

Chapter 5

Global Trade of Fashion Industry

5.1 Glamour of Fashion: An Overview

Fashion seems to be a glamorous business to those who view it from outside the industry. However, it may be known to few that it takes relentless hours of toiling; intense consumer and market research; exponential levels of creativity and infinite endurance to create and exhibit a collection that captures audience's attention season after season. Continuous flow of collections resonating designers image, coherent with the spirit of the time rewards the creator not just with fame and fortune but with vibrancy of profession and a creative outlet.

The origin of this glamour in fashion can be traced back to the early 17th century, when France was the centre of luxury silk textiles in Europe. Aristocratic women would commission makers to produce personal gowns and accessories for social and court occasions. Makers, known as couturiers, would create one-off clothes for clients and include their names on labels sewn into the garments. It was not until the mid-nineteenth century that Charles Fredrick Worth, who was originally from England, first introduced his customers to garments made up with his own ideas. He exhibited his collection of finished gowns on live models in Paris - which is today's catwalk and a novel idea then. His ideas achieved a colossal success and opened up a new direction in fashion.

Today the four major fashion capitals are acknowledged to be Paris, Milan, New York City, and London, which are all headquarters to the greatest fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held in these cities, where designers exhibit their new clothing collections to audiences. A succession of major designers such as Coco Chanel and Yves Saint-Laurent, have kept Paris as the centre most watched by the rest of the world. However haute couture is now subsidized by the sale of ready to wear collections, accessories and perfume using the same branding.

5.2 Influential designers of the early twentieth century

In history of Fashion trendsetters, a few designers have declared their superlative sovereignty because they were able to realize and capture the spirit of their time and translate it into highly accepted fashion. This section shall aim to bring to light some of these contributors who gave directions to the fashion and thus, stirred to carve the path for today.

5.2.1 Paul Poiret (Pwah-ray)

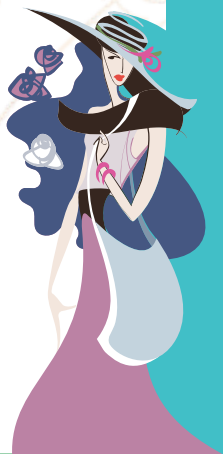
Paul Poiret was a designer with great conviction. His clients were captivated by his assurance of dressing solutions. Unhappy with his job as an umbrella maker, he used to sketch garment designs at night. After designing in House of Worth for three years with Charles worth' son Jean, he started his own salon with borrowed money. Having married to a country women with slender body he found a model in her and experimented with dressing, and innovated modern straight line dresses. Her slim figure required no corset, which was an undergarment compulsion then. Hence, he had stirred to *"Liberate all women from their shackles of bone and steel ...Poiret interpreted the change in the position of women and helped them in their emergence from their strictly ornamental position they occupied to that time."* (6, 6 Ibid, p.36)



Fig 73: Paul Poiret



Fig 74: Showcasing garments designed by Paul Poiret, 1925



5.2.2 Madelaine Vionnet (Vee-o-nay)

Madelaine Vionnet was a designer with innate sense of creativity and innovation that her designs became sources of inspiration even for most popular designers of that time. Being the true innovative designer that she was, her greatest contribution to fashion was: The bias cut Prior to Vionnet's bias cutting all garments were usually cut on length wise grain of the fabric. Vionnet began cutting each garment piece in diagonal, making garments drape with a subtle flow, thus making a garment drape softly, hence complementing the body. Bias silhouettes, intricately and finely cut on crepe de chine



Fig 75: Madeleine Vionnet

fabric became her signature style which was impossible to copy, until ripped apart. Her other contributions which were unknown in design that time were the cowl, halter and asymmetrical necklines and the handkerchief skirt. Vionnet designed for a set of elite private clientele whereas other designers of the time like Gabrielle Chanel and Jean Patou considered on bring stylist and publicist for the larger market, sometimes reinterpreting Vionnet's designs. Because of Vionnet being extremely private about her designs, a due credit could not be given to her for her incredible creations and contributions in fashion trendsetting.



