

Chapter 4

Categories of Products in Fashion

4.1 Introduction to the fashion industry

With the advancement of technology and consumer awareness, the Indian and global fashion market are getting new arenas for expansion. 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.

Today, the fashion industry is soaked with the designer stores, labels mass market brands in national and international market serving varied market segments. With the e-retailing through internet the consumer and the producer have shortened the distance between them, leading to a very short production time. With a click of a button the consumer can order any part of the globe. Products in earlier times were available to satisfy needs of human beings, which have now expanded to fulfill the wants and desires of today's consumer,

The fashion industry is divided majorly into three segments: Home, Apparel and Accessories. All the segments consist of exporters, buyers, traders, suppliers, designers and agencies who represent India in the global market as a leading country. Among all the three segments various shows, trade fairs and market weeks are showcased with the help of Government and non Government organizations and associations for benefiting the traders and workers associated with them.

4.2 Home Fashion Products

The home fashion industry is a huge industry which involves people from all the geographic sectors of the country i.e. from villages to urban cities. The fiber to fabric development is the core area of home industry. Hence, a considerate amount of input through trend interpretation and market research goes in the development of the products. The home fashion industry is further segmented into stitched and unstitched categories.

A) Unstitched Product category of home textiles

The unstitched segment of home textiles caters to both apparel and home fashion sector. This segment specializes in the products which doesn't require any stitching after being produced in fabric form.



Fig 56: Woven Stoles designed by Amit Sharma for Barabanki Cluster, Uttar Pradesh, 2008

❖ Apparel

The major components of the unstitched category are saris, stoles and scarfs. All these products are developed on loom and ready for sale after construction without any further stitching.

❖ Floor Coverings

India is famous worldwide for its hand- knotted carpets and hand-woven dhurries. The products like rugs, bathmats, carpets are created ready on the loom. The floor covering market is a niche market of home category and caters to many national and international.



Fig 57: Designer Rug Designed by Amit Sha

B) Stitched category - Home

Fabrics once developed on loom are further stitched to create products for home. In the home fashion industry products are classified as per the rooms in a house like dining room, living room, bedroom and kitchen. The products are designed and created as per the requirement of the consumer for that particular room. These collections are also named as per the rooms like Table Line for dining room, Kitchen line for kitchen, Bed line for bedrooms and Living room line for living rooms. The products in each line are described as below.

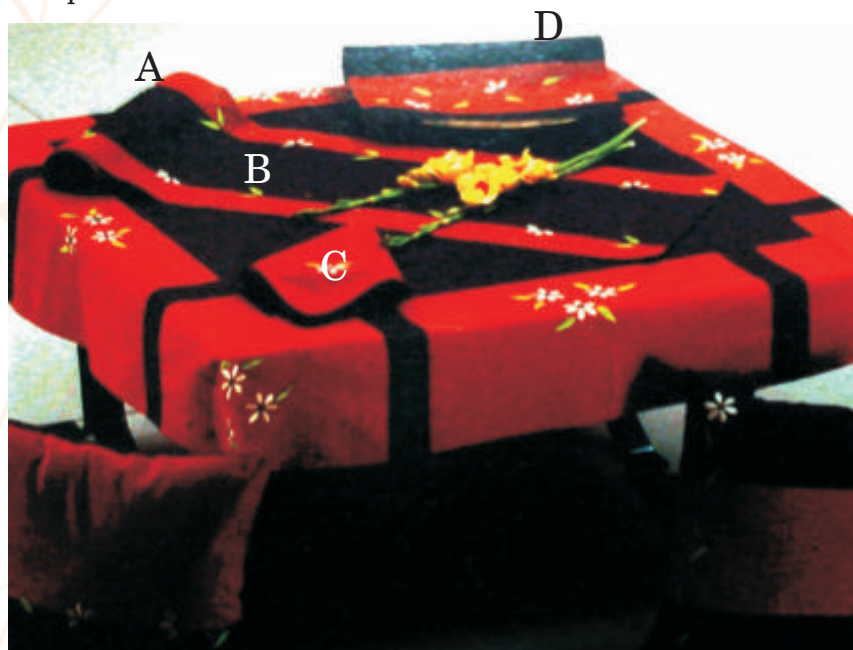


Fig 58: A. Table Cover B. Runner C. Napkin
D. Placemat Designed by Anu Sharma

a) **Table Line:** All the products in this line are kept over the dining table.

