonging to a community. Uniforms also play an important role in creating a new identity in lieu of their original which could have been very different. Uniforms also help to distinguish people belonging to different professions. In a crowded place, the uniform of police personnel would visually signify a source of help. The same applies in a hospital where the uniforms and lab coats help to identify a doctor or nurse in case of a medical emergency. The same applies to a flight attendant, referee of games, or a member of the clergy. Members of religious organizations wear distinctive types of robes and symbolic accessories that are unique to them. Sportspersons who represent their country at international sports events take immense pride in wearing their country's uniform. Fans of football clubs, cricket teams and other professional games also proudly wear the colors and the insignia of their favorite teams to signify their emotional allegiance.



Figure 1.5: Functional cloth

1.1.3. Status and Identity

Historically, clothes played a major role as a symbol of a person's status. The kings and queens were the most elaborately and extravagantly dressed personalities with elaborate wardrobes for different occasions; others at the court could not replicate the royal robes. The rich are willing to pay more for designer fashion labels, popular logos, and expensive jewelry to demonstrate their prestige, higher socio-economic status, and peer approval. Both the clothes and the wearer receive recognition and social acceptance to exclusive high society events.



Figure 1.6: clothing shows status

1.1.4. Ornamental and Aesthetic Function:

While the adornment theory explains the human inclination towards beauty, aesthetics deter us from the experience of viewing unaesthetic objects. The psychological association between poverty and lack of elegance results in ignoring those whose sense of dressing may not appeal to urban aesthetic sensibilities. The following are some of the ways in which clothing performs its aesthetic function:

1) Design: Design is the fundamental activity of designers to create new and innovative products including apparel. Good design balances the elements and principles of design to complement the wearer's body. This emphasizes the positive physical attributes of the person and creates a good impression on the onlookers.

2) Surface Ornamentation: Surface ornamentation gives value addition to fabrics through weaving and handcrafted techniques such as embroidery, dyeing and printing applied on finished fabrics or dresses help enhance the aesthetic appeal of the clothing.

3) Accessories: Accessories are coordinated to complement the aesthetics appeal of clothing and complete the look and to direct attention towards the wearer. Jewelry, wristwatches, shoes, bags and make-up are the accessories that maximize the impact of the dress. Even uniforms are designed with two versions - one that is worn on a daily basis and the other with additional Accessories for use during ceremonial occasions.

Generally people wear cloth for the following reasons that is stated in Table 1.1

Table 1.1: why people wear cloth

Physical Needs	Social Needs	Psychological Needs
Protection	Affiliation/ fitting in	To be attractive (adornment)
Safety	Modesty-Standards	To be fashionable
Basic need	Status/Identification	To impress others

1.2. Influential factors in fashion industry

Clothing is not just for covering and protecting one's body, but people expect much more things from it. It is another way to express wealth, status, gender, culture etc.

This often changes from generation to generation. From designer to celebrity it has also avital role in influencing popular fashion

There are few factors involved in the development of styles in each generation. There are a couples of issues which have been identified which has major influence over the production and consumption of fashion products. The main factor which influence fashion can be divided mainly into five different segments.

1. Social factor
2. Cultural factor
3. Political factor
4. Environmental factor
5. Psychological factor

1.2.1. Social Factor

Social changes have been very important in influencing fashion. There was a time when women did not have rights to vote, could not own property, and even earn except in limited occupation. These factors include-population growth, age distribution, health consciousness, career attitudes and so on. These factors are of particular interest as they have a direct effect on how fashion industry understands customers. The fashion industry is one of those industries that may be most affected by the impact of socio-cultural trends

1.2.2. Cultural Factor

The culture of the people ensure that the fashion accessories and clothes meet certain goals or objectives. Culture also influences design and fabric selection. For example, designers can choose from and make use of indigenous materials abundant in a particular place. This will create a strong local identity. The era, beliefs held by the people living in it, and the culture in that era and in that region plays a considerable role in influencing its fashion trends. Designers and manufacturers produce clothing and accessories in accordance with the culture of a particular region. It becomes the fashion of the region, then. People adopt a trend in clothing

only if it is in accordance with the culture of that area. You may hardly find Muslim women clad in miniskirts in Qatar or American women in burqas.

1.2.3. Political Factor

A number of political and legal factors can affect the fashion industry. There have been multiple issues in the past such as worker rights and child labor laws. There are activists who are monitoring fashion retailers for violating child labor laws etc.