Fig 76: Madeleine Vionnet and the bias dress creation

5.2.3 Gabrielle Chanel (Gab-ree-elle)

Gabrielle Chanel also known as Coco was seen in the forefront of French design during post war period. Chanel with her own petite, boyish figure became example of style that personified a smart look neither feminine nor rich. It was style that was important. She embodied in women then, the desire to look young at a time when fashion favored looking mature and rich. She was the first designer to create and popularize high fashion pants as an outfit for informal wear. She designed and glamorized women with sweaters and jersey dresses giving them a fresh youthful feel. A free spirited essence to design was her contribution to fashion for the women of her time.



Fig 77: Coco Chanel



Fig 78: Flapper look by Coco Chanel, 1926

5.2.4 Jean Patou (Gsahn Pa-too')

Jean Patou in 1920's became the first member of Haute couture to reveal his creation to the press. Thus, this wide spread popularity and glamour resulted in making him one of the richest designers. Like his predecessors Jean also understood the change in society and hence successfully captured the soul of the time with his design creations. Jean is most famously known for the 'flapper look' he created in 1925.

A straight line look created with lower hipline dresses and short skirts with uneven hemlines.



Fig 79: Jean Patou creation in year 1966



Fig 80: Jean Patou

5.2.5 Christian Dior (Chris'-tee-ahn' Dee- or')

Dior as a designer had an intuitive and innate sense that could foresee the trend that women were just waiting for. Dior most famously is known for his first collection in 1947 famously known as "The New look", which revolutionized fashion of the post war period. His new look encashed on reverse of wartime styles, emphasizing feminine silhouette yet again after the post war period. His collections were very well served to please different sectors in the market - his private clientele, retail store buyers and wholesalers who were buying copyrights of his design for mass production.



Fig 81: Dior's New Look of 1947

Dior maintained fashion dominance not just in Paris or in U.S. but in every western country.

5.2.6 Mary Quant

Mary Quant was a face of fashion trend in 1960s. As a British unconventional designer, trained in art, she led the suit of young talented designers to tap the free spirited youth of the time. Quant who made and sold her creations day today was best known for her miniskirts, tights (the first panty hose), knickers, and use of unusual fabrics like vinyl. Her designs were worn by young who desired to stand out separately from the rest of the crowd. Her pursuit was to make fashion affordable and available for the youth at reasonable price.



Fig 82: Mary Quant



Fig 83: Mary Quant with three of her designs, 1968

5.2.7 Yves St. Laurent (Eve-san-lor-ron)

Was known to be fashion star of 1970s. After winning a fashion contest in 1953 he worked to assist Dior in Paris. After Dior's death in 1957, St. Laurent took over designing for Dior label. Unsuccessful in this attempt, he started his own boutique with partnership in Paris. St. Laurent is credited to bring ready-to-wear at a platform that limited the dominance of couture fashion in 70s. His creations brought forward the freshness and novelty that ready to wear in 70's was yearning for. He is best known for his city pants, blazers, and his interpretations of ethnic inspirations from different parts of the world.



Fig 84: Yves St. Laurent

Some other important designers of the time were Elsa Schiaparelli, James Mainbocher, Christobal Balenciaga, Pierre Cardin and many more.

5.3 Designers with indelible identity

Season after season designers strive to develop their signature style or visual identity through their collections. Some designers have been successful in doing so and hence striking the right cord with their customers.

Vivienne Westwood, a designer from Great Britain in 1970s was instrumental in launching the aggressive 'uniform' of the anti-establishment punk movement.

The glamorous, riotous, luxurious look of 1980s was led by Italian designer Gianni Versace, commonly known as the 'King of Excess'.