- ❖ **Table Cover:** A square, rectangular or circular piece of cloth to cover the tables.
- ❖ **Runner:** A long rectangular piece which runs from one end to the other end of a table. It is used to keep serving bowls over it.
- ❖ **Coasters:** These are small square/rectangular/circular/any other shape products, used for keeping glasses on it.
- ❖ **Placemats:** Placemats are also products of various shapes, used for keeping plates, Knife, forks etc. over it.
- ❖ **Napkins:** These are square shaped fabrics used for various purposes like wiping hands or keeping over lap while consuming food.

b) **Bed Line:** A collection of products for bed and windows in the bedroom.

- ❖ **Duvet Cover:** Duvet covers are the covers of the quilts. These covers can be made up of varied fabrics and embellished with placement prints, embroideries etc.



Fig 59: Designer Bed Line- A. Duvet Cover
B. Pillow Covers Designed by Amit Sharma



Fig 60: Designer Bed Line- A. Quilt
B. Cushion Cover C. Pillow Covers
Designed by Anu Sharma

- ❖ **Bedcover:** Bedcovers are placed over the bed sheet for decorative purposes.
- ❖ **Throws:** These are long rectangular sheets like products, commonly adorning the couches or beds. They can be woven or knitted.
- ❖ **Quilts:** Quilts are stitched, padded bed sheet sized fabrics filled with cotton or polyfil. The quilts have stitches done by hand or machine in order to hold filling in its place.
- ❖ **Pillow** cases are created to coordinate with quilts or bedcovers or duvet covers. The pillow covers are designed for covering the pillows commonly in rectangular shapes.
- ❖ **Cushion Covers:** The covers created for cushions are called as cushion covers. Cushion covers are of various sizes and shapes.
- ❖ **Curtains:** The drapes on the windows are termed as curtains, which are rectangular in shape. The curtains can be stitched in various pleating techniques.

