

### UNIT 3

#### FASHION TERMINOLOGIES

Topics:

1. Fashion, Fad, Style, Classics, Trends
2. Designer, Muse, Fashion Icon, Fashion Follower
3. Fashion Cycle, Boutique, Haute Couture, Pret- o -Porter
4. Silhouette

#### 1. **Fashion, Fad, Style, Classics, Trends:**

In the world of fashion, styles always seem to be changing. What is trending one season may be passé the next. In fact, some trends do not seem to last longer than a month. However, a deeper understanding of the differences between fads, trends and classics, will enable you to put an end to the fashion fueled guessing game.

Fashion- A popular or the latest style of clothing, hair style, life style, decoration, or behavior. It can be a prevailing style as in dress during a particular time. Fashion is a distinctive and often constant trend in the style in which people present themselves. A fashion can come the prevailing style in behavior or manifest the newest creations of designers, technologists, engineers, and design managers.

Fad- A style, activity, or interest that is very popular for a short period of time. It is a fashion that is taken up with great enthusiasm for a brief period of time; a craze. It can be any form of collective behavior that develops within a culture, a generation or social group in which a group of people enthusiastically follows an impulse for a finite period.

Fads are often seen with common consumer items, especially around a holiday season. Fads are products that seldom serve a useful purpose but are often very popular for a short time. The easiest way to categorize a fad is one word: short-lived. Typically, fads last for a total of one season, but they can also last less than a month. Fads are novelty driven fashion choices. A fad is often referred to as 'catching on' with the larger population, but will often fade as quickly as it appeared. The easiest way to remember a fad is through a simpler alliteration: fads fade. Although engaging in fads can be fun, they are often not worth investing a large amount of money or time.

Style- Style is expressing yourself through what you wear. Style is defined as a particular way of doing or saying something, or refers to a unique form of clothing or way of arranging your appearance. Think about fashion vs. style in comparison to food consumption. You eat every day; you wear clothes every day. There are some days and some occasions when you put more thought to your outfit and meal than you do others. There are some people, cloyingly called 'foodies' and 'fashionistas' for whom eating and wearing are a special hobby.

Yves Saint Laurent famously said 'Fashion fades, style is eternal'. Whereas fashion is an art that is notoriously difficult to keep up with because trends change seasonally, style is impacted by much longer-lasting factors.

Another difference between fashion and style is that style goes beyond just clothes. When developing a personal style, it is helpful to remember that you already have one.

Classics- Classic pieces are hard to ignore and almost impossible to miss. There is an undeniable air of timelessness that surrounds classic pieces. When it comes to jewelry classic pieces are diamonds, colored gemstones, and pearls. Classics can stand the test of time and appear flattering on almost anyone, despite age, decade, or current fashion. Classics are forever.

Trends- Trends have a much longer life span than fads. In fact, they can continue to be fashionable for years and even decades. The primary difference between a trend and a fad is that trends have the potential to be long-term influencers on the market. In addition, trends often involve altered classics. For example, specific colors can be declared 'trendy'. Trends can be much difficult to track, but the best rule of thumb when considering whether a piece is a classic or a trend, is to ask yourself: 'Will I still love this in five years?' If the answer is a resounding 'Yes' then chances are that the piece is either a classic or an updated classic, both of which will age beautifully.

## **2. Designer, Muse, Fashion Icon, Fashion Follower:**

Fashion Designer- A person who designs high-fashion clothing. Fashion design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories such as bracelets and necklaces.

Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories. Modern fashion design is divided into two basic categories – haute couture and ready-to-wear. The **haute couture** collection is dedicated to certain customers and is custom sized to fit these customers exactly. In order to qualify as haute couture house, a designer has to be part of the Syndical Chamber for Haute Couture and show a new collection twice a year presenting a minimum of 35 different outfits each time.

**Ready-to-wear** collections are standard sized, not custom made, so they are more suitable for large production runs. They are also split into two categories: designer / createur and confection collections. Designer collections have a higher quality and finish as well as a unique design. They often represent a certain philosophy and are created to make a statement rather than for sale.

