

# **FASHION ACCESSORIES**

**BFA(F)- 102 CC2**



**Directorate of Distance Education**

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# 1

## CREATIVE PROCESS

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### STRUCTURE

- 1.1 Learning Objective
- 1.2 Introduction
- 1.3 Design Tools
- 1.4 CAD
- 1.5 Student Activity
- 1.6 Research and Inspiration
- 1.7 Understanding Market
- 1.8 Consumer Analysis
- 1.9 Design Development
- 1.10 Communication and Presentation
- 1.11 Summary
- 1.12 Glossary
- 1.13 Review Questions

### 1.1 LEARNING OBJECTIVE

After studying this unit you should be able to:

- Explain the meaning and definition of application in fashion design.
- Identify and use the Design Tools and Equipments.
- Count the skills required for Draping tools.
- Explain the meaning and significance of Sewing tools (Sewing machines, needles, threads)
- Explain the procedure of handling the Fabrics (Patterns, solids, specialty fabrics).
- Describe the technology for Pattern making tools
- Provide meaning and significance of Fashion Collection Inspiration: Design inspiration process.
- Explore the Inside Marketing for Apparel and Accessories.
- See the importance of consumer insights for fashion brands
- Specify the skills required for fashion communication.

## NOTES

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## 1.2 INTRODUCTION

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The present work is dealing with the contemporary problems of fashion design. Here the readers will learn to define the terms of creativity and inspiration and apply them in the field of fashion design. Analyzing the topic of fashion design, gives examples and suggests techniques for successful creative thinking to produce new and tangible things. The work also indicates to the application of techniques from other fields and their modification for needs of fashion design. Application of techniques has far goal to facilitate the process of creation and designing, it also promotes a new way of thinking and a successful problem solving which fashion designers faces through the process of designing.



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### 1.2.1 CREATIVITY

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We need to define each term separately to understand the essence of multidisciplinary and complexity of creative thought processes. Creativity is considered as a set of thought processes which lead to new solutions, ideas, theories. One of key elements of creativity is the element of novelty, something new. It can be an “old idea” but if it is applied in a totally new way in new package; that same but recycled idea becomes a whole new entity. Creativity should not be initiated in itself, it is present or not. When it is not present it is necessary to resort to the inspiration that will form and cause our creativity.

Lack of creativity is needed to be eliminated in required moments by inspiration. Inspiration is with help of variety of different exercises “recalled” to be more frequent and qualitative. There are various exercises which are designed by various authors, aiming to provoke a creative way of thinking. When your thought processes are collectively quality, positive and the conduct to productivity, they you can say that you are applying creative way of thinking. Today even creative thinking is available in high technology, so your mind can creatively practice in specially designed exercise on various gadgets, including your mobile phone.

Characteristic of creative thinking is that; it is functional in the present moment. Though influenced by the past experiences and draw impact on potential

future. The daily feature of majority of people is to think about recycled thoughts, reconsidering issues that they arise in almost every day and spend time and energy thinking of something that has already come to an end and to the maximum.

CAD fashion design softwares are not specially made for 3D printing. Even without using additive manufacturing, designers now have to work on 3D software. These 3D softwares allow doing some rendering and visualisation, which is precisely interesting for these kinds of aspects of the fashion industry. These fashion design CAD software are also convenient to create perfect patterns or to show models to the customers. Anyhow, 3D is becoming really interesting for professional fashion designers.

## NOTES

### 1.3 DESIGN TOOLS

#### 1.3.1 Fashion Design Tools for Beginners

Every fashion designer has a dream to start a successful fashion career. They also try to show off their creativity and strong working power against aggressive competition. To face this competition, at first you must make sure using the best and most effective design tools.



**Fashion design tools**

When you start your fashion profession like fashion designer, fashion label expert, **pattern maker**, fashion trainer etc.; you should have some essential design tool kits. Because, design tools can help you to minimize mistakes, cut down on creation time; capture your every idea to create a new design, and developing your new design perfectly.

#### 1.3.2 Types of Design Tools and Equipments

These **fashion design** tools are not only important for the fashion design related students or designers but also essential for all the creative peoples they can relate to this.

## NOTES



**Fashion designer in work**

Before making a new design and developing it, you have to keep in mind. Fashion design tools and equipments are categorized by some sections, these are given below:

1. Draping tools
2. Dress forms
3. Fabric pressing tools
4. Fashion art tools
5. Computer Assisted Design Tools (CAD)
6. Sewing tools (Sewing machines, needles, threads)
7. Fabrics (Patterns, solids, specialty fabrics)
8. Pattern making tools
9. Cutting mats
10. Product development tools

**Other related factors which directly help to developed a new design:**

- Season
- Target group
- Occasion
- Theme
- Color
- Fashion Dummies or mannequins

### ***Draping tools***

Draping is an important technique to positioning and pinning fabric around a dress form to make a structure of a garment design. To do this process some essential tools are needed. These are mentioned in below:

- Muslin
- Dressmaker pins
- Measurement tape
- French curve tool
- Hip curve tool
- Styling curve
- Plastic ruler 18"
- Fabric scissors (Card Scissors, Shear Scissors, Lightweight Scissors)
- Adhesive ¼" style tape
- Non-adhesive style tape
- Blue and red pencil
- Sketch and tracing paper roll
- Tracing wheel
- L square
- Yardstick
- Pencil sharpener

## NOTES

### ***Dress Forms***

Dress form is mainly used for fitting and draping clothes of the garment that is being designed or sewed. It also helps to beginners for many types of projects like draping, garment pattern making, garment fitness, creating new design etc.

- Basic dress form
- Dress form fit/ adjustment kit
- Adjustable dress form (Size S-M, M-L)
- Full female body dress form (Size 2, 4, 6, 8,10, 12, 16)
- Half female body dress form (Size 2, 4, 6, 8, 10, 12, 14, 18)
- Male dress form (Size S, M, L)

### ***Fabric Pressing Tools***

Before start the draping and **cutting process**, fabric pressing must be needed to get a perfect dress making. Some fabric pressing tools are as follows:

- Iron
- Steam iron
- Table top ironing board
- Normal iron board
- Fabric steamer
- Portable fabric steamer
- Steam press

## ***Fashion Sketching or Art Tools***

Every fashion design related people should know these essential tools for art or sketching a new design. They are...

### **NOTES**

- Normal drawing pencil (Hb, 2b, 4b, 6b etc)
- Color pencil
- Sketch book
- Clear plastic ruler (Size 18", 1"x 6", 1" x 12")
- Black liquid marker
- Eraser
- Graph paper
- Carbon paper
- Sketch and tracing paper roll
- Different sizes of drafting table
- Water, poster color, brush etc.
- Sketchpad

### ***Sketchpad of CAD***

Sketchpad is considered to be the progenitor of modern computer-aided design (CAD) programs as well as a major breakthrough in the development of computer graphics in general.

A sketchpad is a best friend for the young designers. Many creative or fashion designers will keep a smaller sketchpad in their handbag. When they see something special and think about an idea, then they can draw it out and implement it.

### ***Computer Assisted Design Tools (CAD)***

Today in the fashion world, modernized fashion designers are using different computer assisted design tools for developing their ideas and design.

- Adobe photoshop
- Adobe illustrator
- Ps, Ai and more
- TUKAcad

### ***Sewing Tools (Sewing Machines, Needles, Threads)***

A **sewing tool** is great kit for designers. It can help to make a full outfit. Sewing tool kits also help during photo shoots when an outfit accidentally snags or repair. Another great use for a sewing toolkit is to add last minute touches on your outfit right before hitting the fashion show runway.

#### **Sewing tool kits like:**

- Different sewing machines,
- Different sizes of sewing and hand needle,

- Various types of threads are needed to create dress design.
- Small scissors
- Thread cutter
- Glue
- Different decorative trimmings etc.

## NOTES

### ***Fabrics (Patterns, Solids, Specialty Fabrics)***

Every fashion designers or beginners should know about different types of fabrics, fabric patterns, solid fabrics, and special fabrics for designing a new dress. They also select their fabric for dress making according to cost, fiber, fabric construction, durability, comfort etc.

### ***Pattern Making Tools***

Pattern making helps beginner designer to understand about measurement techniques, inseams, waistlines and special sizing and dimensions without having too much fabric pieces. Here we will see some pattern making tools for beginner fashion designer.

- White or brown pattern paper
- Dress maker tracing paper
- Tracing wheel
- Needle point tracing wheel
- French curve
- Hip curve
- Styling curve
- Awl
- Pencil, red and blue pencil
- Pencil sharpener
- Rub eraser
- Plastic ruler 18"
- Paper scissors
- Measurement tape
- Yardstick
- Scotch tape
- Weights
- Notcher

### ***Cutting Mats***

For getting accurate paper and fabric cutting in dress designing, perfect size cutting mats are required. Different sizes cutting mats are available in market for the design students and professional works.