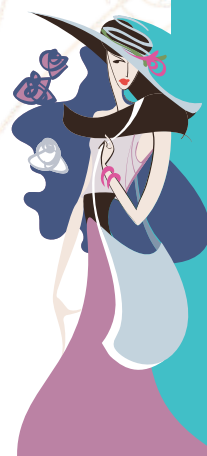




Fig 61: A. Curtain B. Throw C. Cushion Cover Designed by Amit Sharma

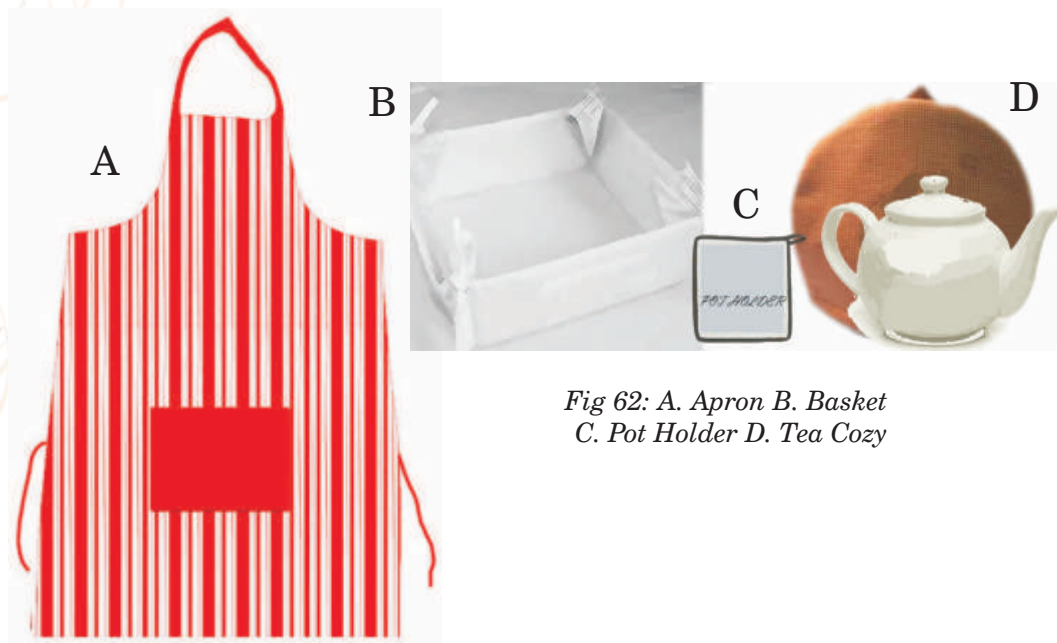


Fig 62: A. Apron B. Basket C. Pot Holder D. Tea Cozy

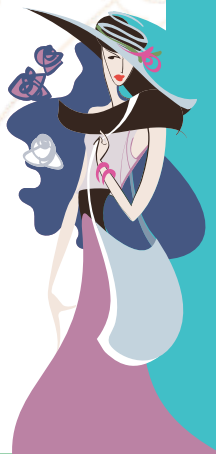
- c) **Living Collection:** This collection consists of the products to be displayed on the furniture and windows in the living room. The range of products in living collection, are also part of the bed line.
- ❖ Cushion Covers
 - ❖ Throws
 - ❖ Curtains
- d) **Kitchen Line:** A collection of products to be used by the chef and to serve the food on table.
- ❖ **Apron:** Apron is a garment which is worn over the attire while cooking. It protects the cook from dirtying his/her clothes while cooking.
 - ❖ **Bread Basket:** Bread baskets are generally square shaped baskets, which are used to keep bread on the table.
 - ❖ **Pot holder:** It's a small square quilted piece, used for holding the pot while serving the hot beverage from it.
 - ❖ **Tea Cozy:** Tea cozy are inverted U-shaped stitched and commonly quilted covers, used for covering the tea pot. It also helps in keeping the beverage hot in the pot for a longer time.

4.3 Apparel Product Category

The apparel industry is categorized mainly in three segments namely, menswear, womens wear and children wear. All the segments are further classified for particular age groups of men, women and children.

4.3.1 Menswear

In apparel menswear category, there is a large segment of consumer which acts as workforce in various office setups. The menswear designers have taken inspiration time and again from the economical, political and social scenarios of the globe. With the advent of multinational information technology, banking and service providing companies all around the world the emphasis on the look and style has developed million times in menswear. As the multinational companies emphasized a corporate look of wearing formal suits with accessorization of ties or scarfs, this look became a compulsion for co-operate class in due course of time. However, there has been a shift in menswear over a period of time. Factors like Friday dressing for comfort have made menswear clothes more casual and comfortable to be worn during the working hours.



Denim fabric has played a significant role in inducing a casual look in the menswear market. The fabric is used to create garments like Jeans, Jackets, caps etc. Denim as a fabric was originally worn by the gold miners of California in the 1850s, and since then has remained a timeless classic for more than a century.

It will not be completely incorrect to state, that the young generation menswear is more inspired by sports and current global issues as compared to the elderly generation of menswear.

Menswear segment can be further subdivided into -

- ❖ casual wear
- ❖ sports wear
- ❖ active sports wear
- ❖ formal wear
- ❖ outer wear

Some of the key players of menswear market are Madura Garments, Provogue India Ltd., Indian Terrain, Raymond Apparel Ltd., Levis Strauss & Co. etc.

Menswear in India

Indian menswear can be classified in two broad categories: Ethnic-wear and western- wear.

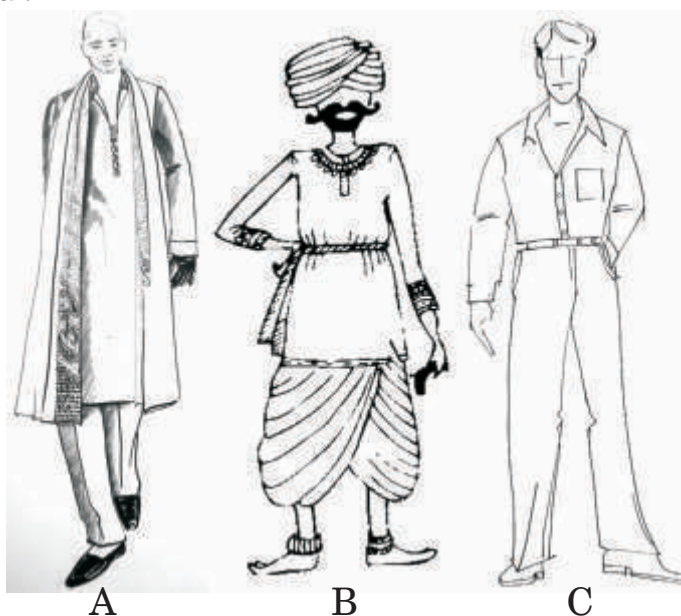


Fig 63: Menswear- A. Kurta Pyjama B. Dhoti Kurta
C. Shirt Trouser Illustrations by NIFT students