Japanese designers like Rei Kawakubo, Yohji Yamamoto and Issey Miyake can be credited for their contemporary and conceptual collections producing the most intriguing and provocative fashion by creating new ways of cutting and constructing. Rei Kawakubo's Comme des Garçons collection called 'Hiroshima Chic' in all black, once outraged strong reactions from the press.

Designers like Hussein Chalayan, Jil Sander are known for minimalist, conceptual and intellectual collections owing much to their knowledge and the precision of innovative architecture. There are little or no decorations in their collections. The created styles are epitome of proportions, cut, finish and beauty of constructions.

Designers like Paco Rabbane draw their inspiration from futuristic space age fashion which references from science fiction rather than historical or traditional sources.

These inherent characteristics of breaking new ground, taking fashion in a new direction are the unique selling proposition of these designer labels.

Hence it has been observed that whatever may be the sources of inspiration for generating a collection or a style, a designer who resonate his unique selling proposition to his clients over the years becomes a brand thus establishes his identity over a course of time.

5.4 Designers in India

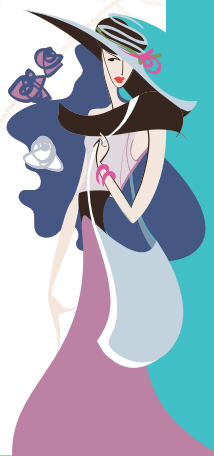
India has a past of opulent cultural heritage. The rich crafts of India and its abounding textile industry are not just a source of inspiration but the means of realizing the inspirations too. Designers in India have a unique advantage over their contemporaries globally, as they are surrounded by the skilled craftsmen and diverse crafts, which provide opportunity for creative innovations and experimentation.

Even though, today Indian consumer has become a global citizen, aware of seasonal fashion trends yet unlike the rest of the world, has retained his cultural charm in dressing. By large, Indian consumer has an eclectic mix of western wear and Indian wear hanging in the same wardrobe. The consumer hence beautifully balances his/her Indian essence with western outlook. This makes the Indian consumer very unique in its own way. Designers today address the aspirations of this Indian consumer present in varied segments of the market.

Although grown by leaps and bounds in recent years, fashion Industry in India is still at a nascent stage compared to the western world. With the objective of proactively catalyzing the growth of fashion business, in 1986 the Ministry of Textiles, Government of India, established NIFT as an autonomous body to impart professional education in the field of fashion and textile. Soon it became nation's premiere institute whose graduates and alumnus became prominent designers addressing the needs and the aspirations of changing society and industry. Some of the graduates of the institute, who are the leading designers in today's fashion world are: Ritu Berry, JJ Valaya, Pankaj & Nidhi, Sabyasachi, Gaurav Gupta, Alpana & Neeraj, Atsu and so on.

Some of the prominent Indian Designers:

Ritu Kumar is a pioneer in designer wear clothes in India. She is well respected for her immense contribution in the field of reviving art and craft, where she worked ardently to revive traditional weaving and embroidery skills. Ritu Kumar's contribution to Indian bridal wear market comes with her understanding of ancient



designs and the innovative use of traditional crafts which is her identity and niched in creating new classicism.



Fig 85: Ritu Kumar

Sabyasachi Mukherjee is a pronounced young Indian fashion designer who sells his merchandise under the brand label- 'Sabya- sachi'. He started his career in design soon after graduating from NIFT in year 1999. He is a designer who believes, that "clothes should just be an extension of one's intellect". Sabyasachi's designs are inspired from old textiles and cultural traditions of the coun- try. He pioneers in combining varied textiles with unique handcraftsmanship in Indian and western



Fig 87: Sabyasachi Mukherjee

sillouhettes. The commercial edge of his innovative creations has given an extreme competitive edge not only, to his existing brand but to the entire fashion designer's fraternity in India and across the globe. He has designed costumes for Bollywood films such as Guzaarish, Babul, Laaga Chunari Mein Daag and Raavan.