## ***Product Development Tools***

After creating new design, designers want to start product development. To do this segment some essential product development tools and equipments are must be needed. These are....

- White bond paper
- Tracing paper (9 x12)
- Pencil (2HB, 6B)
- Pencil sharpener
- Rub eraser
- Black liquid marker
- Clear plastic ruler (1" x 12", 1" x 16")
- Measurement tape
- Tailor chalk
- Push pin
- Yardstick

### **NOTES**

#### **1.3.3 Design and Fashion Design**

Design means application of new ideas in commercial uses.

There is not any one generally accepted definition of design. Design is a skill. Modern craft shapes idea in functional and practical product. Most of definitions will agree that design includes plan for editing the elements in a best way to achieve particular goal.

The design is sent to other segments which must cooperate and communicate how the final form would be as planned.

It takes constant communication between the various sectors and even business. Fashion design is a type of design that requires constant monitoring of informations are coming from the market. Market research is very much a great measure that gives us information about the performance, progressivity and sole design. Fashion design is conditioned except data from the market, also with climate conditions. In regions with continental climate existed exactly four seasons, two were with pretty similar requirements in terms of fashion design.

Due to the climate change, there will be no more predictable accurate border between the seasons in next twenty years and more. It causes more requests about fashion design which are for all seasons. Such climate conditionality will lead to need for articles which usage would otherwise not be common in that part of year. Fashion design is conditioned by many economic factors too, which influence in that matter on it.

#### **1.3.4 Tools of successful fashion design**

Today it is a widespread process in fashion design with wrong modification of successful examples of fashion designs- coping. This process is applied from wish

to repeat examples and success of positive examples. Generally it is done due to lack of creativity and professionalism. The main guiding light in fashion design is the target group, knowledge and lifestyle of target group, their needs and habits. Designers then use different techniques for success of the produced designs.

Techniques in a successful approach to fashion design are:

**Problem Analysis-** Which clothing garment is a subject of design? Which are the functionality standards that need to be satisfied?

**The material Selection -** What are the characteristics of the material that has or is to be used? Sometimes bad material or characteristics should be viewed from another angle, with minimum to achieve maximum. Paying more attention to form and devising new methods of production can be obtained with remarkable results.

**Design -** Color of particular garment or textile item affects our consciousness and subjective experience of it. As a rule, when the color is dominant or pattern is generally saturated, usually it is a successful solution to keep the minimalist solution in the form.



## NOTES

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## 1.4 CAD

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### 1.4.1 Importance of Computers in Fashion Design

Over the decades computers and fashion have developed gradually, changed with time, taste and trend. But nobody knew that a time will come when both these fields will complement each other so well. Today fashion design has reached new heights by computer aided methods of design. It gave computer industry its new customer as fashion industry. Computer technology is making waves in the fashion design zone. From determining textile weaves to sizing designs; computers are a vital component of the fashion industry. Computer aided design (CAD) programs reduce the demand for manual sketches. New software programs continue to replace old manual skills. Going by the wayside are “old fashioned” flat pattern construction, pencil sketching and traditional math-based pattern sizing. Those who lag in math and falter at sketching can now breathe a little easier.

#### *Introduction to CAD*

Computer-aided design (CAD), also known as computer-aided design and drafting (CADD), is the use of computer technology for the process of design and design-documentation. Computer Aided Drafting describes the process of drafting with

## NOTES

a computer. CADD software or environments provides the user with input-tools for the purpose of streamlining design processes; drafting, documentation, and manufacturing processes. CAD may be used to design curves and figures in two-dimensional (2D) space; or curves, surfaces, and solids in three-dimensional (3D) objects.

Most designers initially sketch designs by hand, a growing number also translate these hand sketches to the computer. CAD allows designers to view designs of clothing on virtual models and in various colors and shapes, thus saving time by requiring fewer adjustments of prototypes and samples later.

Most fashion design colleges still teach traditional design methods, including manual flat pattern construction, draping and line drawing. No doubt, learning of these methods are essential for having a good idea about fashion design but, cutting-edge education also focuses on computer aided methods of design. Software can help students draw, create woven textures, drape models to create patterns, adjust sizes and even determine fabric colors. By Introducing this technological aspect will enable students to understand a lot better and try various combinations in their design. This also cuts down the time factor. By using CAD methods, students can learn a lot faster and more software in less time. But Fashion Design is not an easy profession. You have to work hard as well WORK SMART.

### ***Blend OLD and NEW***

It doesn't not mean that one should neglect the manual design methods and completely focus on CAD methods. State-of-the-art technology is important, but a sound understanding of the methods behind production is also essential. Manually figuring size adjustments and cutting pattern pieces instills that knowledge. Software programs constantly evolve. A program used today may be obsolete within few years. Being trained on today's software does not guarantee it will be used when you are ready to go out into the field. Understanding calculations is timeless, as is computer competency. Software, however, shifts rapidly.

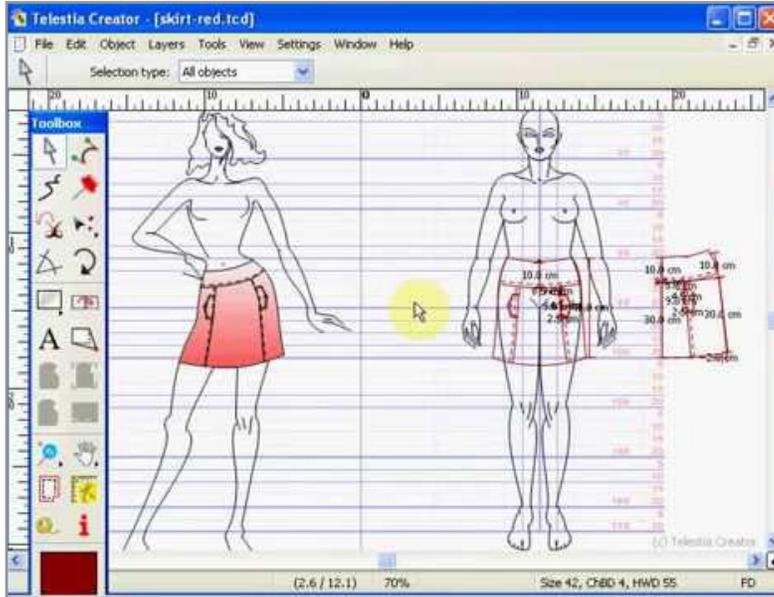
Sketching remains a basic design skill. The option now exists to create computer generated drawings of your work. Take advantage of the old and new. Master the ability to sketch on paper and perfect your skills as a computer-aided designer. Masterful sketches, whether hand-drawn or computer-generated, are what sell your designs. Fashion continues to evolve with computer technology pointing forward. You must not lag behind. Yet you should not forge forward without a sound understanding of the basics. Computer technology is the prevalent method for both knit and woven pattern construction and is coming to the forefront as the sketching method of choice. Learn the necessary technologies to stay on fashion's forefront.

### **1.4.2 History of CAD in fashion design**

The development of the modern fashion industry began in the nineteenth century with the founding of the first fashion house in Paris: the House of Worth. Since that time, fashion styles have changed dramatically with the advent of societal changes and shifts in consumer tastes. Despite this, the means by which designers

created their pieces remained the same: designing using a pencil and paper.

Creative Process



## NOTES

**Telestia Creator is one example of a CAD package used in the fashion industry**

Now, however, CAD has begun to make inroads into the world of fashion. It remains true that many fashion designers still sketch first drafts of a new design by hand—something which is no longer common in the AEC sector, as well as some other branches of product design. However, CAD programs are now increasingly used in fashion to create sketches, prototypes and designs.

Fashion designers use 2D CAD software packages to create initial concepts for their designs. Then, when they are ready to create the full piece, they employ 3D CAD software to visualize their designs on virtual models.

### ***Benefits of CAD to the Fashion Industry***

From haute couture to the mass market, all sectors of the fashion industry have felt the impact of CAD. Knowledge of CAD has become increasingly important to help secure a job in fashion design.

It's easy to see why the industry has embraced CAD. Using CAD software, designers can create new sketches more quickly and more precisely. They can also easily adapt a single design to varying materials and patterns, and build upon and alter existing designs to create new pieces.

CAD also allows designers to test out variants of their designs using different fabrics and swatches. As opposed to traditional design methods, designers using CAD can view these designs in both 2D and 3D, and make alterations immediately.