Ethnicwear is the traditional dressing in menswear, which includes dhoti, kurta, pyjama and churidars. On the other hand as described earlier with the advent of the foreign companies, Indian menswear has shifted to western look and style of wearing pants and shirts on the professional front. However, the ethnic wear in India is still preferred in the menswear segment on the occasion of traditional festivals or celebrations. Ethnic menswear commonly includes the following:

- ♦ Trousers
- ♦ Kurta & Pyjama
- ♦ Shorts
- ♦ T-shirts
- ♦ Dhoti & Kurta

4.3.2 Womenswear

Womenswear forms a huge segment of the apparel industry. This segment closely follows the trends and forecasts developed internationally in order to cater to this much demanding consumer. Many renowned Indian designers like Rohit Bal, Tarun Tehliani, Ritu Kumar, Abu Jani and Sandeep Khosla, Manish Arora, Manish Malhotra and the list goes on, caters to high end women fashion market all around the globe.

Womenswear can be subdivided into the following categories - evening wear, bridal wear, Indian ethnic wear, sports wear, casual wear, street wear, formal wear, night wear and maternity wear.

Every product is designed to cater to the needs of following customer category like -

- ♦ women
- ♦ missy
- ♦ petite
- ♦ junior

Beacuse of the very nature of fashion this category is regularly upgraded with the most current in the season whether that may be color, fabric, silhouette, trim or any other form of detailing. Hence, the women fashion line is created as per the faster changing trends. Keeping in mind the season, size and segment of customer it is catering to.

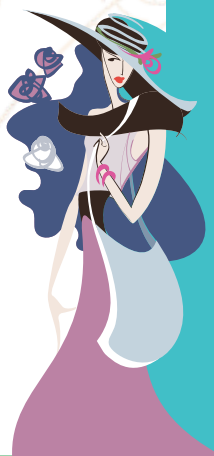




Fig 64: Womenswear A. Skirt Blouse B. Dress
C. Short Dress Illustrations by Amritha Sreekumar

Womenswear product category includes following most commonly:

- ◆ Dresses
- ◆ Blouses
- ◆ Skirts
- ◆ Pants
- ◆ Kurta Salwar
- ◆ Sari

Womenswear in India

Indian womenswear had seen a great change in the past few years. Over the past few decades the roles and responsibilities of Indian women have grown multidimensionally modulating from home to office, managing and handling social obligations, and working towards self awareness and development. This transition in their lifestyle has lead to change in preference for their clothing. Transcending from Saris to Suits heading towards more casual clothing. This consumer preference shifts are not only being observed in urban areas but are also noticed in the suburbs and villages of India too. However it may not be as extensive.

Introduction and acceptance of the western wear in Indian community has still not been accepted by many social classes, this reason has also led to introduction of Indo-Western wear. Apparel and lifestyle brand Fabindia is a good example to demonstrate amalgamation of Indian craft and design aesthetic with western silhouettes and look. Hence, contemporizing the ethnic product to suit today's consumer.

This extensive womenswear market requires an array of products and accessories, which are designed and introduced regularly by national and international fashion designers.



Fig 65: Block Printed sarees from Jodhpur

4.3.3 Kidswear

With technology playing a pro-active role in today's consumer products and kids having immediate access to information, has led to today's generation of kids being extensively aware. Having this in perspective the designers design products that not just appeal kids but have functional value.

On the other hand the parents are becoming more brand conscious and have greater spending power. Thus designers have greater avenues of creating innovative products in kidswear segment.



Fig 66: Kidswear- A. Dungaree B. Frock C. Shorts and T Shirts Illustrations by Amit Sharma

Many international brands have entered this segment of apparel which was earlier untapped, unlike menswear and womenswear.