Fig 86: Wills India Fashion Week S-S 2013 Grand Finale



Fig 88: Sabyasachi Mukherjee at Delhi Couture Week 2010

Manish Malhotra is the most recognized for introducing fashion designed costumes and styling the characters in about one thousand Indian commercial films. His label showcases the opulence in Indian ethnic wear. There is an amalgamation of Indian craftsmanship with Indian and Western silhouettes in his garments to highlight the glamour quotient of his celebrity customers. Manish Malhotra has done make-overs for numerous stars of Indian film industry. Being the most coveted costume designer, he has designed costumes for almost every star in Indian film industry. Naming some of the Indian films in which he contributed as a costume designer are Jab We Met, Dostana, Kabhie Khushi Kabhie Gham, Main Hoon Na. Along with Indian fashion industry he has also done the styling for international celebrities, some of them being Michael Jackson, Supermodel Naomi Campbell, Van Demme and Kylie Minogue.



Fig 89: Manish Malhotra, Lakme Fashion Week 2011

Rajesh Pratap Singh hails from the state of Rajasthan. Subsequent to his graduation from NIFT Delhi, he worked in the fashion Industry to gain experience. In year 1997 he introduced his own line of men's and women's clothing.



Fig 90: Rajesh Pratap Singh

Rajesh's unique signature is his subtle style with clean lines that stand apart for its flawlessness. Meticulous detailing and international silhouettes with roots from his Indian influence has become his trademark. His work epitomizes simplicity, yet on closer look reveals his obsessive attention to detail. He is a designer who creates garments with a global appeal. He is a recipient of several awards in recognition of his design and creativity.



Fig 91: Rajesh Pratap creation for Wills Lifestyle Fashion Week for Winter 2010

Manish Arora is an internationally acclaimed designer who was born and brought up in Mumbai. Manish enrolled himself to study commerce but discovered that he wanted to pursue the creative field. He graduated from NIFT in year 1994. After gaining experience in the industry Manish Arora launched his own label "Manish Arora" in year 1997. Today he has stores across the country by the name of "Manish Arora Fish Fry".

He is known for a rich palette of psychedelic colours and kitsch motifs in garments that combine traditional Indian crafts like embroidery, appliqué and beading with Western silhouettes.



Fig 92: Manish Arora



Fig 93: Manish Arora creation for S/S -2009

Raghavendra Rathore is an eminent fashion designer who is highly acknowledged for his contribution in the menswear garment category. He was born and brought up at a desert town of Jodhpur in Rajasthan. He himself hails from the Royal family of Jodhpur. Raghavendra graduated in 1992 from Parsons, in New York and then worked with prominent international designers and brands before starting his own label. He is popular for his Brand India image with exclusive patents (copyrights) on Bandgala Jackets and Jodhpur pants. Both the styles have gained iconic status for which Rathore is to be credited for. He has revived these styles by giving them a fashionable twist; consequently, promoting and preserving the heritage of Rajasthan culture.



Fig 95: Raghvendra Rathore

Rathore designed Amitabh Bachchan's wardrobe in KBC for its first season.