1.2.4. Environmental Factor

These factors have come to the forefront by the turn of the century. They have become important due to the increasing scarcity of raw materials, pollution, health hazards, carbon footprint targets set by governments to mitigate climate change, doing business in an ethical and socially responsible way etc. These are just some of the issues marketers are facing within this factor. Fashion industry need to be particularly aware of such environmental risks and create awareness in production units and among workers for such events. Besides, in order to counteract and reduce the consequences of the changing climate, stakeholders are putting pressure on fashion companies to reduce their carbon footprint and incorporate environmental friendly practices alongside their whole supply chain

1.2.5. Psychological factor

Many psychological factors help explain what motivates us to be fashionable. These include conformity, desires for variety seeking, the need to express personal creativity, and sexual attraction. For example, many consumers seem to have a need for uniqueness: They want to be different (though not necessarily too different!). As a result, people may conform to the basic outlines of a fashion, but still improvise to make a personal statement within these general guidelines.

1.3. Clothing Characteristics

Clothing has the characteristics of identification, representation, reflection of the wearer status and personality. Clothing is an "identification" tool that functions in determining the symbolic boundaries between people in a sense. Fashion and clothing is a field where clothes are used to create and reveal a cultural and social identity. The identity phenomenon of the person is embodied in body by clothing and fashion.

Fashion is a form of non-verbal communication. The dressed body communicates our personal and social identities. It expresses our thoughts, feelings, and desires, as well as group membership. Clothes refer to a style (lifestyle) and those who share this lifestyle want to see and identify each other to look like the custodian of these symbols. For example ‘zoot suit’ has some communicative purposes for Zoot-suiters who are Young Afro Americans or Mexican-American Youths, to express their identities in the society.

The significant and communicative expression over clothing in the context of social groups mostly is seen at sports team’s fans. For example if you wear a t Real Madrid football team, shirt which belongs to it means that you support a team Real Madrid and wearing that t-shirt makes you a part of that team. And you feel a group belonging.

When we look at the Ancient Roma (B.C. 509/476) ‘toga’ is the definitive representation of the Ancient Roman. Toga is a kind of body covering for a man which is large white woolen or linen piece of fabric was carefully folded and draped on the body, in order to produce a garment that represented a specific type of Roman. Togas were important social representations; denoting power, occupation, and social place of upper class Roman citizens because foreign, prisoners and slaves were wearing a simple tunica (tunic), toga ban for them.

The symbolism in the colors of the clothing continues to be one of the most powerful and the most symbolic sign. For instance purple is the sign of elegance and black-colored garments mostly the sign of mourning.

Also every item of the clothing has significant symbols, especially fabrics. The symbolism of the fabric consists of many items. The fabric with some adjectives, such as expensive-cheap, rare-widespread, has had significant signs both in history and today. For example, in ancient Egypt linen and then cotton are considered noble fibers because they are not of animal origin. For this reason, according to the famous historian Herodotus (B.C. 484-426), people were not allowed to go into temples with woolen clothes and to be buried with woolen clothes. Another example, silk

was very precious fabric because of its hard producing process and still an expensive one. At history of costume we can notice that just important persons such as royal members can wear a garment which was made of silk.

Considering clothing as a communication system, also that the clothing refers also codes about cultural structure of a person or society. Traditional clothing ‘kimono’ with T-cut and embroideries is the universal symbol of Japan. Its colors and selected motifs - mostly taken from nature - are loaded with strong symbolic side meanings and show many things about age, status, and give much knowledge to the observer about wearer.

Clothes are visible expression of gender identity of the person not just about the wearing style but also using the terms for representing the gender identity.

Self-check-1

Direction: -Answer all the questions listed below.

1. Discuss the function of clothing?
2. List factors that influence fashion?
3. Why people wear cloth?
4. Explain the characteristics of clothing?
5. What does mean fashion is a form of non-verbal communication?

Unit Two: Fashion terminologies, trend and styles

This unit to provide you the necessary information regarding the following content coverage and topics:

- Fashion history
- Basic concept of fashion, trend and styles.

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Discussing and understanding fashion history
- Identifying term of fashion, fashion trend and styles

2.1. Fashion History

Anthropologist tell us, their first priority was to decorate themselves and to impress others as well as to protect themselves against evil forces. Scientist today believe that the skin of humans has become less hairy because, during the course of time, people began to wear more clothing.

In the prehistory humans were used leaves, ferns, animal hair, and feathers to cover their body for the protection of fear. Animal skin and body paint also used in the prehistoric season.

First known pieces of woven clothing come from Egypt made from linen from around 5,000BC. The earliest example of silk weaving appears to be from China, produced around 3,700BC. From India, woven silk articles started around 2,000 2,500BC.

Form feudalism through the early 20th century, fashion was a phenomenon of the upper class, which in some circumstances may have influenced the lower social classes. Prescribed dress laws made sure that from the Middle Ages to the 18th century, people did not over step the boundaries of their social status. In the ancient time the laws determined who could wear what fabrics, colors, and styles.

Todays, in a time of mass production of cheap fashion for all, fashion seems to have become democratic.