Both ready-to-wear and haute- couture collections are presented on international catwalks. The first fashion designer who was more than a simple seamster was Charles Frederick Worth, in the 19<sup>th</sup> century. Before he set up his fashion design house in Paris, clothing was made by anonymous dress makers and fashion standards were derived from the styles worn by royalty. Worth was the first designer to actually dictate to his customers what to wear rather than following their demands.

His fashion house became so famous that people were able to attach a face and a name to designs when they knew they were from the House of Worth. This was the beginning of the

tradition to have a designer of a house not only create clothing, but also represent the symbol of the brand.

Fashion design is a form of art. To work as a designer, you should have the artistic and creative personality. You also have to be good at drawing and able to express your ideas in sketches. You do not necessarily have to be great artist, but you must have some special skills for combining colors, tones and shades. You also have to be able to work with fabric and use textiles in a creative and original manner. Fashion designers have a good visual imagination and are able to think in three-dimensions and put their ideas into garments.

Fashion designers have to be aware of the fashion market requirements. They have to be very interested in learning new things and read magazines, journals and books on fashion design history and new trends. They also have to be interested in art, visit art galleries and interact with all kinds of artists whenever they have the opportunity. A designer should also have some knowledge and experience of tailoring (cutting, draping, sewing etc) and be able to tell the difference between different fabric quality levels.

A good understanding of the audience's lifestyle and customer needs and requirements is also needed in fashion design. Designers should have good communication skills and be able to express their ideas clearly. But most important, they have to be very original and have fresh, innovative ideas.

Muse- A muse is a person or personified force who is the source of inspiration for a creative artist. Muses not only serve as the inspiration for fashion designers, but they also urge these designers to continue creating. Many designers use multiple muses for inspiration, but there is almost always one specific muse that originally inspired the designer to become the creative artist they are today. This does not mean that the designer has to limit himself to retrieving inspiration from one person; instead, a muse serves as the groundwork for these talented people to grow as artists, everything else is merely inspiration acquired along the way.

Here are some fashion designers and the muses that made them famous:

i. Stella McCartney- According to Stella McCartney, her mom and dad's lack of a fashion sense is what inspired her to pursue fashion. The fact that her parents were not unconventional had a big influence on the way Stella conducted herself in design and business. It had a huge impact on her wanting to do something a bit more than just designing a pretty dress and putting it on a runway and making it glamorous.

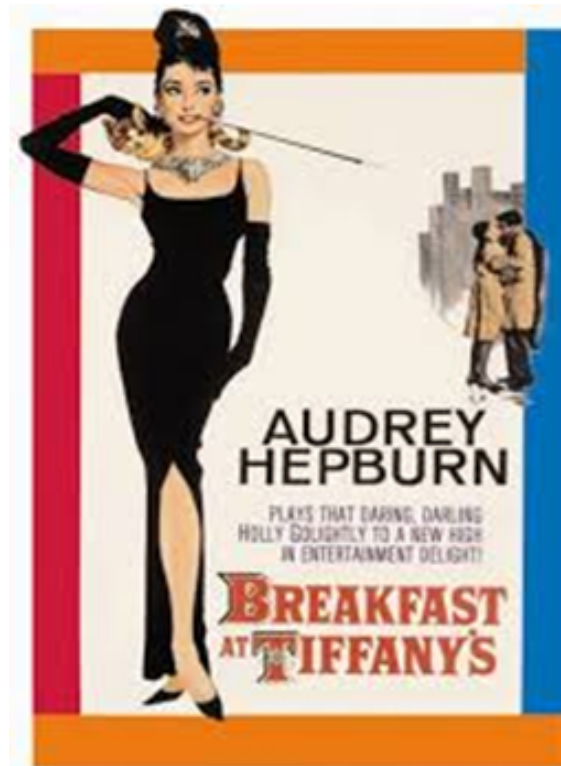
Behind every great creator there is a muse in the shadows, but they have never been given the attention they deserve. Indeed, aside from rare instances such as the recent exhibition at New York's Metropolitan Museum of Art, *The Model as Muse*, these voiceless creatures have often completely escaped identification.