This save time and reduce errors. It also cuts costs down by letting designers view virtual versions of finished products without needing to purchase materials. It also means that designers can view the entire design history of their product. This means that they can work out where they went wrong, or create different products from one initial idea. In short, CAD allows fashion designers to work smarter, and

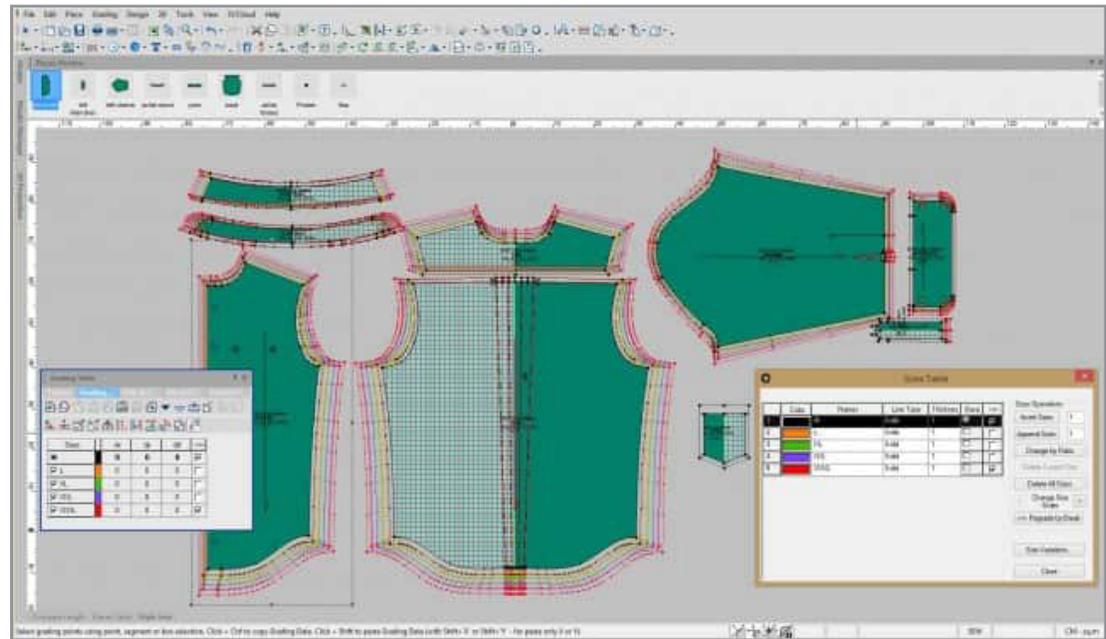
shortens the time taken between initial concepts to finished piece.

### ***Changing Design Processes for Existing Products***

Different CAD programs exist to cover varying fields within the fashion industry and each stage in the design process.

Solutions include Optitex's **ODev**, **OPro** and **OSel** programs; **Kaledo** from Lectra; Telestia Creator; and FashionCAD.

## **NOTES**



**Creating a shirt in Optitex's ODev software**

CAD programs have enabled the fashion industry to significantly speed up traditional sketching and alteration tasks. Creating and altering products whilst still in the CAD environment means designers can reduce waste and save money. The ability to visualize designs in 3D further helps designers create garments that fit well and are ready to wear.

In the fast-moving world of the fashion industry, with seasonal trends and consumer demands to contend with, the ability to use CAD to modify and create garments gives designers an edge. CAD also enables designers to tailor and customize existing styles, and produce new clothing to meet customer needs and desires. Additionally, the beginning of cloud-based CAD software has enabled designers to collaborate easily from any location.

These advances have made the creation of new clothing simpler, more collaborative, and more cost-effective. However, these uses of CAD merely represent a reorganization of design processes. CAD is also being used in more innovative ways to create entirely new, more customizable products.

### **New Products, New Ways to Customize**

The ability to use CAD applications has enabled the creation of more precise and

complex designs than previously possible.

This has particularly impacted on the **footwear** and **jewelry** industries.

The **footwear** industry was an early adopter of CAD, employed the software in 1970s. Since then, specialized CAD programs for footwear, such as Geomagic and Shoemaster, have been used in increasingly varied ways. One of the key uses is in **shoe sole design**, as CAD makes it easy to create highly complex, specialized soles. Not only is this perfect for **sports shoes**, but it also accounts for customers who require **orthopedic footwear**.

In addition, CAD makes **grading** more precise, making it easier to create a shoe design in a range of sizes. Finally, using CAD helps create shoes with a more comfortable fit, allowing designers to focus on the design itself.

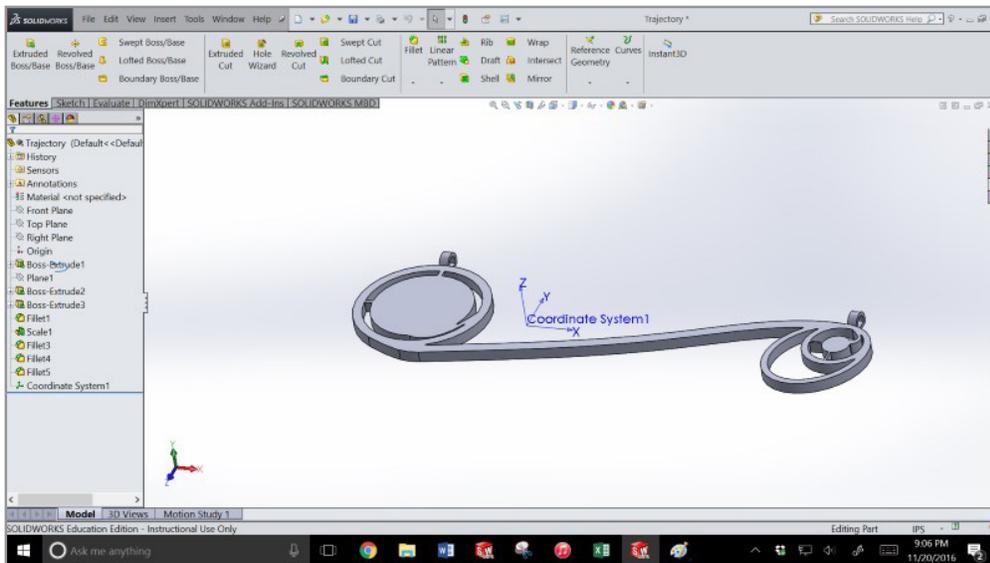
Meanwhile, a wide range of CAD programs exist; specifically serving the **jewelry** industry. These include **Type 3's 3DESIGN**, Gemvision's Matrix and CounterSketch software, and FireStorm CAD, amongst many others. The jewelry industry uses CAD to create incredibly detailed, intricate designs, as well as a wide array of original pieces. CAD also enables companies to use CNC machines to mill and engrave pieces of jewelry, making them truly customizable.

## NOTES

### 1.4.3 Creating Jewelry in 3DESIGN

#### *Case Study: Sci Chic*

One example of a company which has harnessed the capabilities of CAD is Florida-based jewelry firm **Sci Chic**. Designer and mechanical engineer Erin Winick, who also acts as CEO of the company, uses **SolidWorks** to create original astronomy- and science-themed designs. She began printing the pieces in plastic using her personal 3D printer, but has since expanded the business by adding additional printers, and using an outside supplier to create metal pieces.



This Sci Chic necklace depicts the trajectory of Apollo 11 around the Earth and Moon

The business began selling pieces online in late 2016, and has launched a monthly subscription box for 2017, with each month's pieces focusing on a different scientific theme. Check out Sci Chic on Shopify for the full details.

## NOTES

### *Future of CAD in Fashion*

Whilst CAD has already had a major impact on the fashion industry, there are still exciting developments on the horizon.

Noted futurist **Ray Kurzweil** predicted that, within the next decade, 3D-printed clothing would become common. Whilst we may still be a while off printing clothes in our own homes, the technology is already having an impact in certain areas.

In the world of high fashion, a number of designers are using 3D printers to create truly innovative, unique pieces. Icelandic musician **Björk**, who partnered with Stratasys to create an unconventional yet stunning performance mask depicting her own musculoskeletal structure. But she's far from the only one embracing 3D printing.



**This piece, from van Herpen's *Magnetic Motion* collection, employs both 3D printed parts and magnets**

One of the most notable fashion designers to adopt the technology is Iris van Herpen, who has employed 3D-printed pieces in several of her collections, beginning with 2010's *Crystallization*. Van Herpen began using 3D printing after being "struck by the complexity and detailing it was able to do", and her striking and sometimes unsettling pieces have pushed the boundaries of both fashion and technology.

## NOTES

It's not only the catwalk that is feeling the impact. We're also seeing 3D-printed **footwear** coming to the **running track** courtesy of some of the biggest names in sportswear. **Reebok's** Liquid Factory innovation lab created shoes with a "three-dimensional fit". However, they're far from the only company who see the potential in 3D printing.

**Adidas'** Futurecraft 3D shoe aims to create shoes tailored to each individual's foot, "[setting] the athlete up for the best running experience". **Nike**, meanwhile, have focused on the top end of athletics, creating the Nike Zoom Superfly Flyknit alongside Olympic gold medallist **Allyson Felix**, and confirming to adopted 3D printing by partnering with HP. We've also seen Under Armour and New Balance launched their own 3D-printed shoes, showing the serious interest from the athletics sector in the technology.