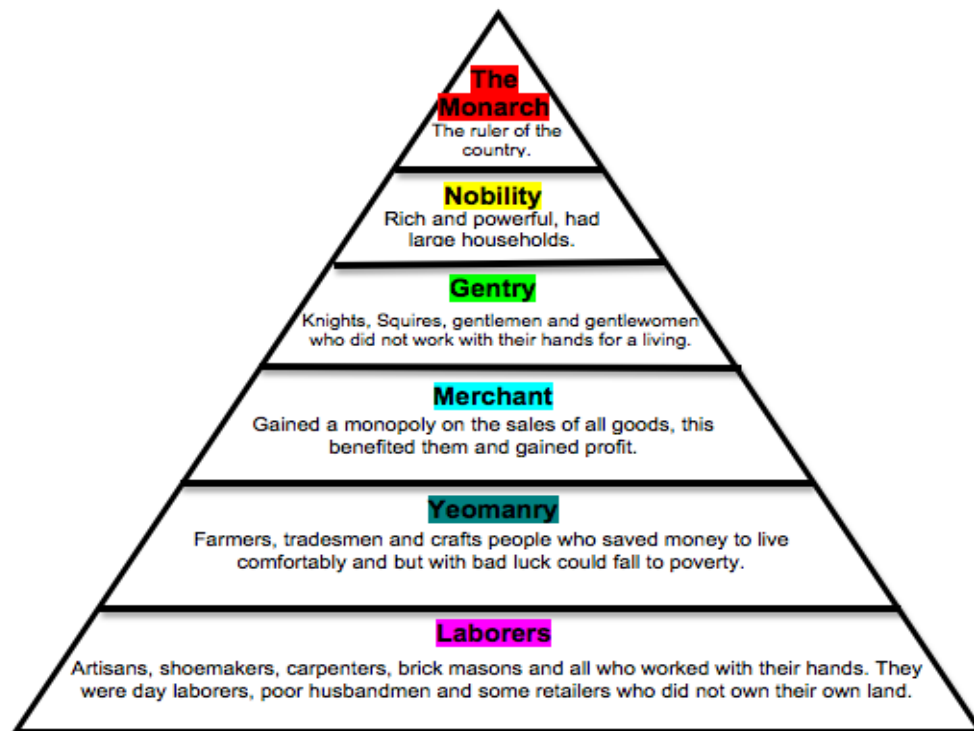


Figure 2.1: Social classes and occupations

Historians agree that somewhere, in the middle of the XIVth, we can observe the beginning of fashion as a system of constant renewal as we still experience it today.

Fashion is phenomena on that is invented, or at least observed sometime during the middle of the XIVth century. So it coincides with the development of a modern capitalist economy. This XIVth century is a moment where we see the changes in garments, in accessories, accelerate. France, as a very central element in the history of fashion especially throughout the XVIIth and XVIIIth century. France also considered the center of fashion for almost 400 years from 1600s into the 1900s. Especially in Paris



Figure 2.2: Prehistory humans wear

2.2. Basic concepts of fashion, trend and style

2.2.1. What is fashion

Fashion is a concept which is linked in a positive way with beauty, style and glamour. In a way, fashion is a sort of an art with which a culture is examined with the belief of beauty and goodness. Fashion can vary within a society too as per the age, generation, occupation, class and geography.

Many people assume fashion is clothing, and although this may be true in a sense, fashion is actually much more complex and meaningful. Consider the following quotes about fashion:

- **Herbert Spencer: “fashion is Imitation and Distinction”** .The frequently changes of fashion phenomenon are a result of the hierarchically lower classes trying imitate the upper classes for social respectability.
- **Gilles Lipovetsky: “Fashion is the most recent expression”** of self-affirmation relaxation of attitudes, love intimacy and self-expression related to the universe of democratic values as autonomy, hedonism, psychology driven by mass culture.
- **Coco Chanel: “Fashion is not something that exists in dresses only. Fashion is in the sky, the street; fashion as to do with ideas, the way we live, what is happening”**.

Fashion is the manner of our being-the clothes we wear, the food we eat, the way we spend our leisure time and the activities we are involved in. Hence, Fashion is the integral part of our everyday life or in other words 'lifestyle'. Fashion is the visual representation of a society's - economic, political or cultural state at a particular time. This visual representation can be seen in our everyday lives or in the museums, can be read in books or magazines or even watched in the cinemas.

Dictionary of fashion history, its use in English language has been increasingly associated with clothing and the constant shifts and changes in personal adornment. According to Merriam Dictionary fashion is defined as the prevailing style (as in dress) during a particular time.

The terms clothing, dress, and fashion used interchangeably but words are not interchangeable in fashion. Clothing is a product made out of a textile that is worn on the body; a shirt is an article of clothing. Dress includes three elements:

- (1) Any item worn on the body (e.g., clothing, accessories);
- (2) Any modification to the body (e.g., tanning, dieting, tattooing, hair styles); and
- (3) Anything appended to the body (e.g., handbags, crutches, dog leashes, fans).