The kidswear is segmented on the basis of their age:

- ❖ newborns (0 to 1 month)
- ❖ infants (1 month to 12 months)
- ❖ toddlers (1 year to 3 years)
- ❖ preschooler (3 years to 5 years)
- ❖ middle childhood (6 years to 11 years)
- ❖ preteens (12 years to 14 years)
- ❖ teens (15 years to 17 years)

The garments are developed on gender basis like frocks, skirts and dresses for girls and shorts, trousers, shirts, and T shirts for boys. With girls and boys sharing equal opportunities, the market of unisex garment is on rise in kidswear. Some common outfits which are worn commonly by boys and girls are shorts, trousers, T-shirts, shirts, dungarees, jackets and coats.

However, the silhouettes may differ for boys and girls due to difference in their body shapes.

The fabric used for designing the garments in kidswear category depends upon the age group of the kids for which it is been designed for. Natural fabrics like cotton and soft wools are preferred for infants and toddlers, while the garments for preteen and teen can have both natural and synthetic fabrics, depending on the need of the silhouette, fit and style.

4.4 Leather Product Category

Leather is one of the other materials majorly used in creating fashion products after fabric. This category consists of hides, skins and other parts of animals which are used after processing, for creating the products. Leather is obtained from skins of some known animals like leopards, tigers, crocodiles, snakes, buffalos, cows, sheeps, goats and camels.

However, to save the ecological cycle and protect the nature, the government has banned the killing of endangered animals. This has lead to invention of new materials which mimic the original leather. Since original animal skins are also expensive there is an extensive use of materials like - leatherette, rexine etc.

Leather product category consists of apparel, home and lifestyle items. All the products made up of leather require special treatment and care for keeping its life long.



Fig 67: Leather Jacket Designed by Sanchali Agarwal



Leather apparel consists of pants and jackets which are usually the preference of younger age group in India. However, in western countries they are worn by males and females of all age categories. The jackets and overcoats are worn in the colder regions, as leather is more stable and doesn't allow air to pass through. This is a reason for creating hand-gloves made up of leather and leather like materials.



Fig 68: Leather Jacket Designed by Sanchali Agarwal

Home has recently introduced usage of leather and similar materials in the soft goods category like - cushion covers, placemats and runners. However, leather has been used traditionally in furniture products like sofas, chairs, tables, beds etc.



*Fig 69: Leather Newspaper Magazine Holder
Designed by Vidushi Lakhera*

The lifestyle market is a huge market which uses leather and leather like materials. Products like handbags, shoes, hats and belts are made up of leather and artificial leather like leatherite, faux leather, and rexine. These products are also sometimes constructed with fabric like material called as Suede. Many materials are given leather like finish to give a look-alike feel of leather, which in turn saves the environment, protect animals and costs lesser to the customer.

Accessories is one product category that uses leather extensively in products like handbags, office bags, laptop bags, wallet, travel bags, suitcases, portfolio cases, folders etc. These products can also be created by fabrics and leather like materials. Leather can further be used in stationary materials, watches, umbrellas and the list can grow endlessly with new design innovations.



Fig 70: Embroidered leather juttis from Patiala



*Fig 71: Leather Office bag
Designed by Sanchali Agarwal*



*Fig 72: Leather bag
Designed by Sanchali Agarwal*

4.4.1 Some famous Indian art and craft products made up of leather

The oldest leather product in India was "mashak", a product which was used to carry water in the leather bag by humans.

In Indian craft, the use of camel leather to make bags has been an age old tradition in Rajasthan. Camel leather is also used to make slippers, jackets, hats and other daily use products.

Kohlapuri Chappals from Maharashtra are made up of buffalo processed leather. Similarly 'Mojri' from Jaipur and 'Jutis' from Punjab and Haryana are famous footwears for males and females. They are commonly made up of camel leather and embroidered to give them an appealing look.

In fashion industry designers have used leather and leather look alike materials abundantly to serve their consumers. International brands like Gucci, Louis Vuitton, Da Milano, Emporio Armani, Jimmy Choo, Kenzo, Mont Blanc etc. are creating products which are innovative and fashionable for the consumer. With the rise in the concern for environmental safety and ecological balance, the designers and technologists are working towards developing new materials which not just look like leather and have properties like leather, but are also cost effective and environment friendly.