Both Teen Vogue and *Business of Fashion* have listed 3D fashion engineering as amongst the most important burgeoning careers within the industry. It's clear that computer-aided design and manufacturing will continue to change this diverse industry, pushing forward the boundaries of fashion.

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## 1.5 STUDENT ACTIVITY

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1. What is fashion design? How does it differ from other design and explain its tools and equipments?

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2. What is a **Computer Assisted Design Tool (CAD)**? What is the use of CAD in Design?

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## 1.6 RESEARCH AND INSPIRATION

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### 1.6.1 Fashion Collection Inspiration

*The ultimate guide to research and developing ideas for your next fashion collection*

Everything in fashion creation begins with the inspiration. But, we can't get inspired whenever we wanted. Fashion collection inspiration is an ongoing process that we need to train our mind to collect ideas and store it in a place where we can use whenever we need especially when creating a fashion line.

## ***Fashion Collection Inspiration: Design Inspiration Process***

Collect an image or that you like the most. **Pinterest** is the awesome place to get started.

### **NOTES**

- **Step 1:** Shape : Look at its shape and any tiny shapes that are inside and see if you can create something out of it. It can be a surface design or maybe outline of your silhouette. Let the crazy shapes go and don't think if it's wearable at this point. Turn the image upside down or sideways up and trace the outline for different shapes from same image.
- **Step 2:** Texture : Look at the texture; can you apply that look to your fabric? May be layering multiple fabrics or may be in form of prints or any other ways? Brainstorm some ideas or create some fabric samples if you can.
- **Step 3:** The color : What colours or colour combinations do you like in it? Do you find any interesting combinations? Can you create a palette out of it?
- **Step 4:** Lines : Do you find any interesting arrangement of lines? Draw them into your boxes.
- **Step 5:** Pattern : Using the lines and shapes from your inspiration. Can you develop little patterns that can be later transformed to prints or embroidery?

### **1.6.2 Fashion Inspiration Sources For Designers**

Ever wondered how top fashion designers manage to create multiple collections per year? Season after season, year after year, seemingly never running out of ideas. Have you noticed how sometimes, it seems like designers must have pre-agreed on a theme and they all are presenting variations on the same theme? Fashion inspiration is behind it all.

Fashion inspiration is the outcome of creative research, which in turn is an essential part of the design process. It is the sourcing of and collection of ideas prior to design.

Once you have defined your subject, the research you undertake should be experimental and investigative. It is an essential tool in the creative process and will provide information, inspiration and creative direction, as well as a narrative to your collection.

Gathering information to nourish your mind and to inspire your next collection can easily be done by viewing myriad selections of style websites on the internet or even browsing through the latest editions of travel and fashion magazines. However, there is nothing more satisfying than discovering a little gem, be it a favourite museum in the heart of London or a busy brick-a-brack market in bustling Istanbul, to provide primary sources of inspiration for you.

#### ***Museums & Art Galleries***

These are a wonderful source of primary research of fashion inspiration as they firstly contain a vast selection of different types of artifacts', objects and historical treasures.

Secondly, they're host to many specialty exhibitions, whether that be in regards to fashion designers, artists or architects.

a) *Sir John Soane's Museum – London*

This historic house is a museum and library of the distinguished 19th-century architect – Sir John Soane. He requested that the house remain untouched after his death – almost 180 years ago. Soane amassed an extraordinary collection, full of curiosities and surprises. He collected antiquities, furniture, sculptures, architectural models and drawings, and paintings including work by Hogarth, Turner and Canaletto.

Many objects are on permanent display. Others – including 30,000 architectural drawings – can be seen by appointment at the Research Library.

The Collection can also be accessed online where you can browse highlights or search thousands of objects on the database.

b) *The Christian Dior Museum and Garden – Granville, France*

This cliff-top villa on the outskirts of Granville was Dior's childhood home.

It made its debut as a museum in 1988. In addition to featuring the designer's collections, it also houses pieces by the fashion house's other notable designers, such as John Galliano and Yves Saint Laurent.

It's perfect for lovers of vintage fashion to explore techniques from the past and to apply them to their contemporary creations.

c) *Museo Ferragamo – Florence, Italy*

For all things, craftsmanship, the Ferragamo Museum in Florence is the place to visit. Located at the Palazzo Spini Feroni in Florence, it also houses the company's headquarters and harks back to the 13th century. Opened in 1995 at the initiative of the Ferragamo family, for the purpose of letting the public of the entire world to discover the artistic qualities of Ferragamo – the man himself, as well as the important role he played in fashion history.

When Ferragamo immigrated to the USA to explore the popular footwear industry. After twelve years, he returned and set up his business in Florence, where he remained faithful to Italian craftsmanship while elevating it with some of the lessons learned from his experience abroad.

d) *MoMA – New York*

The Museum of Modern Art is a favourite gallery for many students, designers, architects and creatives in general.

Located in the heart of New York, it houses one of the most influential collections of modern art in the world, with works by artists from the Americas and Europe.

The building itself is inspiring; designed in glass by Yoshio Taniguchi.

## ***Vintage Archives***

The vintage scene is perfect for fashion inspiration and for getting up close and personal to the construction methods used in historical clothing and accessories. It doesn't stop there as there's nothing more satisfying than leafing through old books or magazines and discovering something unique between the sheets.

Discovering vintage finds online is overrated as you're more likely to discover period clothing and discarded artefacts by poking and prying around archival treasures.

## NOTES

### a) *Vintage Booksellers – Global*

Once a secretive market that was available to only the most discerning and exclusive fashion houses. Since the emergence of dealer accounts such as Idea Books and November Books, on Instagram, we are all privy to view and purchase their wares.

These books are not copied in their entirety, they're purchased to inspire and set the creative juices flowing. According to the owner of Idea Books, David Owen, the bigger and more successful the designer the further the end result is from the starting point. The best designers don't always buy fashion books; they're more interested in books on great photography and general culture.

### b) *Vintage Fashion Archive – Los Angeles*

If you're looking for clothes from a particular decade, you're more than likely to find the biggest collections in the cities that were booming at the time.

The 70's, produced Halston and all fashion that could be worn at Studio 54. 1970's, Los Angeles, was where it was all happening and *The Way We Wore* has an amazing selection of items that are true to this favourite decade of mine.

### c) *The Vintage Showroom – London*

It was formed in 2007 to house an ever-growing archive of vintage showroom and accessories collected by co-founders Douglas Gunn and Roy Lockett. It has gone on to become one of the leading resources for vintage menswear in the UK, with the archive covering the early-mid 20th century and specialising in international work, military and sports clothing, classic English tailoring and country wear. In September 2012 a selection of the archive was published in the title 'Vintage Menswear – A Collection From The Vintage Showroom' for Laurence King publishing and "The Vintage Showroom – An Archive of Menswear" followed in December 2015.

## ***Films***

The film industry has always had very close links to dress and fashion. Using film as the starting point for primary research is something designers have been doing for years. Catwalk trends have been started by the release of iconic films as designers tap into the visually stimulating and immersive world.

### a) *Breakfast at Tiffany's (set in Manhattan)*

Audrey Hepburn's wardrobe by costume designer Edith Head was the stuff dreams are made from.

Her iconic black dress was designed by Givenchy and the remaining items would have been made by the studio or purchased directly from designers working in the 50's.

Fashion 'inspired' films from this era were an excuse to create a moveable catwalk that displayed the most covetable items.

Nicolas Ghesquiere's Fall 2008 collection for Balenciaga, for example, seems to have been inspired by the little black dress in the movie.

b) *Marie Antionette (by Sofia Coppola)*

Sofia Coppola's film was dubbed 'a scandal' by Liberation's film critic, Agnes Poirier. 'History is merely decor and Versailles a boutique hotel for the jet set, past and present,' is extraordinarily rich in texture, textile and colour.

It's a fashion designer's dream movie as it tantalises the taste buds while transporting you to other realms. With the costumes designed by Milena Canonero it's a historical drama for the Wallpaper\* generation, all sumptuous interiors, dresses to die for, and an oh-so-ironic Eighties glam-pop soundtrack by Sean O'Hagen.

c) *Moulin Rouge (by Baz Luhrmann)*

With costumes designed by Catherine Martin, whose other credits include, Strictly Ballroom, and Romeo and Juliet, this film helped create a lot of interest in the burlesque and corsetry trends seen on the catwalks in 2001 at shows by YSL and Balenciaga, and also on the high street.

The costumes were not historically correct but referenced more contemporary corsetry from Agent Provocateur. It was important to Martin that she create a contrived look as this transported the 21st-century audiences back to the original Moulin Rouge and allowed them to feel the same erotic frisson.

## NOTES

### **Markets**

Most fashion designers cannot think of anything more inspiring than a visit to a flea market.