A fashion is a form of dress or article of clothing that has or will become popular. Fashion is also a social process whereby an item of clothing or dress is adopted by many people. The concept of fashion can be applied to any object or behavior or way of thinking. There is fashion in automobiles; in the late 1950s cars with fins were fashionable. There is even fashion in the type of social media used; Example Facebook, Tik tok, Instagram etc. Fashion is most often related to clothing because of the nature of the industry and its products. Forms of dress, such as apparel, jewelry, and accessories, are quicker to design, produce, and sell than other products.

2.2.2. Style

A style is a characteristic or distinctive feature of a garment that makes it look different from the others. The word style can be addressed not only for apparel but also for the way one speaks, writes, and looks which makes him different from the others. Designers interpret fashion ideas and create an array of styles for their targeted group of customers. These styles when received and sported well by the people become fashionable. A style whether in fashion or not always remain constant. For example, a tiered skirt style may not always be in fashion, yet it will always be comprised of the same cut and details, which make it a tiered skirt. Thus, Fashion puts together various styles that may be seen extensively at a prevailing time but style itself is timeless and permanent. A specific style of a garment has many components, for example it's- fabric, color, surface ornamentation and trims, all of which contributes to difference in design. Therefore, these details characterize each design, setting it apart from the others in the same genre thereby becoming individual interpretations of a style

2.2.3. Fashion Trend

Trends are manifestations of similar fashion styling that most of the influential designers and brands reflect in common, at almost the same time. It is hence an indicative of the direction in which fashion is likely to move. Some styles may have fresh detailing that has been captured in common by different designers with their own variations. This collective thread of similar response is because of instinctive similarity in creative thinking that may be result of common inspiration. For example, a certain form of garment silhouette, fabric, and color surface decoration may be reflected in common in several design collections. These highlighted design variations in fashion styling when are perceived and reported by trend analyst and written or broadcasted by media sets a trend. Trend shows the shape, silhouette, colors, materials and details that are used in the season. This is useful in the design process to follow the lines of fashion moves.



Figure 2.3: Fashion trend

2.2.4. Fashion Forecasting

Fashion forecasting is the prediction of the coming season color and trend. Fashion forecasting involves the following activities such as studying market conditions, noting the life style of the people, researching sales statistics, evaluating popular designer collections, surveying fashion publications, observing street fashions etc. Fashion producers like the designers, brands or retailers have huge financial investments in the fashion business and hence, have to ensure that the products they produce are as per current fashion, consumer tastes and preferences. Therefore, forecasting fashion trends far ahead of selling season becomes inevitable.

Fashion forecasting is a vital activity where experienced fashion analysts or agencies:

- Scrutinize past consumer buying patterns for indicative signs for current market dynamics and project these in future.
- Analyze current successful trends which have the potential to be progressive and hence carried forward in next selling season.
- Decide which fashions are prophetic from the fresh design collections.
- Estimate which segment of the market will accept a particular fashion.
- Determine the time when these fashions will be acceptable to the target customers.

Self-check-2

Direction: - Answer the following question

- 1) Discuss prehistoric fashion history?
- 2) Where is the central element of fashion history?
- 3) Define the term fashion?
- 4) What is the difference between style and fashion?
- 5) Discuss about fashion trend and fashion forecasting?

Unit Three: Basic Concepts of fashion Design

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Focus area of fashion design
- Fashion Categorization
- Concepts of branding
- sustainable fashion

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identifying focus areas of fashion design.
- Discussing fashion categorization
- Discussing concepts of Branding
- Discussing fashion sustainability

3.1. Focus areas of fashion design

The apparel industry is one of the most important sectors of the economy, creating jobs and products that meet fundamental human needs. Fashion is a big business that substantially contributes in running of a country's Economy. The business of fashion traditionally concentrated on producing and serving domestic customers or market. This act of serving to the ultimate customer is called retailing. However, today the industry is a global one, and manufacturers are focusing on catering to the world consumer at large. The fashion industry is not only limited to apparels but includes interior spaces, accessories, cosmetics and so on. The designer products and styles are available in all the segments of consumer goods, be it haute couture or mass market. In the fashion industry, designer is maintaining one of the most essential roles for product design. To launching a new design, talent and skills are must require. To become a professional and successful designer, some initial creators must be needed like fashion knowledge that ranges all across the industry, fashion trends, sketching, painting, fashion illustration, knowledge about fabrics, colors and others materials, and create prototypes for fashion or trade shows.

Fashion design mainly focuses on creating creative design, making samples, making pattern using CAD and manual in the industry. Fashion design in industry mainly focus on pre-production process. Fashion designers create a new design and for developing this design they give instruction by their team or juniors. They work in variety of industries like manufacturing, clothing companies, design firms or boutiques.