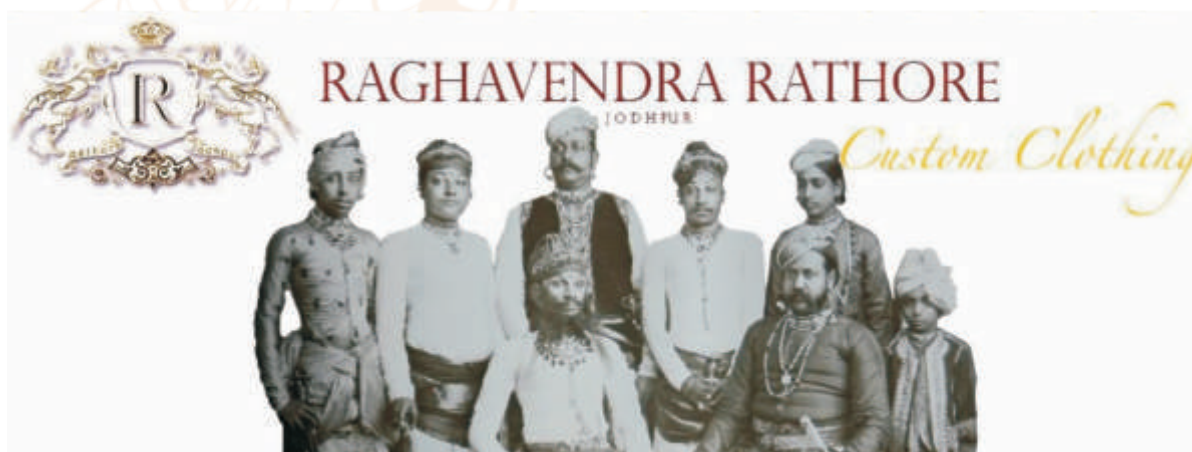


Fig 94: Insignia of Raghvendra Rathore's label



Fig 96: Raghvendra Rathore creation for Wills Lifestyle India Fashion week

5.5 Business of fashion - Overview

Fashion today represents billions of dollars in business and sales to groups of companies or firms concerned with any of the related fields like fashion research, fashion forecasting, production, distribution or retail operations. Fashion in itself does not create consumer purchasing power but wherever there is a purchasing power, there is interest in fashion. It was past when purchasing power was concentrated among the wealthy, which alone purchased fashion but today, with widespread ability to spend, the great masses of people follow fashion.

Advances in communication and transportation systems have changed the world from a collection of fairly independent national economies to a global economy. Reflecting fashion industry's very global nature consumers wear garments in which different components may be sourced from different parts of the world, stitched in a different country and sold in another. A lot of U.S. and European apparel brands have been selling in India from many years. Brands like Nike, Reebok, Adidas, United Colours of Benetton, and Tommy Hilfiger seems to be just another Indian brand to the consumer. On the other hand in recent years, Asian fashion has become increasingly significant in local and global markets. Countries such as China, Japan, India, and Pakistan are now showcasing Asian clothing styles which are gaining influence globally.

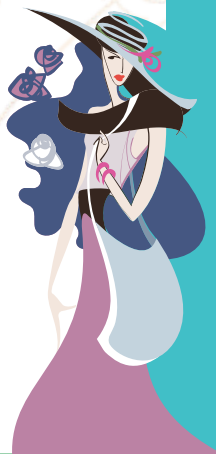
5.6 Brands: India and abroad

A. Brands in India:

"A brand, irrespective of its Indian or international origin, can draw consumers' interest only if it knows to tap the right tastes", says Shitanshu Jhunjhunwalla, director, Turtle Limited, a manufacturer and retailer of men's apparel and accessories.*

There are many brands which are launched by Indian companies to cater to the domestic market like Raymonds having brands by the name Color Plus, Park Avenue, Parx, The Raymond Shop etc. Similarly Indian brands like Louis Philippe, Van Heusen, Allen Solly are owned by Madura Garments a subsidiary of Aditya Birla Group. In 2008 the Indian market erupted, when many international brands such as Cartier, Giorgio Armani, Kenzo and Prada entered the scene targeting mainly the luxury or premium segments. Beverly Hills Polo Club, Fruit of the Loom, Izod, Polo U.S., Mustang, Tie Rack and Timberland are also catering to Indian retail market since 2009.

*<http://zeenews.india.com/business/news/companies/indian-menswear-brands-holding-own-against-international-labels>.



"Indian brands that have been in this business for two-three decades now understand the pulse of the market and, more importantly, the Indian consumer much better than international players," Rahul Akkara, vice president (Marketing), Siyaram's Silk Mills Ltd.