Found objects can become the starting point of an imagined narrative for your design muse. Discovering a history of these objects can stretch your imagination further until you have a sketchbook full of ideas to aid your design process.

a) *Saint-Ouen Flea Market – France*

The Saint-Ouen market is recognised as one of the largest flea markets in the world.

Set in Porte De Clignancourt it doesn't look anything like a traditional flea market, more like an edited selection of posh mini shops, and is a dream destination for a designer. It is home to 14 different markets with more than 2,500 stalls full of treasures awaiting discovery.

Some of the markets are covered, some are open but all are bursting with vast selections of classic antiques, or restored fine goods such as original vintage posters and paintings, furniture, bronzes, objects d'art or tapestries as well as chandeliers, bric-a-brac, amazing vintage clothing, shoes, accessories and curiosities.

It's impossible to leave empty-handed. It opens early from Saturday to Monday and if you're a serious shopper you'll arrive at the crack of dawn. Selling a Camard, the reputable shipping service has a stall in the middle of the market.

They will take care of all of your shipping needs anywhere in the world.

## NOTES

b) *Portobello Road Market – London*

This is one of the largest antique markets in the world and the dealers know their stuff. It sells a big selection of Bric-a-Brac and vintage clothing in addition to the antiques it's more famous for.

The market is a fashion inspiration of choice for many up and coming designers as well as established ones. They visit frequently and soaking in the atmosphere of the area, bussing with stall sellers and tourists is as inspirational as throwing through the market stalls.

c) *Feria de San Telmo – Buenos Aires*

Plaza Dorrego in San Telmo, with its cobblestone streets and century-old buildings, is home to this market.

Open on Sundays only, it attracts an international clientele who are attracted to vintage glassware, jewellery and more on offer from the 270 stalls.

The covered marketplace in the Dorrego Flea Market has more than 150 booths and shops. Here you will find period furniture, brassware and more glassware.

### ***Travel Destinations***

As a fashion designer, keeping your eyes open and your mind active allows you to discover new and exciting possibilities for design development. Consider that everything around you has the potential to form part of your research and this also extends to travel.

Discovering and learning from other cultures and countries can provide you with a rich source of primary research material and should form part of your research for new collections. This wealth of information can then be translated into contemporary fashion design.

Large fashion houses send their design teams abroad for research purposes. They will keep a photographic diary alongside sketches of their discoveries and this information will support any other finds. These might include fabric cuttings, jewellery, artefacts, garments and accessories.

As a new designer, it would be worth considering that a holiday abroad could also be an opportunity to gather research and find fashion inspiration for your next collections.

It is impossible to cover all inspiring places around the world, but the below list is at the top of our list.

a) *Florence, Italy*

One of Europe's great art cities, Florence will enthrall you with works by Giotto, Michelangelo, Botticelli and da Vinci.

There is a plethora of great art and architecture to inspire you. All of the major art and historical sites are within easy walking distance and the open-air attractions include scenic gardens and piazzas.

The Florence University natural history museum contains a great selection of old-fashioned botanical and zoological specimens. The craftsmen's quarter is called the Oltrarno, the area of the centre stork just south of the river.

Here you will find a handmade paper workshop, Torchio, and a master goldsmith Alessandro Dari's museum-workshop. In addition to people watching consider a day trip to Prato which has been a cloth-trading centre since the middle ages. The textile museum is housed in an ex-19th-century cloth mill.

The centre of contemporary art is also an attraction.

b) *Saint Paul de Vence, France*

This commune in the Alpes-Maritimes in southeastern France is one of the oldest medieval towns on the French Riviera. It is renowned for its modern and contemporary art museums and galleries such as Foundation Maeght.

It's typical of a small French town with its markets, beautiful scenery and slower pace, perfect for finding inspiration.

c) *Tokyo, Japan*

Japan's insular culture makes Tokyo one of the strangest and most fascinating places on Earth; so it's hardly surprising that the city's unique fashion ecosystem is home to some truly legendary labels.

Split into distinct areas, the city delivers unique, immersive experiences at every turn, and the city's whirlpool of trends and subcultures make it an inspiration for countless brands, designers and stylists across the world, too.

Fashion inspiration can be found in anything, even the smallest most ordinary of things. A creative mind and eye don't see in mono colours. There's more to this than meets the eye.

## NOTES

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## 1.7 UNDERSTANDING MARKET

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### 1.7.1 Market Overview

The global fashion accessories market is projected to grow at a CAGR of 12.3% during the forecast period (2020 - 2025).

- The fashion industry is highly competitive in nature, and requires continuous innovation and development, especially in case of the product design and improvement, with changing consumer trends, which is driving the growth of the fashion accessories market.
- There is a growing contribution to the market from developing countries such as India, owing to the shift in consumer behavior, growing purchasing power, increasing urban population, etc.
- The growing penetration of the internet, social media and e-commerce is now providing the consumers in tier 2 and below cities access to top brands products.

### *Scope of the Footwear*

Footwear, apparel, wallets, handbags, and watches are the major product types in the global fashion accessories market. By distribution channel, the market is segmented into offline channels and online channels. By the Distribution channel, online distribution channels are gaining prominence owing to the wider availability of all fashion accessories at affordable prices.

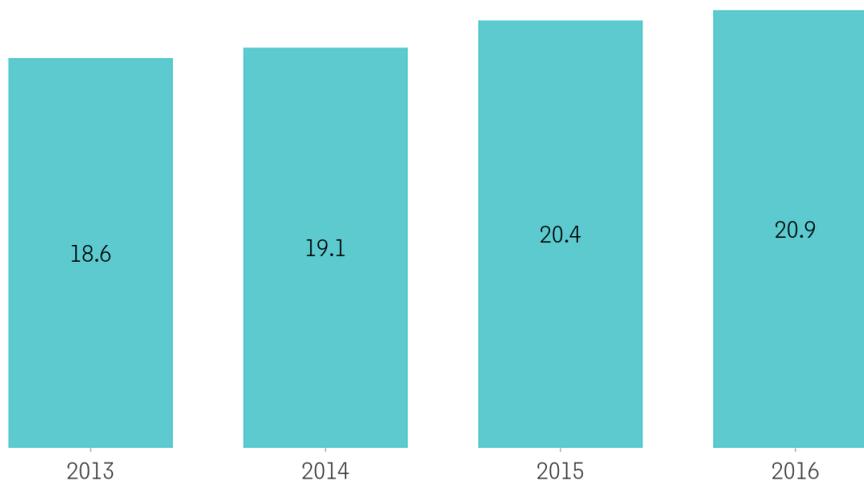
**NOTES**

By Product Type		Footwear
		Apparel
		Wallets
		Handbags
		Watches
		Other Products
By End-User		Men
		Women
		Kids/Children
		Unisex
By Distribution Channel		Offline channel
		Online channel
Geography		North America United States Canada Mexico Rest of North America
		Europe Spain United Kingdom Germany France Italy Russia Rest of Europe
		Asia Pacific China Japan India Australia Rest of Asia-Pacific
		South America Brazil Argentina Rest of South America
		Middle East and Africa South Africa United Arab Emirates Rest of Middle East and Africa

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Consumers across the World are increasingly seeking for various sports equipment that includes sportswear, clothing and other accessories. Additionally, the continued shift towards more active lifestyles is driving the demand for leisure activities such as running and cycling gears across the world. The increase in the number of sports and fitness activities, such as aerobics, swimming, and yoga, as well as the increase in the number of women participating in fitness and sports activities, is supporting the growth of footwear among women consumers. With continues innovative fashion accessory launches by the major brands, the growth for these accessories is propelled to grow further during the forecast period.

Engagement in Sports and Exercise Per Day (%), United States, 2013-2016



Source : Bureau of Labor Statistics, Mordor Intelligence



### *Asia-Pacific is the Fastest Growing market*

The growing attraction for the luxury lifestyle, high purchasing power and the influence of celebrity endorsement are driving the market growth in the region. There is a rapid economic expansion taking place across Asia, with countries such as India and China taking center stage. As a result, India and China are becoming a more attractive market for fashion accessories outside the Western world. To gain momentum around offline stores, retailers in this region are leveraging technology to enhance the in-store experience with digital marketing displays and checkout. The strong economic growth coupled with rising tech-saviness will make the region the next big opportunity for fashion accessories during the forecast period.

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### ***Competitive Landscape***

The market studied is highly competitive. The market has key players competing for major market share, and small regional players catering to a small region, in order to capture the market share. Adidas AG, LVMH Moët Hennessy Louis Vuitton SE, Nike Inc and Fossil Group Inc. are some of the major players who are operating in this market. These players are primarily focused on providing unique and attractive high-quality products offering, along with the increased convenience of purchase.

### **1.7.2 Inside Marketing for Apparel and Accessories**

Apparel and accessories marketing entails the promotion and sale of fashion products. Marketing involves understanding consumer trends and demands as well as profit maximization and market share. Ultimately, it's about selling what the consumer wants to buy at a competitive price while still making a profit.