ii. Tom Ford- It is no secret that children are more receptive to learning than adults are, and Tom Ford credits his fashion sense towards spending his teens with late American designer Halston, who dressed Liza Minnelli, Elizabeth Taylor and Angelica Houston.

iii. Karl Lagerfeld- Sadly, not everyone pulls inspiration from living beings. Karl Lagerfeld had a long-term relationship with Jacques De Bascher, who died in 1989 at age thirty-seven. Still, Lagerfeld appoints De Bascher as his one true muse. 'I am not a family-minded person, and he was the only thing that gave a kind of sense of things', Lagerfeld says.

iv. Alessandro Michele- Moms are the best, are they not? Gucci's creative director, Alessandro Michele, agrees! In fact, he hopes to pull inspiration from his mom's personality quirks and bring a little spunk back into the fashion industry. 'A super crazy lady, from this super stylish movie world', Michele shares. 'There is something eccentric about people like her that we miss today, so I built my fashion show around the idea of individuality. The way you dress is really the way you feel, the way you live, what you read, your choices. That is what I want to put into Gucci'.

v. Hubert de Givenchy- most well-known muse is Audrey Hepburn. Not only does Givenchy continue to design collections inspired by the famous actress. 'His clothes are the only clothes in which I am myself', Hepburn shared. 'He is far more than a couturier; he is a creator of personality'.



Fashion Icon- A person or a thing that is very well known as being highly fashionable. Being a fashion icon means setting trends and staying stylish for years to come. Fashion icons are diverse and unique, so it is important to be authentic as possible when developing your personal style. Becoming an icon takes hard work, passion, and patience, so never give up during the process. To become a fashion icon, you should do your research, develop your style, and work towards success for as long as you can.



**Audrey Hepburn in the movie 'Breakfast at Tiffany's'**

Some could argue that Audrey Hepburn is the reason for fashion's obsession with the Little Black Dress. Her classic Holly Golightly look from *Breakfast at Tiffany's* is one of the most iconic 'old hollywood' photos out there. The simple Givenchy column gown, 3-strand pearl necklace, large tortoise shell sun glasses, sleek updo, diamond ear rings, and long cigarette holder will forever be known as an Audrey Hepburn-inspired look!

Grace Kelly's classic, sophisticated style was always impeccable. Her iconic feminine dresses and tailored ensembles made her one of the most influential fashion icons of her time. In fact, Hermes renamed one of their purse designs, the Kelly Bag, after the actress was spotted toting one on numerous occasions.

Jackie Kennedy grabbed the public's attention with her chic, yet simple fashion sense. From boxy Chanel suits to Halston pillbox hats, she reshaped fashion's view of conservative clothes and left a noteworthy fashion legacy behind.

Madonna is the pop diva of fashion. Although she originally adopted a casual tomboy look in the 80s, she quickly evolved into one of the most influential fashion figures in industry. In fact, concerts would not be as extravagant as they are today if it were not for Madonna on-stage fashion choices that changed the way people view artists.



**Madonna in her iconic cone bra**

Fashion Follower- People who wear a certain style only after it becomes a popular trend are called as fashion followers. A fashion trend follower looks toward others for the next big fashion move. They appreciate the fashion ideas of trend setters and will create those same ideas with their own wardrobe.

Fashion trend setters set the do's and don'ts of fashion while fashion trend followers look for the next fashion do or fashion don't. Whether a person is taking the fashion scene by surprise with their interesting creations or wearing the latest pieces seen on their favorite entertainer is still their own form of expression.

### **3. Fashion Cycle, Boutique, Haute Couture, Prêt-à-Porter:**

Fashion Cycle- is a period of time or life span during which the fashion exists, moving through the five stages from introduction through obsolescence. When a customer purchases and wears a certain style, that style is considered accepted. The acceptance leads to the style becoming fashion. The fashion cycle is usually depicted as a bell shaped curve encompassing five stages- introduction, rise, peak, decline, obsolescence.

It is the amount of time which takes a fashion trend to emerge, peak and fall out of style. At first fashion gains acceptance from consumers and by the changing of time the tastes and preferences of the consumers would decrease and gradually fashion lose the acceptance. Fashions do not always survive from year to year.

