

1 INTRODUCTION

Fashion Haven is a premier online marketplace to find unique and one of a kind Designer Inspired pieces.

The French word mode, meaning “fashion”, dates as far back as 1482, while the English word denoting something “in style” dates only to the 16th century. Other words exist related to concepts of style and appeal that precede mode. In the 12th and 13th century Old French the concept of elegance begins to appear in the context of aristocratic preferences to enhance beauty and display refinement, and cointerie, the idea of making oneself more attractive to others by style or artifice in grooming and dress, appears in a 13th-century poem by Guillaume de Lorris advising men that “handsome clothes and handsome accessories improve a man a great deal”.^[3]

Fashion scholar Susan B. Kaiser states that everyone is “forced to appear”, unmediated before others.^[4] Everyone is evaluated by their attire, and evaluation includes the consideration of colors, materials, silhouette, and how garments appear on the body. Garments identical in style and material also appear different depending on the wearer’s body shape, or whether the garment has been washed, folded, mended, or is new.

1.1 Overview

Fashion Defined.

Fashion, as the term is used in this chapter, refers to a dominant mode in dress in a particular place or time, usually a mode that is established by a perceived social elite or by notable persons. Fashion functions as a social phenomenon, setting standards of dress that periodically change when what once was new and desirable becomes ordinary and then must be supplanted by yet another innovation. Moreover, fashion as a social force possesses its own natural laws. For example, it appears that once innovative fashions move too far from what society perceives as the norm, it rejects these excesses, and a pendulum swing occurs with a return to an older or plainer style. Fashionable clothing must convey the impression of distinction, excellence, originality, and character expressed artistically. And, of course, fashion responds to the availability of new materials, dye stuffs, and technologies. The relative importance of each of these factors, although generally present in some combination, will vary at any given time. Therefore, a fashion system is characterized by constant change. Historians of costume agree that in Europe fashion as a social concept—that is, an ongoing awareness of self-consciously changing styles—began in the Middle Ages. By the middle of the fourteenth century, this system was well enough established to be the subject of ongoing commentary and concern, since the pressure always to be purchasing new and expensive clothing, with its emphasis on the human body, has moral implications. But even before fashion became a major force in society, elements of a fashion system were present in European courts, making it possible to trace the development of fashion as early as the age of Charlemagne in the eighth century.

Sources of Information.

Because of the fragility of materials and the socially downward movement of used garments, very little clothing from the early part of the Middle Ages has survived, but the paintings in illuminated

manuscripts provide a wide range of examples of what people wore. Because it was common practice to illustrate even historical texts dealing with biblical or classical subjects with figures wearing "modern" clothing, books as well as the other visual arts (sculptures, reliefs, wall paintings, tapestries) from the ninth to twelfth centuries offer an ongoing record of fashion trends. Literature is also a source of information towards the end of this period, since the newly developing genre of the romance often included detailed descriptions of courtly heroes and heroines (though these, as well as images from the visual arts, must be used carefully since some details are merely conventional). By the thirteenth century, documentary records, including lists of items sold at fairs and expense ledgers from royal households, offer evidence of both the range and cost of clothing, while the trade poems that emerged in the last half of the century provide details of the kinds of costume goods offered by traveling peddlers (known as mercers) to customers at every level of society. One additional source of information is the gradually increasing tradition of recording wills and inventories of belongings, which by the fourteenth century extended to members of every social rank.

Class Distinctions.

Members of higher and lower social classes have, of course, always dressed somewhat differently from each other. At the beginning of the period discussed here, society was, for the most part, divided between a small ruling class of warriors and a large laboring class that primarily worked the land. In the 800s, for example, when Charlemagne (Charles the Great) established the first European empire (called "Carolingian" after the Latin word for "Charles") to replace the Roman Empire that had fallen five centuries earlier, laborers throughout Europe wore a similar costume, common to both the newly dominant Germanic tribes and the earlier Celtic tribes they had displaced. This costume, for men, was made up of a

short (mid-thigh-length) smock, belted at the waist, worn over leggings in cold weather and supplemented by a short cape, sometimes with a hood. Members of Charlemagne's court, on the other hand, maintained the simple style allowing vigorous movement necessary for warfare, but adopted some details imitating their Roman predecessors, adding a wool or silken braid to the hems of their tunics, loose bloomer-like "braies" (underpants) that tucked into their leggings, and a large rectangular cloak (which could double as a blanket) fastened at the right shoulder. By the late eleventh century, courtly robes had become long and voluminous in a more extensive imitation of Roman and Byzantine styles.