With a degree in marketing, merchandising or advertising, career paths may include marketing, brand or product management, market research, promotions, buying and sales. Jobs include titles like fashion buyer, fashion marketer, marketing analyst and sales manager. Although a degree is not always required for all of these jobs, employers often prefer applicants with at least a bachelor's and sometimes a master's degree in marketing or a related field. A typical Bachelor of Science in Marketing program includes classes in business and professional communication, spreadsheets, databases, macroeconomics, financial accounting, microeconomics, managerial accounting and public relations.

Apparel and accessories marketing is a global business with various types of job opportunities. *Study.com* has plenty of information that can help you meet your education and career goals.

## ***Understanding the Fashion Market in Japan***

Japan is a huge fashion market that offers great potential for U.S. apparel manufacturers and designers. Contemporary women's wear, especially products made from high quality fabrics, one-of-a-kind items and clothing with great details have good potential in Japan.

Given the size of the market, it is highly competitive. To succeed, a company's product must be perceived as unique, high quality and fashionable. The Japan Textiles Importer's Association (JTIA) discussed some unique characteristics of the Japanese market in their report entitled "The Japanese Imported Apparel Market in 2007." Some of the points covered in that report are as follows:

- The Japanese women's wear market is a highly sophisticated consumer's market and to succeed, suppliers must be prepared to supply small lots with short delivery cycles;
- Consumption patterns are very diverse;
- The market is very well supplied and extremely competitive;
- Consumers demand extremely high quality fashion products.
- The number of SPA (Specialty store retailer of Private label Apparel) stores has been increasing.

### ***Recent Market Trends***

The Japanese women's fashion market is made up primarily of two extremes, the low-end portion made up of reasonable apparel and fashion accessories and the high-end portion made up of expensive items. Imported fashion products from the U.S. and Europe are usually positioned in the higher price zone. Japanese consumers appreciate value and can afford it. However, items should be able to demonstrate their value and uniqueness at first glance. As such, the use of very high quality materials, delicate designs, great details, and outstanding decorations is very important.

Because of the recent strong euro against Japanese yen, Japanese buyers are paying more attention to U.S. designers and the U.S. fashion industry than ever before. While the yen/dollar exchange rate has remained relatively constant over the past several years averaging ¥115/\$1, the euro has appreciated significantly against the yen over the past 2 years rising from ¥ 145 to € 1 in 2006, to over ¥160 to € 1 today. This situation has made U.S. designs and fashion products more cost competitive versus European brands and bodes well for small to medium sized U.S. designers and contemporary fashion companies interested in entering the Japanese market.

So-called "select shop" boutiques have also been doing well in Japan. At "select shops," various brands that meet a boutique's unique selling concept are offered to the store's clients. Examples of leading "select shops" in Japan are Beams, United Arrows, Ships, Journal Standards and Barney's New York.

One "SPA" chain that has done exceedingly well in recent years is that of UNIQLO. This SPA retailer boomed in the late 1990's offering inexpensive basic

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casual fashion but later lost favor among Japanese consumers. Recently, however, the chain has reinvented itself with the establishment of a design studio in New York to develop the most up-to-date fashions. The company, with its large size and targeting marketing campaigns, has the ability to influence fashion trends in Japan. The company is a very strong competitor, especially for U.S. mass-merchandise apparel companies.

### *Current Fashion Trends*

Fashion in Japan basically follows worldwide fashion trends, which are influenced by collections in New York, London, Paris, and Milan. Therefore, overall fashion trends in Japan are usually the same as those in the U.S. The recent trend toward premium jeans has begun to diminish and in its place, there has been an increasing demand for leggings. One of the most popular styles is a combination of dress/tunic and legging.

The Senken Shinbun, a leading fashion industry newspaper, conducted a survey on what sold well at leading department stores and boutiques this summer. Based upon their research, the following colors, materials/fabric, accessories and items sold well. The best selling item was dresses. Above-the knee-dresses, leggings and clutch bags also sold well.

Please compare these trends below with the fashion trends in the U.S. to get an idea of similarities and differences between the U.S. and Japanese women's wear markets.

Market Data Japan remains the world's second largest apparel market after the United States. Although there are no official statistics showing the Japanese apparel market size, commercial sales surveys done by Ministry of Economy, Trade and Industry (METI), give a good indication on the size of the Japanese apparel market. The surveys detail the retail sales of clothing and accessories. The most recent data released was for the Japanese Fiscal Year 2004 (April 1, 2004 – March 31, 2005) and totaled ¥16.4 trillion or \$143 billion.

China is a dominant supplier to the Japanese apparel market, especially for knitted garments. However, the products produced in China typically carry Japanese or other foreign brand names. As such, U.S. and European competitors have refocused their efforts on Japan on premium, high end, high quality designs and fabrics. Despite dropping import numbers, the per-unit price has actually risen in recent years for products from the West. This is an important distinction for any U.S. firm wishing to enter the Japanese market. That is to say, Japanese women are willing to pay a premium for items they perceive to be unique, high in quality, and fashionable. The tables below clearly detail these trends.

To be competitive in the Japanese market, high value added products, such as one-of-a kind items and made-in the U.S. A. products are the best options for U.S. companies. These unique and high quality fashion items hold much more promise for U.S. companies rather than contracted out, non-U.S. made mass-produced products. Key Suppliers As said at the beginning of this report, the Japanese market is very

competitive. Japanese manufacturers are major competitors for U.S. suppliers although Chinese made apparel is dominant in the market. Japanese brands many times have their products produced in China.

Japanese companies have several advantages over American suppliers in the market. For example, domestic companies can respond more quickly to fashion trends and produce according to Japanese size standards. As a result, their products are likely to fit Japanese consumers better than foreign products.

Japanese manufacturers and distributors both purchase foreign products. Since “select shop” style boutiques are popular among consumers, Japanese manufacturers have established “select shops.” At manufacturer’s select shops, they sell their original products as well as imported items. Therefore, Japanese manufacturers are sometimes customers of U.S. suppliers. Also, they sometimes produce American brand clothing and accessories under licensing agreements.

Italian and French manufacturers are also competitors in this market as they are regarded as very fashionable and high in quality. However, because of the recent strength of the euro, Japanese buyers are looking more and more to U.S. fashion for their procurement needs.

### 1.7.3 Fashion Accessories Market

The field of fashion accessories covers a diverse array of products and can be divided into seven major categories. Within the non-apparel portion of fashion retail in India, the largest category remains footwear, but the rest is composed of fashion accessory categories of bags, watches, sunglasses, belts, scarves/shawls and hair accessories, not to mention fashion jewellery.

Over the past decade, the fashion accessory market in India has witnessed a significant surge in importance, as new players have entered the field and the market share in the overall fashion retail industry has increased. The field of fashion accessories covers a diverse array of products and can be divided into seven major categories. Within the non-apparel portion of fashion retail in India, the largest category remains footwear, but the rest is composed of fashion accessory categories of bags, watches, sunglasses, belts, scarves/shawls and hair accessories, not to mention fashion jewellery.

Fashion accessories have only recently been introduced into the formal retail experience. With a long history among the unorganised un-branded market, ranging from street vendors to small “mom and pop stores”, fashion accessories are now also available in curated collections through luxury boutiques, high street brands, international accessories chains, international brands with accessories sections and multi-brand outlets.

The ever-growing e-commerce market has also played a major role in the growth of the fashion accessories industry, offering a vast selection of accessories to shoppers all across India. In contrast to footwear and apparel, most fashion accessories do not depend upon sizing, making them easier to sell online.

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Accessories are no longer need-based purchases, but give customers the opportunity to make a fashion statement. The growing need among young urban customers to express their uniqueness has set the stage for the entrance of many international as well as home-grown Indian companies into the evolving world of fashion accessories.

### **Target Customers**

The main target customer for fashion accessories in India is the millennial. Also known as Generation Y, millennial – composed of those between the ages of 18 and 35 – are India’s largest demographic segment. They are the chief wage earners and spend a far greater percentage of their income on consumer products, according to reports. India is well ahead of the global average percentage of population within the millennial bracket, and this demographic is now shaping the retail market in India.

The effects of globalisation have influenced the tastes and consumption patterns of millennial, through international television shows and films, as well as the all-encompassing hold of social media. With their higher disposable income and need to redefine themselves, millennial have championed the rise of fashion accessories into the organised retail market and assured their diversity.

### **Women**

Women are the bastion of the fashion accessory market. The young modern women of India have moved away from buying purely functional accessories to embrace the whole gamut of accessory possibilities. They wear mostly western apparel, which calls for a range of fashion accessories.

