

Topics

- Women's Apparel
- Children's Apparel
- Exam (October, 15)
 - Ch.1 – Ch.8 Text book AND Lecture notes!
 - 30 questions (=30% of the final grade)
 - Multiple choices
 - Cheating is not allowed !

Women's and Children's apparel

- The Women's apparel
 - Economic importance
 - In 1999, \$184 billion at retail price (American Apparel Manufactures Associations, 2000)
 - References: Dickerson, K. (2003). "Inside the fashion business" 7th edition, NJ: Prentice Hall. pp.210-217.

History and Growth of the Women's industry:

- "Ready-to-Wear" in the 19th century
 - Early "Ready-to-Wear" means apparel made in standardized size and produced in factories.
- From Hand to Machine Production
 - In 1845, Elias Howe developed the sewing machine.
- Paper Patterns
 - In 1860, Ebenezer Butterick developed paper patterns.
- Immigrants
 - In 1880-1920, Immigrants was source of labor.

Ready-to-Wear in the 19th century



Figure 1. In 1855, an early advertisement for women's ready to wear (Dickerson, 2003)

The Women's apparel: Developments in the 20th century

- Improved in technology and retail distribution.
- Increasing need for ready-to-wear.
 - World War I gave many women their first view of an occupation outside the confines of their homes and stimulated the need for ready-to-wear clothing.
- Recognition of American designers in the 1940s.
 - 1930s Paris but, 1940s with Paris blacked out by the German occupation.
 - Dorothy Shaver, president of Lord & Taylor

The Women's apparel: Developments in the 20th century

- Publicly Owned vs. Privately Owned Apparel Firms.
 - In the 1960s, developed publicly owned firms
 - Example: 22 to 100 companies
 - In the 1980s, going private:
 - Example: Levi Strauss, Leslie Fay, and Puritan
 - In the 1990s, additional companies go public:
 - Example: Ralph Lauren, Donna Karan, Tommy Hilfiger, Hagggar Corporation.

Categories in Women's Apparel

- Outerwear- coats, rainwear, jackets
- Dresses- 1 or 2 piece and ensembles
- Blouses – dress and tailored
- Suits – jacket/skirts or pants combinations
- After-5 and evening clothes- formal and prom gowns, special occasions.
- Bridal wear
- Sportswear and separates
- Active wear
- Uniforms
- Maternity
- Innerwear
- Special needs

Women's Wear Size Ranges

- Misses: 0-2, 4 to 20
- Juniors: 5 to 17
- Petites
 - 2P~16P (misses petites), 1P~15P (Junior petites)
- Women's and Women's Petites
 - 12WP to 26WP
 - 26 to 52 and XL to 5X

Location of Fashion Market Center: The Leading Market Center

- New York: Seventh Avenue
 - Garment district



Figure 2. New York's Garment District (Dickerson, 2003)

Location of Fashion Market Center: Secondary Fashion centers

- Los Angeles: The 2nd most important design and manufacturing.
 - "California look"
- Miami: Important children's wear industry.
 - Florida Children's Wear manufacturers Guild.
 - Cuban immigration.
- Dallas: Mix of moderate priced dresses and sportswear to meet the demands of a large segment of mainstream customers.
 - Dallas based designer (e.g. Victor Costa)
- Chicago: Conservative and Chicago is making new fashion

Apparel Marts: Regional Selling centers

- The Dallas International Apparel Mart
 - The largest wholesale apparel and merchandising complex.
 - Major chain retailers to shop
- The California Mart
- The Atlanta Apparel Mart
- The Chicago Apparel Center
 - * To coordinate shows of their new lines during market weeks, lease showroom space at the major regional markets in L.A. Dallas, Miami, Atlanta.

Publicity for the Women's Apparel

- Fashion shows
- Trade shows
- Trunk shows
 - Trunk shows present a manufacture's line to a retail store's sales staff and its customers.



Figure 3. Customer gather for Derek Lam's Trunk show (Stone, 2007)

Children's Apparel

- The children's wear industry
 - Compared to Women's, the children's industry has a relatively small volume of output
 - Fewer companies
 - Less competitive.
- Children's designer label clothing
 - Flapdoodle, Gymboree, Little Me, Absorba, Tickle Me, Joe Boxer, Cotton Caboodle, Guess and the Gap.
 - Hanna Anderson, Florence Eiseman and Ruth Scharf.
 - Esprit, Guess, Patagonia, Ralph Lauren, Jessica McClintock
 - Gucci, DKNY, Moshino Bambino.

Children's Apparel

- Industry specializations
 - Size ranges are related to the age or stage of growth.
 - Infant: 3 to 24 months
 - Toddlers: T2 to T4
 - Children sizes: 4-6X (Girls), 4-7(Boys), 7-14.
- The children wear design examples:
 - See Tate, Ch. 8. p.305-332.

Children's Apparel: Trade shows

- Trade shows
 - California Mart in L.A.
 - LA kids show (3 times a year)
 - Magic show in L.V. (twice a year)
 - Children's Kids World Expo
 - Kids World Expo
 - Style Max in Chicago.



Figure 4. Kids runway. ENK event (Stone, 2007)

Next Class

- Exam (October, 15th)
- Review Exam