1.2 Purpose

1. Cultivating Identity

Fashion plays a pivotal role in shaping and expressing individual and communal identities. It allows us to showcase our personalities, beliefs, and values, providing a canvas for self-discovery and confidence. Through clothing choices and style preferences, we communicate who we are and how we want to be perceived by the world. Fashion empowers us to embrace our uniqueness and stand out, fostering a sense of belonging and acceptance in a diverse society.

2. Cultural Reflection

Fashion serves as a powerful mirror reflecting the values, traditions, and history of various cultures. It embodies the essence of a community's heritage and social

norms, creating a tapestry of diversity and inclusivity. By embracing and celebrating cultural fashion, we promote cross-cultural understanding and appreciation, fostering a global sense of unity and respect for one another's unique backgrounds. Through this shared language of style, we bridge the gaps between societies and honor the beauty of human heritage.

3. Boosting Confidence

Fashion empowers us with authentic and comfortable self-expression, enhancing confidence and self-esteem. The right clothing choices positively impact how we perceive ourselves and how others perceive us, fostering a positive self-image and inner strength. Embracing our unique style radiates authenticity, resulting in a greater sense of self-worth.

4. Driving Innovation

Fashion serves as a catalyst for innovation, inspiring creativity across diverse industries. Designers and enthusiasts constantly push boundaries, experimenting with fabrics, styles, and concepts. This creative spirit transcends the fashion realm, influencing advancements in technology, art, and architecture. Fashion trends and ideas spark fresh perspectives and cross-disciplinary collaborations, propelling society forward with inventive solutions.

5. Economic Impact

Fashion plays a pivotal role in the global economy, driving growth and generating employment opportunities. The industry's vast network encompasses designers, manufacturers, retailers, marketers, and artisans, sustaining numerous businesses worldwide. As consumers, our fashion choices influence market trends and drive demand for products and services, contributing to economic prosperity. Fashion also supports local communities, particularly in regions with textile production and garment manufacturing, making a positive impact on livelihoods and fostering economic development.

6. Fostering Social Change

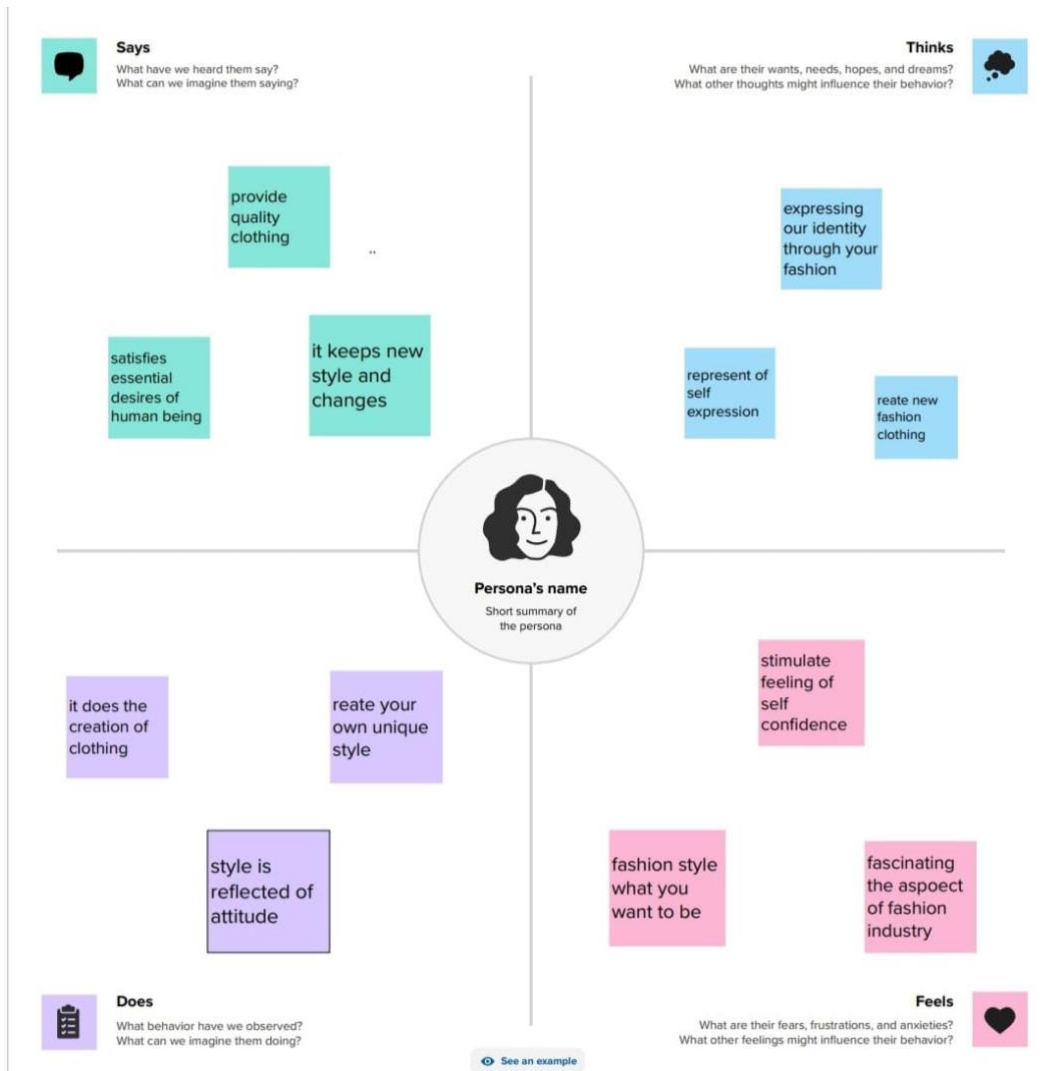
Fashion becomes a powerful platform for social change and advocacy. Throughout history, clothing has symbolized movements and challenged societal norms, promoting equality and raising awareness about important causes. By using fashion as a means of protest and activism, individuals and communities amplify their voices and ignite conversations that drive positive transformation. The fashion industry's capacity to inspire solidarity and support for critical issues empowers us to be agents of change, contributing to a more inclusive and compassionate society.