The urban girl doesn’t own only one or two functional bags, but has a whole range of them: backpacks for college, slings for hands-free shopping, handbags for more formal outings, and a variety of clutches for parties. Her sunglasses not only protect her eyes, but provide the style statement for the day. A shawl may keep her warm, but she will make sure that it is matching with the rest of her outfit, perhaps

even making a bold statement with colours and prints. Her jewellery has moved away from the traditional gold jewellery to being an expression of her mood and setting: statement necklaces for the bold fashionistas, petite chains and pendants for the office, ethnic jhumkis no longer only paired with a salwar kameez outfit but worn with rugged jeans and t-shirts to create that “in” boho look.



## NOTES

### *Men*

The typical male customer is still more focused on functionality. He makes planned, higher priced purchases for items that he can clearly envision using on a regular basis: he buys one pair of sunglasses, carries one office bag or backpack and rarely accessorises with fashion jewellery. However this model is slowly changing with the impetus of the millennial generation and the trend of accessorising as a fashion statement has become a growing need for the social media-savvy and fashion conscious young man.

### *Children*

An up-and-coming market opportunity can be found among the children of the millennial generation. Children’s accessories have been previously untapped, but have proven quite successful in other Asian countries where children now dress up like mini adults. Millennial parents invest greatly in their children and mothers are able to derive great pleasure in accessorising their children with watches, sunglasses, bags and a multitude of hair accessories and jewellery.

### *Different Markets*

The consensus among Indian consumers is strongly in favour of accessorising and in response shoppers can find a diverse range of products and price ranges to meet their needs. The entrance into India of international brands as well as

the development of several Indian accessory brands mean that accessories are no longer only available through the informal street markets, but through luxury brands, international chains, high-street shops, and e-commerce.

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Taking the handbag market as an example, the industry has seen a huge growth rate over the past decade, with the mainstays including: in the luxury segment: Louis Vuitton, Chanel and Prada; and in the high-street segment: Hidesign, Da Milano, Baggit, Caprese and Lavie. The unorganised market still remains strong also, with unbranded bags readily available. For sunglasses, the main brands include: in the luxury segment: Ray Ban, Maui Jim and Prada; and in the high-street segment: Fastrack and Lenskart. Additionally, some international brands also offer sunglasses as part of their broader collections, such as H&M, Zara and Accessorize.



Fashion jewellery has been addressed by both international and home-grown brands, including: from among the international brands: Accessorise, Claire's, Aldo and Swarovski; and from among the Indian home-grown brands: Ayesha, Add-on and Voylla. While some brands have focused only on certain products, others have made a splash by covering a wider range of accessories, thereby offering a one-stop shop for accessories and lending their brand credibility across the range. The brands with the most diversified collections include: Ayesha: targeting young women, young men, women, and mothers with jewellery, hair accessories, bags, scarves and sunglasses; Accessorize: targeting young women and mothers with jewellery, bags and scarves; Add-on: targeting women; with bags, sunglasses and a small range of jewellery; Claire's: targeting young women and children exited India in 2018.

Some international fashion chains which cater to the mid-level market have also developed sizeable accessories sections in addition to their apparel lines. H&M and Forever 21 are the biggest players on this front. They offer a wide range of bags, sunglasses, hair accessories and fashion jewellery.

### ***Jewellery: Ethnic vs. Contemporary Western***

The biggest market share of fashion jewellery is still taken by the ethnic section, however most of the merchandise is sold in smaller local shops or street markets. Voylla created a stir four years ago, when they took their online business offline. With an expansion plan that envisioned 900 sale points by 2020, they expanded rapidly. However many of the Voylla exclusive brand outlets and multi-brand outlet sales points had to be shut down by 2018.

In the first six years, Ayesha was exclusively offering western styles and a well curated line of crossover styles. In 2015 the collection was diversified to include a line of pure ethnic jewellery. Despite the fact that the Ayesha brand image was very modern and western this extremely positive response to the inclusion of ethnic jewellery came as a surprise. Since then, the SKU count for ethnic jewellery in the Ayesha collection has been increased to approximately 20% of the total product range.



### ***Offline vs. Online***

The e-commerce medium has offered a tremendous opportunity to the fashion accessories industry. Most offline accessories brands have ventured into e-commerce, offering their products through their own websites, as well as on the major e-commerce sites. Smaller brands and unbranded sellers have also capitalized on the major e-commerce sites, creating the digital equivalent of the street markets.

E-commerce also allows for more widespread brand availability in Tier 2 and Tier 3 cities, where brands may not have physical shops. With globalisation reaching every corner of India, the millennials of India's smaller cities are equally tuned into western apparel and accessory trends, and are no longer willing to be constrained to functional accessories and gold jewellery. Online shopping opportunities allow them to have access to the same brands as their more urban counterparts.

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One challenge that has arisen from the online sales environment has stemmed from the ability for online-only sellers to inflate their prices in order to be able to give attention-grabbing discounts. Without a physical shop, buyers cannot check their standard prices and the quality of the products, as would be possible with brands having both an offline and online availability.

### *Sourcing*

The Indian fashion accessories market benefits from its location in India for the sourcing of its accessories. With local manufacturers and artisans in India, and China just next door, the variety of products at hand is exceptional.

For bags, the majority of leather bags are produced in India itself. Likewise, textile bags also come from manufacturers within India. PVC bags seem to be taking over the mid-level market and are mostly sourced from China.



Sunglasses are almost exclusively made in China, regardless of the price point. Shawls and scarves are almost entirely sourced in India. For hair accessories, these products are almost exclusively sourced from China, with a few Indian suppliers at a very low price point contributing towards the unorganised retail sector.

In the fashion jewellery category, ethnic jewellery is still largely produced in India, though more and more parts are being imported from China and simply assembled in India. Higher quality and styles which need more handcrafting methods are still being produced in India, with Mumbai, Jaipur and Delhi as the manufacturing centres. Most contemporary western styles are produced in China, where price points are lower and manufacturing methods are more mechanised.

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## 1.8 CONSUMER ANALYSIS

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### NOTES

For some people, buying apparel is simply a necessity to be performed only when clothes wear out. For others, shopping for clothing and accessories is a very enjoyable, regular part of their existence. They live for what they're going to wear to work each day, as well as to soirees afterward, to weekends in the country and on cruise vacations. These are the shoppers that keep the retail apparel industry going.

But how is it going? Apparently, it's not all doom and gloom. However, the apparel retailers that are successful are those that leverage their strengths, embrace the changing trends and use these techniques to their advantage.

### *Exactly is Apparel*

Strictly speaking, apparel is defined as clothing. But when talking about the retail apparel industry, typically, apparel includes day wear, evening wear, underwear, sleepwear, shoes, purses and various accessories such as belts. It also includes high-end luxuries, such as cashmere and fur, as well as sweats and active wear. Although retail clothing stores often sell jewelry as part of their accessories, jewelry isn't considered part of the apparel industry.

### **Example:**

A store like Macy's, which sells a lot of apparel, is still a department store rather than an apparel store. So, when talking about the apparel industry, only the apparel portions of Macy's sales would be included, such as women's apparel, men's apparel, children's apparel, shoes, handbags, belts, underwear and lingerie.

### *The Amazon Effect*

The retail industry is abuzz with what some call the "Amazon Effect." This is the effect of not only online shopping, but also the consumer trend of shopping with a behemoth such as Amazon, which tries to be all things to all people – and Amazon does a pretty darn good job at that.

But Amazon has also spurred other online shopping. Consumers who shopped on Amazon also started looking at other online retailers and then they shopped there, too.

Still, the effect of online shopping on apparel retailers is relatively small. According to the Pew Research Center, 79 percent of Americans have shopped online. However, only 10 to 15 percent say they shop online one or more times a week.

### **Example:**

Most people say they prefer to shop in a physical store. If an apparel retailer offers online shopping, though, it needs to be a good experience for shoppers. Amazon makes shopping quick and easy. Navigation is easy, searching is fast, and they offer fast, free shipping through their Prime member service. So apparel

retail websites need to be easy to navigate, fast, easy to search, easy to pay with numerous options and offer free shipping of some kind (often, with a purchase of a certain dollar amount).

## NOTES

### 1.8.1 Changes in Consumer Lifestyles

Maybe it's the instant gratification consumers have become accustomed to, but some shoppers just don't want to go into brick and mortar stores any more. By the time they drive there, fight traffic, park, walk in and find what they're looking for, they could have stayed cozy on their couch, searched many online sites for price and product comparisons, paid for it, and moved on to playing video games.

As a result of this lifestyle change, malls have suffered. And when department stores go out of business in a mall, the smaller retailers lose the customers who are wandering around in the mall and who make additional stops after shopping in the department store. Apparel stores are among these smaller retailers who lose business in this manner.

#### **Example:**

McKinsey and Company, in their report, "The State of Fashion 2018," as well as other forecasters, predict that retail stores -- including apparel stores -- will continue to close. There are simply too many of them to be supported.