Different Branches of Fashion Designer

- Costume designer (Men's wear, women's wear and children's wear)
- Shoe designer
- Accessories designer
- Lingerie designer
- Embroidery designer

3.2. Concept of high fashion and ready to wear fashion

3.2.1. Fashion Categorization

Fashion can be categorized according to:

- Group in which it is accepted - i.e. High Fashion or Mass fashion.
- Duration for which it lasts – i.e. Classic or Fad.

- Custom made or in multiple size ranges – Haute Couture or Prêt-a-porter.

Group in which it is accepted

a) High Fashion

High Fashion refers to those styles or designs accepted by a limited group of fashion leaders like celebrities, socialites or fashion innovators who accept fashion change at a very early stage. Such people have fan following and hence power to influence many more.

The garments are presented in the fashion shows by fashion designers in the presence of the media, which plays the role of giving coverage to the styles exhibited, thus highlighting the fashion direction for the viewers or readers. Fashion leaders, celebrities or socialites initiate the process of supporting this trend in significant events where high level of public viewing is inevitable. Having the power to influence, the trend catches up with more and more people. High Fashion garments are introduced at a high price and manufactured in limited numbers with more elaborate detailing and overall good quality fineness in the product.

b) Mass Fashion

Mass Fashion refers to those styles or designs that are accepted by higher number of fashion conscious consumers. Mass fashion garments are produced in huge quantities, moderately priced with garment detailing that can be replicated in bulk quantities. A considerable number of apparel brands cater to this sector.



Figure 3.1: Fashion accepted by higher number of consumers

Duration for which it lasts

a) Classic

Some styles have the perennial ability to never become completely obsolete, but instead to remain timelessly popular. A classic is characterized by its implicitly of design and impeccable quality, which prevents it from being outdated. An iconic example is the blue denim used for certain merchandise like the unisex jeans and jackets. Even after 100 years of its existence the blue denim jeans continues to make strong fashion statement which is classless, ageless and with a universal appeal.

b) Fad

Fads are short-lived fashions that peak in popularity within a very short period due to an unusually quick level of acceptance by a particular segment of the market. They lack the design strength to hold consumer attention for very long. Often fads are introduced in lower price ranges. Thus, they are relatively simple and inexpensive to copy with the potential of flooding the market in a very short time. Quick market saturation causes an equally rapid onset of boredom leading to the disappearance of the fad.

Custom made or in multiple size ranges

a) Couture

Couture saw its emergence in France, which used to be the center of fashion because of the patronage that it received from the royal court. From the work of Charles Worth (who is called the father of couture in the mid-nineteenth century, that included making dresses for Empress Eugene, wife of Emperor Napoleon III) to the modern day, couture has carried with it the connotation of being high fashion, intricate and exquisite in workmanship, embellishments and often, flamboyance. Hence, it results in high cost, exclusivity and therefore a limited clientele. Couture clothes are often custom-designed created for specific occasions and are often the subject of discussions and reports along with the celebrities who wear them. Since, a large segment of population cannot afford couture clothes; these are often copied to some degree in look and style to be sold at lower prices.



Figure 3.2: Costume made

b) Prêt-a-porter (ready to wear)

Prêt-a-porter is another French term that denotes 'ready to wear', and refers to mass produced fashion, where styles are produced in various sizes and colors. This facilitates the customer to purchase the garment off the shelf without alterations. Historically, with the couture garments becoming increasingly expensive, the mass produced garments became more and more fashionable, and by the 1960s, the ready-to-wear became as influential as the couture. This affected the commercial performance of the couturiers. Hence, they introduced their own pret-a-porter collections in the market. While the high-end prêt designer clothes may cost substantially, and almost as much as some of the designer clothes, the prêt line does not lend itself to exclusivity. It is the mass production of clothes that makes prêt-a-porter or ready-to-wear a profitable business.



Figure 3.3.: Ready made

3.2.2. Fashion Dimensions

The term fashion has three important components: Style, Acceptance and Time.

I) Time

Time makes fashion cyclical, what is in fashion today may be out the next year. This change keeps fashion business growing and exciting. Change may never have a consistent pace. It may be sometimes rapid and some other times gradual. Women's apparel category has always shown most rapid changes whereas, fashion in home furnishings transforms comparatively slower.

II) Acceptance

Acceptance is the willingness of the consumer to buy the style and wear it in order to get visibility. Acceptance does not need to be universal. A style may be accepted in one group while other segments may ignore it. For example styles that are considered fashionable in a metropolitan city may not be acceptable to people living in the villages. Likewise, a style that may be acceptable and fashionable in one part of the world may be rejected in the other.

III) Style

Style refers to a person's particular way of expressing themselves whether that's through clothing, writing style, or a style of architecture. In the fashion world, "style" is usually shorthand for "personal style," or the way an individual expresses themselves through aesthetic choices such as their clothing, accessories, hairstyle, and the way they put an outfit

together. Style is something that is unique to everyone. Style is the person's own choice in clothes, accessories, and others. Style is not totally dependent on clothing; it can be related to anything that makes the person look stylish. In another view, style is the extension of fashion which does not change like fashion.