Boutique- A boutique is 'a small store that sells stylish clothing, jewelry, or other usually luxury goods'. The word is French for 'shop', which derives ultimately from the Greek to mean 'store house'. It can be any small, exclusive business offering customized service. A boutique is actually a specialized type of retail store. It is distinct from other retail businesses based on its more

limited size, scope and inventory. When operating a retail business, it is important to understand attributes, and relative strengths and weaknesses.

One of the most significant differences between a conventional retail store and a boutique is the actual size of the store. A boutique is relatively small compared with a big-box retailer or general merchandise retailer. Boutiques commonly occupy small spaces in enclosed malls or in strip plazas. They are rarely stand-alone operations. In contrast, larger retail chain stores have more flexibility in location and have more space in which to sell.

Boutiques are also characterized by limited product variety. Variety is the amount of product categories in which you sell. Many general merchandise retailers have wide variety. Discounters target and Walmart have several product departments, for instance. A boutique specializes in a very limited number of product or service categories. A specialty purse or hat shop might only sell that one type of product, for instance. Boutiques do often have deep assortments of that one product relative to larger retailers, however, which allows customers more choices.

Though company owners, managers and employees can have passion for the company or product in any type of retailer, a boutique is often a store that evolves out of a founder's product passion. A broad-based retailer is often started by someone who desires to go into business to pursue entrepreneurial dreams. A boutique founder often crafts or orders niche goods and use the boutique as an outlet to convert the passion into profitable business.

While you can create a boutique under many product categories, fashion and apparel retailers tend to most often select this store format. Companies that sell mass-merchandised goods usually want or need more floor- space. Category specialists are large retailers that have expertise in product categories, but they have larger spaces and more assortment than boutiques. A boutique works well in fashion or apparel because higher-end buyers often want customized or one-of-a-kind fashions.

Haute Couture- It means expensive, fashionable clothes produced by leading fashion houses. These are expensive high quality clothes of original design and high quality. Haute couture is one of the most misused terms in fashion. Some of the uninitiated toss it around relentlessly in an ungainly belief that peppering your language with 'exotic' French expressions will make you sound smarter while others (ab)use it because haute couture collections are fancier than ready-to-wear, so everything that is at least a bit fancy in the eye of the beholder automatically becomes 'couture'.

The main misconception people have about the term haute couture is that it applies to all handmade and/or made-to-order garments, whether manufactured by seamstresses at Dior or aspiring fashion design students. This is not entirely incorrect, but it is a very loose interpretation of the term. Some fashion houses add to the confusion by falsely describing their special collections as 'haute couture'; you would think they should be the first ones making sure the term is used properly, but fashion industry probably fuels the mystery behind these two words on purpose as to create more buzz.



The term haute couture is protected by law in France and is defined by the Paris Chamber of Commerce (Chambre de commerce et d'industrie de Paris). To earn the right to call itself a couture house and to use the term haute couture in its advertising and any other way, a fashion house must follow these rules:

- i. Design made-to-order for private clients, with one or more fittings.
- ii. Have a workshop (atelier) in Paris that employs at least fifteen people full-time.
- iii. Each season (that is twice a year) present a collection to the Paris press, comprising at least thirty-five runs/exits with outfits for both daytime wear and party wear.

Every Haute Couture piece is made to measure for a single client. The client comes to the Parisian atelier for measurements and fittings. This points to the fact that every Haute Couture piece is tailored to the individual client, both in style and size.

Haute Couture fashion is deemed highest quality and highest price. While this may reign true the majority of the time,. There are actually specific standards that a piece much reach to be deemed 'Couture'. Vogue once described Couture pieces as 'walking pieces of art'. Indeed this is true. Haute Couture pieces are designed to be worn by a few clients, if not only one. Regardless of how exclusive a piece is, it is not Haute Couture until the Chambre Syndicale de la Haute Couture crowns it so. Upon the Chambre Syndicale de la Haute Couture's approval a fashion house is considered Haute Couture by French Law. These standards ensure that Haute Couture labels deliver impeccably tailored pieces that will be an exact and perfect fit for the client. Understandably, there are only fifteen Haute Couture studios in Paris today, including Chanel and Dior.