7. Environmental Sustainability

Fashion's focus on sustainability encourages eco-friendly practices, promoting responsible sourcing and ethical production. By supporting sustainable brands and choosing eco-conscious materials, we reduce the industry's environmental impact. Embracing fashion's commitment to sustainability fosters a collective effort to protect the planet and support ethical practices within the industry

2.Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions to place ideas and understand their importance and start shaping concepts until it you're not adding in the same ones.

- 1. Brainstorm ideas
- 2. Rank by priority
- 3. Add up the importance

0 Before you brainstorm
A good preparation for brainstorming is to have a clear focus and a good understanding of the problem you are trying to solve.

1 Brainstorm
Brainstorming is a creative process that involves generating a large number of ideas in a short period of time.

2 Rank by priority
Rank the ideas by their importance and relevance to the problem you are trying to solve.

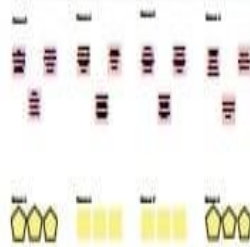
3 Add up the importance
Add up the importance of the ideas to get a total score for each idea.

0 Define your problem statement
A problem statement is a clear and concise statement of the problem you are trying to solve.

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1.profits and loss ac

Fashion Haven		
Profit and Loss		
Basis: Accrual		
From 01/10/2023 To 31/10/2023		
+ Add Temporary Note		
ACCOUNT	TOTAL	
Operating Income		
Sales	8,80,000.00	
Total for Operating Income	8,80,000.00	
Cost of Goods Sold		
Total for Cost of Goods Sold	0.00	
	Gross Profit	8,80,000.00
Operating Expense		
Total for Operating Expense	0.00	
	Operating Profit	8,80,000.00
Non Operating Income		
Total for Non Operating Income	0.00	
Non Operating Expense		
Total for Non Operating Expense	0.00	
	Net Profit/Loss	8,80,000.00
**Amount is displayed in your base currency INR		

2.balance sheet

Fashion Haven Balance Sheet	
Basis: Accrual As of 16/10/2023	
+ Add Temporary Note	
Collapse all Expand All	
ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	3,71,500.00
Total for Cash	3,71,500.00
Bank	
ICICI 001	6,00,000.00
ICICI Bank 001	-6,25,000.00
Total for Bank	75,000.00
Other current assets	
Input Tax Credits	0.00
Input CGST	15,000.00
Input SGST	15,000.00
Total for Input Tax Credits	30,000.00
Total for Other current assets	30,000.00
Total for Current Assets	4,76,500.00
Other Assets	
Salary payable	-30,000.00
Total for Other Assets	-30,000.00
Total for Assets	4,46,500.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Opening Balance Adjustments	-500.00
GST Payable	0.00
Output CGST	26,000.00
Output SGST	26,000.00
Total for GST Payable	52,000.00
Total for Current Liabilities	51,500.00
Total for Liabilities	51,500.00
Equities	
Current Year Earnings	3,95,000.00
Total for Equities	3,95,000.00
Total for Liabilities & Equities	4,46,500.00

Amount is displayed in your base currency **INR

4 ADVANTAGES & DISADVANTAGES

1-The way to use your mind as a creative one

Fashion is the practice of mind, or it is a creative platform. It is so called because the designer puts all the thoughts, ideas, and imagination on carp or cloth. The designer puts all the beauty of their mind on the carp to design a beautiful dress. The use of assorted colors, and designs to make beautiful outfits and other things. These all come in the category of the creative mind. The one important thing is that everyone has a different mind and different sorts of ideas come into each mind. So, the design of each designer must be different from that of the other.