3.2.3. Fashion Cycle

Consumers are exposed each season to a multitude of new styles created by fashion designers. Some are rejected immediately by the press or by the buyer on the retail level, but others are accepted for a time, as demonstrated by consumers purchasing and wearing them. The way in which fashion changes is usually described as a fashion cycle. Fashion cycle is usually depicted as a bell shaped curve encompassing five stages: introduction, rise in popularity, peak of popularity, decline in popularity, and rejection. The cycle can reflect the acceptance level of the product.

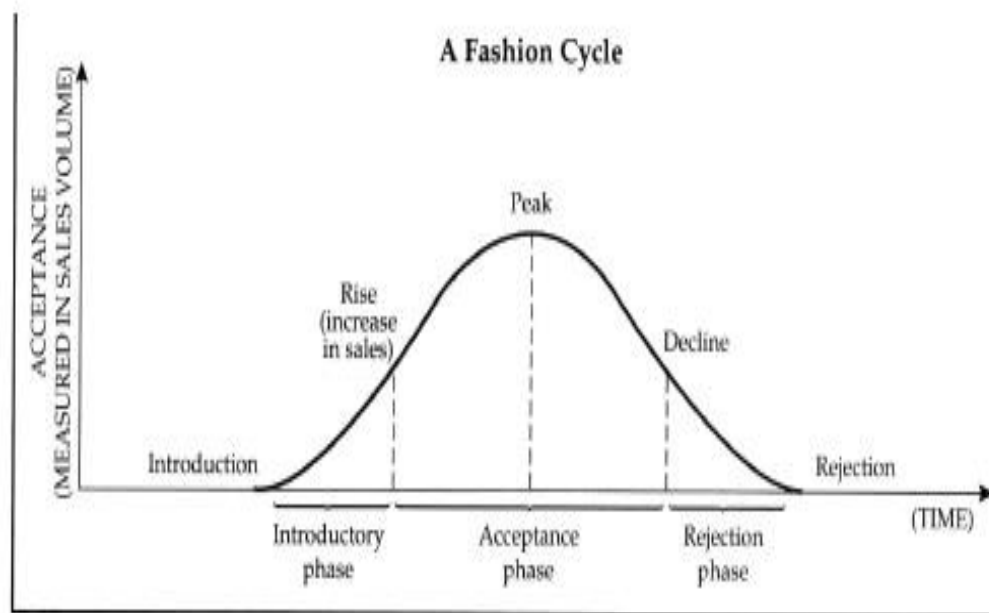


Figure 3.4: Fashion cycle

Introduction stage: - At this stage new style or designs are introduced into the market. Their manufacturing costs are high because they are manufactured in limited quantity so the price of the new fashion is high. The intentions of the promotional activities are high to make the fashion popular through celebrity endorsement, fashion shows and advertisements. But in this stage the sales will be less.

Increase stage: - At this stage it is considered as rising stage and it is accepted by the more people when compared to the introduction stage. The price will be also reduced because its production rate is high. The bad thing is that the original product is duplicated by the other manufacturers and is termed as line-for line copies. These line-for line copies are produced with less expensive raw materials.

Peak stage:-When the new fashion is being accepted by large number of people it is considered to be in peak stage. Then its production is increase to sell at the competitive price for the customers. This is also referred as ‘plateau’.

Decline stage:-Decline stage starts here when consumers are getting bored on the style and start looking for a new fashion. The markdowns or discount offering starts here and also promotional efforts are concentrated on discounts or markdowns. But the leading retailers abandon the fashion and start selling new fashion merchandise. The new fashion is introduced in the market at this stage.

Rejection stage:-Rejection stage is that no more particular fashion is existed in any market or stores. The next new fashion will be in rise stage at this moment.

3.3. Concepts of Fashion Branding

The American Marketing Association states that brands are a name, sign, symbol, design or a combination of them that are intended to identify products or services of one seller and to differentiate them from those of another seller. This definition includes many traditional elements of brands such as the factors related to visual identity and clear external elements associated to companies and brands.

A brand is a combination of corporate behavior and values, the technical functionality and quality of products and the intangible promise the company instills in their products for customers. It is a combination of tangible and intangible attributes and seeks to create a positive connection with the customer in order to create incentive for customers to use the products of the company in the now and in the future. The brand is an essential part of the buying process because it is a sum of tangible and non-tangible elements that allow consumers to quickly learn about the intrinsic characteristics of a product and the quality of the producer. In the fashion industry, brands can be identified using various parameters.

Depending on target segments or the positioning strategy, brands can be classified into four categories:

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- Griffe brand
- Luxury brands,
- Premium brands,
- Mass-market brands



Figure 3.5: Fashion Pyramid

Griffe brand: Griffe, or designer brand, is at the top of the pyramid. The term griffe is derived from handwriting and refers to the pure creation of an item by hand, created in atelier. Thus, it is unique, irreproducible, and eternal. Yves Saint Laurent is an example of griffe. Some famous designer brands oftentimes also offer luxury brands—Dior produces both griffe and luxury brands.