**Inside Dior Fashion House**



Fashion houses meeting these rather challenging criteria are selected each year by the Paris Chamber of Commerce and then become 'members' of the Syndical Chamber of Haute Couture. However even this most elite selection has its hierarchy- members are divided into 'official' (French houses Chanel and Dior), 'correspondent' (foreigners, most notably Armani and Valentino), guest (new talents), 'jewelry' and 'accessories'.

Haute Couture houses create a collection every summer and winter season. These collections often set the stage for future fashion trends within the prêt-a-porter collections, as these collections often take inspiration from high fashion. Haute Couture houses are committed to present collections twice a year of at least 35 pieces, both day and evening wear. These collections are presented every 6 months, half a year in advance. For example, the summer collection of an Haute Couture house will be presented in Paris in January, while the winter collection will be presented in July. Haute Couture shows are artistic spectacles. With elaborate sets and invite-only guest lists, these shows are as exclusive as the Haute Couture pieces themselves.

Pret-O-Porter- Ready-To-Wear or prêt-a-porter; often abbreviated RTW; 'off-the-rack' or 'off-the-peg' in casual use is the term for factory made clothing, sold in finished condition in standard sizes, as distinct from made to measure or bespoke clothing tailored to a particular person's frame. Off-the-peg is sometimes used for items other than clothing such as hand bags.

While prêt designs are not necessarily mass produced, it is available to a wide variety of customers. These collections are made for many customers in different sizes. While they range in price and quality, the overarching characteristic is that these collections are designed within the bounds of standardized sizing. These pieces are not meant to fit perfectly or require a tailor. They simply fit the majority of people fairly well.

Usually prêt-a-porter is available twice a year. Pret-a-porter collections are made often available pre-seasonally, catering to climate and economic changes. These collections are made to order. The rate at which fashion companies are able to produce ready-to-wear collections varies from haute couture in that ready-to-wear collections are produced at faster rates, in higher quantities. While they may be of high quality and take inspiration from haute couture lines, these collections lack the exclusivity of haute couture. Customers could find these pieces for example in retail or online shops.

Pret-a-porter fashion shows are presented one year in advance; for example, the winter 2016 collection was presented in winter of 2015. Haute Couture brands as Chanel and Dior, often present ready-t-wear line. These collections are presented during fashion week, a period of time when every name in fashion gathers in specific cities. The most famous of these weeks take place in New York, Paris, Milan, and London. Pret-a-porter shows are often elaborate and artistic as well, with exclusive guest lists for celebrities, press and fashion bloggers.

#### 4. Silhouette

Silhouette is the overall outline, or shape of a garment. Three basic silhouettes form basis for all clothing and are considered long-run fashions. These cycle over a period of years; the bell, with

outer form rounded to waistline; the straight, hangs from the shoulders; and the bustle back silhouette.

**A-line** is a silhouette usually of a one-piece garment, flaring gently at the waist or hips, thus resembling the letter A. **Empire** was a popular silhouette in the early 1800s, the cut features a waistline just below the bust and a skirt that flows down all the way down. **Mermaid** is a voluptuous silhouette that follows the figure down to the knee before flaring out dramatically. It is mainly for the petite figures with less junk in the trunk and no tummy bulge. **H-Line** is a silhouette, usually of a one-piece garment, going straight from shoulder to hip, and crossed at the waist with a belt, cuff or other accent, thus resembling the letter 'H'. **Basque waist** silhouette is defined by its natural waistline that angles down into a V and accompanies a flared skirt. Princess silhouette is quite similar to the A-Line. It is fitted at top and follows clean lines as it flares out through the skirt. **Sheath silhouette** flows straight down from the neck line, thus gently hugging your form. **Ball gown** mostly favored among the royalty as it was made popular by Queen Victoria, who wore a ball gown silhouette for her wedding. It has a fitted bodice and voluminous skirt often made of tulle fabric. **Ballerina** silhouette is inspired by classical ballet and it flows straight down from the neckline, and features a voluminous skirt that falls to the mid-calf.