2-Establishments of brands

Fashion is all about what is popular and trending. It means those outfits, footwear, bags, and other accessories which are designed by assorted brands become trendy. These brands work as an agency of fashion because fashion reveals from these brands. Then it becomes famous among people. In some sense fashion is the practice of those activities which are exercised by celebrities and also it gets fame from them then people start adopting the style and fashion of these celebrities.

Through this, the name of the designer and brand becomes emerges.

3-Wearing different types of outfits builds confidence

The one significant thing about fashion is that it is a useful tool to build confidence. Wearing different designer clothes or dresses instill a feeling of self-confidence. And also feel confident and independent in your choice. Confidence. Like models wearing different designer outfits and also catwalks in front of many people only those who can wear designer outfits who were more confident.

4-WAY OF EXPRESSING yourself

Fashion is a thing that expresses you in diverse ways. Always. Like, what kind of outfit you wear, what kind of bags you carry, and what kind of footwear you wear all these things express your living standard or status. A status. It also expresses your thinking and selection choice.

5-A tool to change your mood

Fashion is the practice of those things which have a significant impact on our emotions. It can change our mood. For example, wearing a beautiful dress can change the mood and make you feel good. And every cloth we put it tells us a story that how we are feeling. Clothes are the thing which closer to our body it plays the role of our second skin. Selecting different clothes has a significant impact on our emotions.

.Environmental & social Impact of fashion

The fashion industry is second only to the oil industry in terms of its pollution contributions. And when you look at the whole apparel supply chain—from raw materials extraction to manufacturing to distribution to waste disposal—the industry accounts for 10% of global carbon emissions.

Fashion is also one of the worst offenders when it comes to human rights abuses and the exploitation of workers, especially women and children. According to the International Labor Organization, there are ~40 million garment workers worldwide, and 80% of them are women between the ages of 18 and 35. Many of them make less than minimum wage and work insanely long hours. In some places, female garment workers don't even have access clean sanitation and hygiene facilities.

In its most common use, the term fashion refers to the current expressions on sale through the fashion industry. The global fashion industry is a product of the modern age.[40] In the Western world, tailoring has since medieval times been controlled by guilds, but with the emergence of industrialism, the power of the guilds was undermined. Before the mid-19th century, most clothing was custom-made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century, with the rise of new technologies such as the sewing machine, the rise of global trade, the development of the factory system of production, and the proliferation of retail outlets such as department stores, clothing became increasingly mass-produced in standard sizes and sold at fixed prices.

Although the fashion industry developed first in Europe and America, as of 2017, it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold worldwide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally

The fashion industry has for a long time been one of the largest employers in the United States,[40] and it remains so in the 21st century. However, U.S. employment in fashion began to

decline considerably as production increasingly moved overseas, especially to China. Because data regarding the fashion industry typically are reported for national economies and expressed in terms of the industry's many separate sectors, aggregate figures for the world production of textiles and clothing are difficult to obtain. However, by any measure, the clothing industry accounts for a significant share of world economic output.[41] The fashion industry consists of four levels:

The production of raw materials, principally fiber, and textiles but also leather and fur.

The production of fashion goods by designers, manufacturers, contractors, and others.

Retail sales.

Various forms of advertising and promotion.

The levels of focus in the fashion industry consist of many separate but interdependent sectors. These sectors include textile design and production, fashion design and manufacturing, fashion retailing, marketing and merchandising, fashion shows, and media and marketing. Each sector is devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit.

Conclusion Fashion can be overlooked and downplayed quite often. Fashion is so much more than just throwing on a pair of pants with a shirt. Fashion and personal style means something to people. Its a way of expressing who someone is or to prove themselves to others, its a womans vulnerability, style is something that is someones own and makes a person feel unique and individual. For as long as time can tell fashion has played a huge role in the world and its something people will never not need. Fashion is constantly evolving and changing and with each era of life comes a new style and trends. Fashion patterns travel every which way; then a general public's esteems are built up and developing trademark to their convictions and culture. Fashion is recently not a driven anticipated picture of a reinterpreted decent old incentive to satisfy some capacity or motivation alike yet rather a suggestive and invigorating idea sufficiently commendable to be depicted for society's gratefulness that makes us significantly more intuitive. As an outflow of their emotions the present youth attempt to decipher design inclines and embrace the garments style that suits their esteem and attributes. It is stream crosswise over hypothesis where the draw of stylish experience has offered ascend to regular design and psychological engagement.