Luxury brand: - which originates from either designer brands (e.g., Dior and Chanel) or craftsmanship (e.g., Gucci and Louis Vuitton). Luxury brand has six features: excellent quality, high price, scarcity and uniqueness, aesthetics and poly-sensuality, ancestral heritage and personal history, and super superfluosness. The essential elements of luxury products are craft, uniqueness, exclusivity, and artistic talent—though some crafts have been replaced by machines.

Luxury brand offer excellent quality, scarcity and uniqueness, and excellent aesthetics and polysensuality—all of which claim these products a high price.

Premium Brand: Also called new luxury or new luxe, premium brands have elements from both luxury and mass-market brands. Premium brands have refined their products and branding strategies, proposing alternatives to luxury for a better value. Premium brands have three sub-categories.

Premium brands try to address and appeal to a larger audience than luxury brands. They are seeking to sell to anyone who is willing to pay for the quality and upgrade from the value version of the product. Their marketing usually addresses the price for value aspect, and try to deliver this message to everyone interested in their product category.

- Super-premiums: priced at or near the top of their category such as Emporio Armani, these brands target consumers who belong to classes immediately below the traditional pure luxury customers.
- Old luxury brand extensions: lower-price versions of products created by companies such as Valentino Prêt-à-Porter whose brands have traditionally been affordable only by the rich.
- Masstige: priced well below super-premium or old luxury brand extensions such as Victoria Secret. It is oftentimes premium in terms of price and quality among mass products.

Example: Nike, Coach, DKNY, Calvin Klein, Tommy Hilfiger, Hugo Boss, Diesel

Mass-market brand: - Fashion brands that produce goods in larger quantities for the mass. This brand Provide ready-to-wear garments to the mass. Mass-market brands generally take cheap quality materials of fabrics to produce creative and affordable fashion which is easily accessible to the mass. Mass-market Brands take simpler production techniques into consideration to help with the cost of the production of garments. Example: Zara, H&M, Mango, Fashion Nova...etc
Branding has the goals of influence peoples associate with your brand and how they feel about it, to create distinct identity to your industry/business and to build loyalty over time.

3.4. Fashion Sustainability

The fashion industry is the second largest polluter in the world just after the oil industry. And the environmental damage is increasing as the industry grows. There is a major environmental problem in the fashion industry right now. Decades of complacency and ignorance over the manufacture of high volumes of garments has led to a mountain of waste and ongoing pollution. A trend for fast fashion and a lack of sustainability in the fashion industry became the norm. We now have ongoing issues with emissions, manufacture processes, sustainable growth, micro particles and more. In most of the countries in which garments are produced, untreated toxic wastewaters from textiles factories are dumped directly into the rivers. Wastewater contains toxic substances such as lead, mercury, and arsenic, among others. These are extremely harmful to the aquatic life and the health of millions of people living by those river banks. The contamination also reaches the sea and eventually spreads around the globe. Another major source of water contamination is the use of fertilizers for cotton production, which heavily pollutes runoff waters and evaporation waters. Clothing has clearly become disposable. As a result, we generate more and more textile waste. A family in the western world throws away an average of 30 kg of clothing each year. Only 15% is recycled or donated, and the rest goes directly to the landfill or is incinerated.

Sustainable fashion (also known as eco-fashion) is an all-inclusive term describing products, processes, activities, and actors (policymakers, brands, consumers) aiming to achieve a carbon-neutral fashion industry, built on equality, social justice, animal welfare, and ecological integrity. Sustainable fashion concerns more than addressing fashion, textile or products. It addresses the entire process in which clothing is produced, consumed and disposed of; who, what, how, when, where and the expected useful life of the product before entering landfill. The sustainable movement looks to combat the large carbon footprint that fast fashion has created by reducing the environmental impact of fashion such as air pollution, water pollution and overall climate change.

Sustainable fashion movement believe that the fashion industry has a clear opportunity to act differently, pursuing profit and growth while also creating new value and deeper wealth for society and therefore for the world economy. The goal of sustainable fashion is to create flourishing ecosystems and communities through its activity. The movement believes that clothing companies ought to place environmental, social, and ethical improvements on

management's agenda. This may include: increasing the value of local production and products; prolonging the lifecycle of materials; increasing the value of timeless garments; reducing the amount of waste; and reducing the harm to the environment as a result of production and consumption. Another goal is to educate people to practice environmentally friendly consumption by promoting the "green consumer", which can allow for the company itself to gain more support and a larger following