The brands are launched in any market for primarily two classes of people, one is for high end market and the other is for mass market. Most of the designer brands cater to high end markets like Ritu Kumar, Manish Arora, Rina Dhaka, Manish Malhotra, Tarun Tehlani and many more. These designers launch their new collections under their brand names in fashion weeks and sell their products through their selected outlets. While brands like W, Fabindia, Hidesign, Soma, Anokhi, Lakshita, Wills Lifestyle, Globus, Max, Van Heusen, Allen Solly etc. are the brands for mass market consumers in various segments. These brands provide collections which are designed and costed as per the Indian customer's requirements, relevant to their targeted segment.

E- Brands

E - brands sell through taking orders on the internet. Although this is a fairly nascent concept for Indian consumers, yet it is catching up fast due to shift in the lifestyle of the consumer segments. Brands like Myntra, Jabong and many others are selling products through their portals, serving customers varied needs.

B. International Brands

The Indian market just as the international market is also categorized into luxury brand market and mass market. Every brand has an established product category in which they serve their customers like womens wear, menswear and childrens wear. These product categories can be further subdivided into casual wear, sportswear, formal wear etc.

A brand may choose to serve the entire product category or one or some of its sub categories. Nike, Adidas and Reebok create casual wear and sports wear for menswear, womenswear and childrens category.

Some of the international brands creating apparels for men and women are Burberry, Adidas, Lee, Missoni, Calvin Klein, Prada, Vivienne Westwood, Dolce & Gabbana, Louis Vuitton, Hugo Boss, Hermes', H&M, Giorgio Armani, Christian Dior, Gucci, Zara, Marks and Spencer. Many of these international brands are designer high end brands which have launched their accessories, bags and perfumes to cater to a larger segment of the consumer.

While brands like Zara, traditionally apparel brand is creating apparels as well as home fashion products like cushion covers, quilts and curtains to venture in multi products market. Though there are players like Restoration Hardware, Pottery Barn, Sears Canada, Pier 1, Spiegel, Kas Australia and many more in various countries which are specifically catering the home fashion consumers with their products including home textiles to lifestyle items.



Fig 97: A look by Giorgio Armani



Fig 98: Louis Vuitton, an international brand



5.7 Role of media in glamorizing Fashion

The media plays a very significant role in fashion. For instance, an important part of fashion is fashion journalism. Editorial critique, guidelines and commentary can be found in magazines, newspapers, on television, fashion websites, social networks and in fashion blogs. In the recent years, fashion blogging and YouTube videos have become a major outlet for spreading trends and fashion tips. Through these media outlets, readers and viewers all over the world can learn about fashion, making it very accessible.

At the beginning of the 20th century, fashion magazines began to include photographs of various fashion designs and became even more influential. In cities throughout the world these magazines were greatly sought-after and had a profound effect on public clothing taste. Talented illustrators drew exquisite fashion plates for the publications which covered the most recent developments in fashion and beauty. Perhaps the most famous of these magazines was *La Gazette du Bon Ton* which was founded in 1912 by Lucien Vogel and regularly published until 1925 (with the exception of the war years).

Vogue, founded in the US in 1892, has been the longest-lasting and most successful of the hundreds of fashion magazines that have come and gone. Increasing affluence after World War II and, most importantly, the advent of cheap colour printing in the 1960s led to a huge boost in its sales, and heavy coverage of fashion in mainstream women's magazines- followed by men's magazines from the 1990s. One such example of Vogue's popularity is the younger version, *Teen Vogue*, which provides clothing and trends that are more targeted toward the "fashionista on a budget." Haute couture designers followed the trend by starting the ready-to-wear and perfume lines, heavily advertised in the magazines that now dwarf their original couture businesses. Television coverage began in the 1950s with small fashion features. In the 1960s and 1970s, fashion segments on various entertainment shows became more frequent, and by the 1980s, dedicated fashion shows such as *Fashion-television* started to appear. *FashionTV* was the pioneer in this undertaking and has since grown to become the leader in both Fashion Television and New Media Channels compared to other Fashion Magazines. Despite television and increasing internet coverage, including fashion blogs, press coverage remains the most important form of publicity in the eyes of the fashion industry.