Summary:

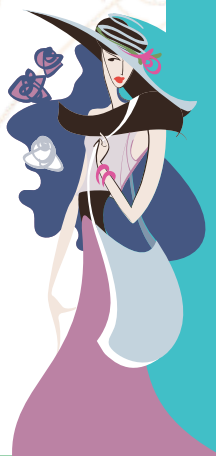
Apparel fashion products can be broadly categorized into menswear, womenswear and kids wear.

Fashion products when designed and consumed for home are termed as home products. They can be further subdivided into stitched and unstitched category.

Products made from leather have, today become a very promising category for fashion market. It may include bags & shoes, accessories, garments and many home and lifestyle products.

Glossary:

- ❖ **Accessories:** Products which are subordinate or supplementary items.
- ❖ **Apron:** A garment which protects the dress of the cook from getting dirty while cooking food.
- ❖ **Bed Line:** A coordinated collection for bed.
- ❖ **Bedcover:** The cover placed over the bed sheet for decorative purposes.
- ❖ **Bread Basket:** Used for keeping bread on the table.
- ❖ **Buyer:** The party which acquires, or agrees to acquire, ownership (in case of goods), or benefit or usage (in case of services), in exchange for money.
- ❖ **Coasters:** Small different shaped products, used for keeping glasses on it.
- ❖ **Curtains:** Drapes on the windows.
- ❖ **Cushion Covers:** Covers the cushions.
- ❖ **Designer:** One who creates designs and concepts of a product.
- ❖ **Duvet Cover:** Covers of the quilts
- ❖ **E-Retailing:** Retailing through internet.
- ❖ **Ethnic wear:** The traditional dress of a community.
- ❖ **Exporter:** A person who sends goods to a foreign country, in the way of commerce.
- ❖ **Floor Coverings:** Used to cover the floor like rugs and dhurries.
- ❖ **Formal Wear:** The clothing designed for or customarily worn on formal.
- ❖ **Hides:** Animal skins that are shipped to tannery.
- ❖ **Home Fashion Product:** A category which has products used in home.
- ❖ **Indo-Western wear:** A combination of Indian look and western silhouettes for women
- ❖ **Junior Size:** The cut in a garment to fit a young body with fewer curves.



- ❖ **Kitchen Line:** A coordinated collection for kitchen.
- ❖ **Leatherette:** An imitation of real leather.
- ❖ **Living Collection:** A coordinated collection for living room.
- ❖ **Mashak:** A leather product which was used to carry water in the leather bag by humans in olden times.
- ❖ **Menswear:** Apparel for mens.
- ❖ **Missy:** The cut in a garment for a developed figure with more curves.
- ❖ **Napkins:** Used for wiping hands after consuming food.
- ❖ **Petite:** The clothing size for short slender women.
- ❖ **Pillow cases:** Covers for pillows.
- ❖ **Placemats:** Used for keeping plates over it.
- ❖ **Pot holder:** Used for holding the pot while serving the hot beverage from it.
- ❖ **Runner:** A long rectangular piece which runs from one end to the other end of a table.
- ❖ **Runner:** Used to keep serving bowls.
- ❖ **Suede:** A type of leather with napped (raised fuzzy surface) finish.
- ❖ **Supplier:** The party that supplies goods or services.
- ❖ **Surface Ornamentation:** The technique to enhance the look of a fabric or product.
- ❖ **Table Cover:** A square, rectangular or circular piece of cloth to cover the tables.
- ❖ **Table Line:** A coordinated collection for table.
- ❖ **Tanning of leather:** A process by which skins and hides are converted into leather
- ❖ **Tea Cozy:** Used for covering the tea pot to keep the beverage hot in the pot.
- ❖ **Traders:** One who makes a business of buying and selling of a product.
- ❖ **Unisex garment:** Garments worn by both males and females like T Shirts.
- ❖ **Womenswear:** Apparels for women.

Question Bank:

- Q1. What are the various product categories in Home Fashion?
- Q2. Explain the difference between stitched and unstitched textiles with examples?
- Q3. Briefly explain the menswear product category in apparels?
- Q4. Briefly explain the womenswear product category in apparels?
- Q5. What are the various sizes in womenswear?

Q6. Write a short note on any one of the following:

❖ Womenswear in India.

❖ Menswear in india

Q7. Briefly explain the kidswear product category in apparels?

Q8. What is an artificial leather give example?

Q9. What are the various product categories in leather?

Q10. Name any two fake leathers used in making products which are look alike of leather goods.