3.4.1. Fast Fashion

Fast fashion consists of garments made at cheap quality, low price, mass produced, machine made and are seen to end up in the landfills very soon. Fast fashion can be defined as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture and turns them into garments in high street stores at breakneck speed to meet consumer demand. The idea is to get the newest styles on the market as fast as possible, so shoppers can snap them up while they are still at the height of their popularity and then, sadly, discard them after a few wears. It plays into the idea that outfit repeating is a fashion faux pas and that if you want to stay relevant, you have to sport the latest looks as they happen. It forms a key part of the toxic system of overproduction and consumption that has made fashion one of the world's largest polluters. Before we can go about changing it, let's take a look at the history. The environmental impact of fast fashion comprises the depletion of non-renewable sources, emission of greenhouse gases and the use of massive amounts of water and energy. Fast fashion uses synthetic fiber like polyester, nylon and acrylic which take hundreds of years to biodegrade. Micro plastics (tiny pieces) of non-biodegradable plastic – in the ocean come from the laundering of synthetic textiles like polyester. The production of making plastic fibers into textiles is an energy process that requires large amounts of petroleum and releases volatile particulate matter and acids like hydrogen chloride.



Figure 3.6: Environmental impact of fashion industry

3.4.2. Slow fashion

Slow fashion is a concept that opposes fast fashion. The movement advocates for conscious production, distribution, as well as mindful consumerism, as a response to the fashion industry that is polluting and wasteful. Slow fashion is an aspect of sustainable fashion and a concept describing the opposite to fast fashion, part of the "slow movement" advocating for clothing and apparel manufacturing in respect to people, environment and animals. As such, contrary to the industrial practices of fast fashion conglomerates, slow fashion involves local artisans and the use of eco-friendly materials, with the goal of preserving crafts and the environment which, ultimately, provides value to all, slow fashion brands, consumers and retailers.

Slow fashion is a way to "identify sustainable fashion solutions, based on the repositioning of strategies of design, production, consumption, use, and reuse, which are emerging alongside the global fashion system, and are posing a potential challenge to it. It is an alternative to fast fashion in the sense that it promotes a more ethical and sustainable way of living and consuming. It encompasses the whole range of 'sustainable,' 'eco,' 'green,' and 'ethical' fashion movement”.

This movement is another business model that focuses on both slowing down consumerism and respecting the environment and ethics

The main characteristic feature of slow fashion is that it is not produced in bulk (no mass production). It is also done with emphasis on skills of the craftsman who works inducing soul into their products. The products are locally sourced and made for customers. Since products taken from nature, made in hand, quality checked at every step makes the product costly. Slow fashion is ethical and serves as a bond between raw materials, labor force and environment. The classic designs and traditional methods of making a fabric and clothing is part of slow fashion.

Table 3.1: Comparison between fast and slow fashion

Difference between fast and slow fashion		
Category	Fast fashion	Slow Fashion
Raw material	Petroleum based materials (Synthetic fiber)	Locally sourced, bio-degradable, organic, natural dyes and natural materials. It also includes recycled, repurposed, upcycled materials
Manufacturing	Cause environmental implications during production	It uses less harmful ingredients and employs eco-friendly traditional methods of production
Cost and quality	Cheap and low quality	Expensive and lasts long
labor	Involves factory or workshop which uses workers in low wages, poor working condition and long working hours	Uses people from local or nearby area. Serves as a means of providing livelihood
Sustainability	It is not possible to create eco-friendly product as it involves chemicals	Made in small quantity with high quality, with motto to live with nature and not against it
Presence of toxins	Large amounts of carcinogens	Organic materials and safe ecofriendly materials for manufacturing

Self-check-3

Direction: - Answer the following question

- 1) Write the role of fashion designer?
- 2) Classify fashion based on group it is accepted?
- 3) Classify fashion based on duration for which it lasts?
- 4) List out the three fashion dimension?
- 5) Discuss about fashion cycle?
- 6) Discuss about fashion branding and brand classification?
- 7) What is fashion Sustainability?
- 8) List impact of fashion industry?
- 9) Which material is used for slow fashion? Why?
- 10) Compare fast fashion with slow fashion?

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Participants of this Module (training material) preparation

No	Name	Qualification (Level)	Field of Study	Organization/ Institution	Mobile number	E-mail
1	Yosef Abebe Getachew	B- level	Fashion design and Textile Engineering	Mary Help College	0923684937	Josephabebe5@gmail.com
2	Endreyas Miftah Ahimed	B-level	Garment Engineering	Burayu Polytechnic College	0912636386	miftahendrias2005@gmail.com
3	Muluembet Admassu Abebe	A-level	Garment Technology	Hawasa Polytechnic College	0985131178	Muluembetadmassu06@gmail.com
4	Biniyam Genet Chekol	B-level	Garment Technology	Tilili Tvet College	0922440120	Biniyamgetnet@gmail.com
5	Abdusemed Adem	A-level	Fashion design and Garment Technology	Diredewa Polytechnic Collage	0910075389	Biniyamgetnet933@gmail.com