However, over the past several years, fashion websites have developed to merge traditional editorial writing with user-generated content. Online magazines like *iFashion Network*, and *Runway Magazine*, led by Nole Marin from America's *Next Top Model*, have begun to dominate the market with digital copies for computers.

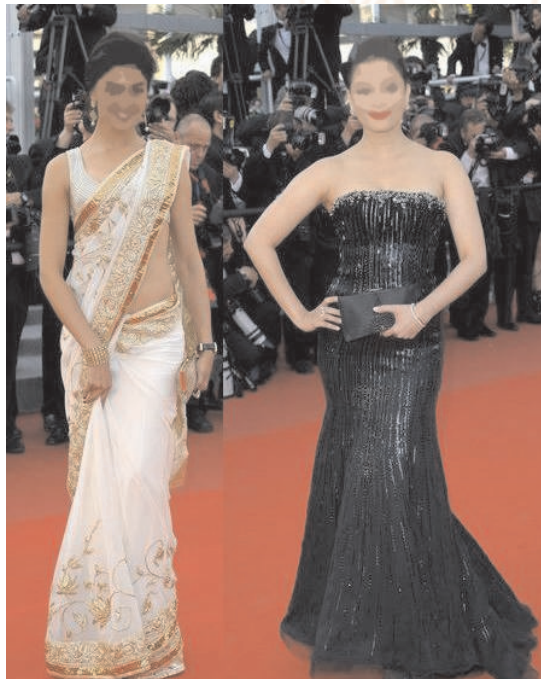


Fig 99: Celebrities holding media attention on a red carpet walk

5.8 Trade Shows

Trade shows and market weeks happen for fashion, textiles and accessories, internationally and nationally all round the year in various parts of the globe. All the exhibitors introduce their new collections and designs to buyers and agents in these shows for generating business.

A. Fashion Shows:

Every fashion capital has its own fashion week like London Fashion Week, Milan Fashion Week, New York Fashion Week or Paris Fashion week. During these fashion weeks designer gets an opportunity to showcase their creations to the buyers, who in turn book business with the designer or design houses. It is also a platform where the media gives extensive coverage and spots the upcoming trends for the coming season.

1. **MODA:** Moda is the UK's largest fashion trade show. It is the home to the national shows for lingerie & swimwear, footwear and menswear as well as offering a diverse selection of contemporary and classic women's wear and accessories.
2. **MAGIC:** Based in Las Vegas, the MAGIC show is the largest and most comprehensive trade show for apparel, accessories and shoe wear in the United States. According to the MAGIC website, it claims to produce more business than any other fashion retail trade event in the world.

3. **WORLD SHOE ACCESSORIES (WSA):** Based in Las Vegas, WSA is the world's largest shoes wear and shoe accessory show. Every year many exhibitors represent the best shoe wear companies in the industry.
4. **MODA PRIMA FLORENCE:** Moda Prima is an international fashion show that presents current fashion and fashion accessory collections as well as previews of the next season. The event showcases the best of manufacturers and several selected international brands.
5. **PRET A PORTER:** It is one of the most popular fashion industry trade shows in France. The main event is divided into three segments, dedicated to shoes, bags and jewellery items respectively. Different varieties of trendy, stylish and chic belts, scarves, hats and umbrellas are also displayed here by the exhibiting companies, along with other types of fashion accessories. There are participants from various countries making it a hub for international design sourcing and trading.
6. **INDIAN FASHION SHOWS** are Wills Lifestyle Fashion Week and Lakme Fashion Week. These fashion weeks happen twice in a year and consist of various fashion designer garments based on trends and forecasts being showcased for buyers and visitors.

