

GLOSSARY

Accessories Articles worn (e.g. jewellery/ hat/ shoes/ belts) or carried (e.g. purse, hand fan) to match with clothing

Angarkha Long fabric coat originally worn by the Mughals over the chain mail which passed into society as civilian clothing

Antariya Draped lower garment for both sexes in India

Apparel industry the designers, manufacturers, merchandisers, distributors, retailers working in the garment trade

Avant Garde French term for design which is unconventional and ahead of its time

Calendaring – Simple or complex mechanical finishing technique in which the fabric is passed through cylinders to achieve specific surface effects.

Camouflage Print used in clothing and accessories in specific patterns and colour combinations used by the army and other security forces.

Chic (*sheek*) Elegant

Chilta hazaar masha Coat strengthened with studs/nails on fabric reinforced with plate armour worn by the Rajputs

Chintz Small print derived from Indian word cheent

Chiton Draped rectangle of fabric which could be belted to form a tunic or draped like a shawl fastened on one or both shoulders worn by Greek men.

Classic Long-lasting fashion that outlast seasonal forecast

Cohort Consumer segments categorized according to shared characteristics like demographics and lifestyle.

Consumer The end user who makes the decision to purchase.

Copyright The legal right of a creator of an original concept or style

Collection Range of clothing or accessories for a season

Custom-made Made to order as per specifications of client. Also called Bespoke tailoring

Croqui (*croakee*) Stylized fashion figure used by designers to show concepts and illustrate designs

Disposable income Income of a person after tax-deduction which could be spent on consumable items

Ensemble - Complete outfit comprising one or more pieces

Fad Short-lived fashion that peaks and fades out quickly

Fashion Cycle Cyclic repetition of styles from a previous period

Fashion Forecasting A specialized activity to predict fashion for the next season(s)

Fashion Seasons Bi-annual periods of Spring-Summer and Autumn-Winter according to which fashion collections are planned

Fibula Decorative pin or brooch used to hold ends of the garment at the shoulder by Greeks and Romans

Haik Large transparent material around the body knotted at the waist creating elaborate folds at the hips worn by Egyptian male royalty

Haute Couture French term for exclusive, one-of-a-kind 'high fashion'

Himation Large fabric worn by Greek men swathed around the body without fixed fastenings with or without inner garment

Jootis Traditional footwear in India

Kachcha Unstitched piece of fabric draped the hips draped loincloth for men passed between the legs with the end tucked at the centre front waist worn in India.

Kalasaires Egyptian unisex sheath-like tunic

Kaunakes Ankle - length, wrap-around skirt tied at the waist with the excess waistband hanging loosely at the back worn by the Sumerians.

Kavach Indian waistcoat of armour for the torso

Kayabandh Indian sash fastened at the waist knotted at the front in simple or elaborate ways.

Khaki Dust - coloured lightweight cotton drill fabric used by the Indian army during the British Raj. In contemporary vocabulary, it can refer to the colour, fabric, details or garment.

Knockoff Copy of a higher-priced garment available at a lower price

Mauli Turban made of a twisted roll of cloth worn by the Kushans

Mercerization – Permanent technique by which sodium hydroxide is used to increase the absorbency, lustre and strength of cotton

Obsolescence When a product is discarded for something new

Ombre dyeing – Dyeing technique to achieve gradual transition of colour

Palla Draped garment worn by Roman women as the equivalent to the male toga.

Patent Exclusive right granted to anyone who invents any new and useful process, machine or article for a limited period of time

Peplos Shawl worn by Greek women fastened at the shoulder either as Open peplos or Closed peplos

Pret a porter French for ready-to-wear fashion

Retailing The entire process of buying merchandize from different sources and selling to customers at various points of retail like boutiques or department stores

Schenti Linen fabric wrapped around the hips worn by all classes in Egypt

Silhouette – Outline or external shape of garment

Seamstress Dressmaker

Staple Items of clothing or accessories which are in constant demand

Style lines – Guidelines on a croqui which correspond to the seamlines on dress-forms indicating levels and dart placements of clothes.

Supply Chain – A series of sequential stages incorporating the entire process from raw material sourcing, production to marketing management

Toga Worn only by free Roman citizens, it was initially worn outdoors and later became a ceremonial garment.

Toile Sample garment made in muslin or cheaper fabric

Trousseau Wedding wear including clothes and accessories

Turnover rate Speed of replacement of merchandise with new styles

Ushnisa Turban twisted with the hair into a top knot and wound around the head for men worn in ancient India.

Uttariya Traditional Indian unisex upper garment, versatile both as formal and casual clothing whose drape indicated the profession of the wearer.

Warp Yarn that run lengthwise in a woven fabric

Weft Yarns that run widthwise in a woven fabric

Zeitgeist (*za-it-ga-ist*) German term for ‘spirit of the times’ indicating the prevailing influences, trends and styles in society at large.