B. Textile and Lifestyle Shows

1. **HEIMTEXTIL:** Heimtextil is the big- gest international trade fair for home and textiles. It is the global direction for good quality textile design with innovative styling and functionality.
2. **DOMOTEX:** Domotex is an international fair specially, for Carpets and floor coverings. It is displayed in Hannover, Germany every year in the month of January. But along with Germany it also happens in the later months of a year in China, Russia and Middle East.
3. **AMBIENTE:** Ambiente is the most famous and renowned fair for consumer products. It happens every year in Frankfurt, Germany. With participants and exhibitors from all around the globe presenting their best collections in lifestyle products, gives avenues to new business and trade.
4. **INDIA INTERNATIONAL TRADE FAIR:** The India International Trade Fair, a premier event is organized by the India Trade Promotion Organization (ITPO), the nodal trade promotion agency of the Government of India. The event is organized annually in New Delhi, India. This event provides a universal platform for the manufacturers,

traders, exporters and importers. The fair displays comprises a wide range of products and services including Automobiles, Coir Products, Jute, Textiles, Garments, Household Appliance, Kitchen Appliances, Processed food, Beverages, Confectionery, Drugs, Pharmaceuticals, Chemicals, Cosmetics, Bodycare & Health care products, Telecommunication, Power sector, Electronic Sector, Furniture, Home Furnishings, Sports Goods, Toys, Engineering Goods etc.

5. **INDIA INTERNATIONAL HANDICRAFT FAIR:** IIHF is an international fair which is organized in Greater Noida for home fashion and lifestyle products. It's a fair which is organized by EPCH (Export Promotion Council of Handicrafts); an Indian government organization. This fair provides many exporters, fabricators and vendors to showcase their design for business to various buyers.
6. **INDIA INTERNATIONAL LEATHER FAIR:** As the name suggests this fair is organized specially for Leather products in Chennai annually. This fair displays leather apparels and lifestyle products for global buyers and agents.

Many other such trade fairs and shows are organized by government and non government organizations throughout the world for giving a wide platforms to the manufacturers, exporters, buyers, designers and trade agents to deal and communicate with each other under one roof from all across the globe.

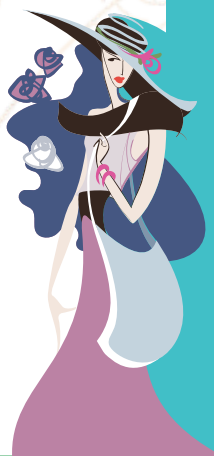
Summary:

Fashion is an image of its time. Several influential designers of the twentieth century had realized and captured the spirit of their time and translated in ways and in directions that we see today.

India with its opulent cultural heritage has its designers surrounded by skilled craftsmen and diverse crafts, serving global citizens who have retained their cultural charm.

Since, fashion has become global; brands have become key players, in fashion business today. Media has ensured that fashion trends are spotted, broadcasted, published or blogged at a speed unknown to consumers before.

Various fashion, textile and life style shows can be credited for continuous exchange of information through out the connected, globalized world.



Glossary:

- ❖ **E- Brands:** Retailing through internet.
- ❖ **Fashion:** An ever changing, vital and influential force that impacts our everyday lives.
- ❖ **Haute Couture:** High-class dressmaking.
- ❖ **Ready-to-Wear designer labels:** The products designed by talented designers.
- ❖ **Trade Shows:** The meeting place where the exporters, manufacturers, vendors, buyer and buying agents meet under one roof to do business.

Question Bank:

- Q1. Give an Overview of glamour of fashion.
- Q2. Write short notes on following designers of twentieth century
 - ❖ Jean Patou
 - ❖ Mary Quant
 - ❖ Yves St. Laurent
 - ❖ Madelaine Vionnet
- Q3. Write a short note on designers in India.
- Q4. Explain business of fashion.
- Q5. Write a short note on designers with indelible identity.
- Q6. Write a short note on brands in India and abroad.
- Q7. Describe role of media in glamorizing fashion.
- Q8. Write a short note on various trade shows in India.
- Q9. Write a short note on various trade shows which are organized internationally.