### *Millennials Want it All*

Whether they're shopping online or in a physical store, Millennials – defined as consumers who are ages from 22 to 37 – have high expectations for their purchases. They want a pleasant, customer-based shopping experience with their ideal outcome. They don't want to waste their time, and they don't want to overspend. And, unfortunately for apparel retailers, this group isn't fiercely loyal to brands.

#### **Example:**

Millennials, who are quickly taking over the shopping decisions, expect:

- High quality products
- Good prices; two-thirds will switch brands for a 30-percent discount
- Speed: fast shopping experience, apparel available, fast delivery if online
- Good customer service resolving issues or helping them to shop
- Companies to align with their values, such as eco-consciousness, fair trade practices, ethical treatment of animals and employees

### *Optimism for the Future*

In spite of the industry's challenges and its recent ups and downs, analysts are optimistic for the near future of the retail apparel industry. They expect modest growth in both U.S markets and in mature European markets. However, for the first time, it's expected that most of the industry's growth will be outside of the West.

**Example:**

Predicted growth in the apparel industry in 2018, by region:

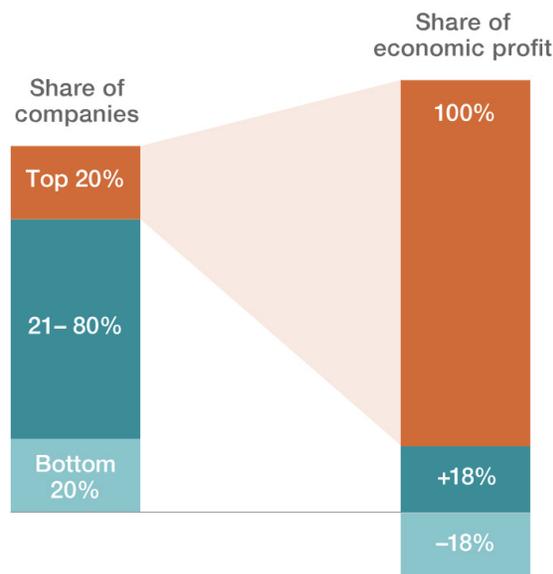
- U.S. mature market: 1 to 2 percent growth
- European mature market: 2 to 3 percent growth
- Asia-Pacific mature markets: 2 to 3 percent growth
- Latin America: 5 to 6 percent growth
- Middle East, Africa: 5 to 6 percent growth
- European emerging markets: 5.5 to 6.5 percent growth
- Asia-Pacific emerging markets: 6.5 to 7.5 percent growth

Apparel retailers that succeed will be those that remain flexible in as many areas as they can. One of the most important places for flexibility is in the supply chain, analysts say. Retailers that can react quickly when consumer tastes change, and can deliver the products consumers want quickly, will experience the greatest growth.

### 1.8.2 The Importance of Consumer Insights for Fashion Brands

Here's an extraordinary statistic: In the last ten years, all of the profit in the fashion industry has come from only 20% of those companies. Most brands barely break even or actually lose money.

**Fashion is a winner-takes-all industry.**



Research Company McKinsey says this is now a “winners-take-all business.” You’re in direct competition with other fashion houses, and there’s only so much profit to go around.

## NOTES

You literally can't afford to lose customers.

In that same report above, McKinsey looked for key drivers in the fashion industry. What separates that successful 20% from the brands that struggle?

## NOTES

From their findings, two things:

- Top brands rely heavily on data analytics, especially early in the creative process.
- Industry leaders are quick to react, and release new products within eight weeks. This is vital if you want to react to consumer insights and trends.

That's why global brands are heavily investing in market research and other sources of consumer insights. In order to succeed as a global fashion mark, you need access to good, timely consumer data. You also need to be able to put this data to use quickly, before a trend dies out.

We're going to look below at how to get this data online. Since consumers spend so much time on social media and the Internet, these have become essential sources for insights.

But first, a quick refresher.

*What are consumer insights? We saw above that data is crucial. But more than just information, brands need to look for true insights into their buyers in order to serve them better.*

### ***Industry Data***

These are just the numbers - the points of information you have about your own buyers and the industry.

Data can be incredibly useful if you can glean genuine insights from it. You'll also have plenty of data that you can't do a whole lot with.

### ***Consumer Insights***

These are more the result of good data, rather than the data itself. By gathering information, you learn more about your buyers and are able to make real changes to your products and services.

And that's critical - if you can't make changes based on your new data, it's not an insight.

Smart brands are constantly looking for insights to help them improve their marketing and communication messages, and especially to improve the products themselves.

To learn more, here's an excellent short guide to consumer insights on social media.

### ***Understanding Fashion Consumer Choice***

This is a mixed blessing for businesses. On the one hand, buyers are actively looking for new brands to wear. They no longer simply walk into a store and ask a shop assistant for help. They research, read reviews, and look for the perfect items to match their personality.

**NOTES**

Having smart shoppers can clearly be a good thing. If you know people are looking for certain things, you have a good chance of reaching them in their search.

But at the same time, brand loyalty is now less of a guarantee than ever. In fact, Amazon is seeing huge retail success on the back of private labels. Many consumers don't even care that their purchases are branded at all. As long as something looks the way they want, they're happy.

And buyers' options feel endless. They can have goods shipped from virtually anywhere, whenever they want them. The fashion world is at their fingertips.

So for brands, the only real solution is to take two steps:

1. Identify what consumers are looking for; and
2. Figure out how to offer products that suit them now.

You need to adapt products to suit current trends. You also need to change to match the way that people buy - better in-store experiences, simple online shopping, and reaching buyers through social media as they're considering a purchase.

Your ability to find consumer insights will be vital.

Let's look at an example of the way that shopping habits are changing.

### ***Zara and Fast Fashion***

We saw above that quick reaction times are essential. Traditionally, fashion houses would try to project the coming trends. They would have a go-to-market lead time of up to one year, without much room to make changes before that.

This just isn't viable anymore.

"Fast fashion" has brought about a new mindset. The philosophy is that clothing needs to be produced quickly (and often cheaply), and that consumers should be quick to move onto the next item. Clothes aren't meant to last seasons.

The best example of this is Zara:



## NOTES

The brand has seen enormous success thanks to three key ingredients:

1. Short lead times. This keeps its range up-to-date with current trends.
2. Limited supply. Zara sells less of each item, but there is always a new item waiting to be released.
3. More styles available. Rather than selling more of each individual style, it brings out new ranges constantly. As in, more than twice a week!

The result is a clothing range that's adaptable, always fresh, and lets buyers have "unique" looks despite being a mass-market retailer.

The chain relies on **feedback from all stores**: "Store managers communicate customer feedback on what shoppers like, what they dislike, and what they're looking for. That demand forecasting data is instantly funneled back to Zara's designers, who begin sketching on the spot."

This data tells it which items are the most popular on a daily basis. This gives tangible insights to help it plan the next release, based on what's favored right now.

It couples these in-store insights with a highly active social media presence. Consumers are quick to comment and share their favorite new styles, and Zara can use these reactions to keep delivering successful products.

Zara's sales have increased 12% per year **for the past 15 years**. And in an industry where brick and mortars are struggling, this is even more impressive.

And this isn't unique to Zara, most fashion brands understand the need to improve their speed to market efficiencies, and the importance of incorporating consumer insights in their decision making:

### ***Customer Segments or "Tribes"***

Customer segmentation has always been a part of running a fashion brand. In many cases, the segments are obvious: 'we have different sizes and styles for men, women, and youth; certain retailers appeal to older generations or specifically to teens'.

This is nothing new.

What has changed is the ability - the necessity, even - to identify specific "tribes" within these segments. Just as you don't often create one-size-fits-all clothing for women, you can't appeal with a one-size-suits-all brand image.

Fashion houses need to focus more than ever on tailoring (pun intended).

To help them identify trends and figure out their messaging, brands rely again on social media insights. This lets them see what specific customer segments talk about, care about, and want to see more of on social media.

Top brands couple this with in-store and online sales data, and let their talented designers create clothing that specific buyers love.

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## **1.9 DESIGN DEVELOPMENT**

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The development and formulation of a design requires rigorous involvement and in most of the cases follows some or the other process. The process involved should

## NOTES

be a course of action that would make reaching the goal very much easier and simpler. Design can be defined to conceive the idea for some artifact or system and/or to express the idea in a form. It would also mean reaching the goals within constraints. Here, the goals consist of the purpose like who is the design for? What is the use of the design etc.. The constraints on the other hand are the materials and the platforms to be used. Overall it is a very challenging job to create a design that is aesthetic, creative and innovative at the same time.

If the designer is gifted with artistic talent and creativity then obviously the outcome is highly enhanced. Every individual has his own methodology for approaching the problem but even then a designer or a group of designers develop a specific format which assist them in making their task much simpler. This method can then be worked upon in order to develop and improve it for the best of purposes. Irrespective of the stages in the design process there are certain factors which have to be dealt with before starting the works. Some of these may be:

- **Identify the target market** - The market that a firm is catering to is segregated on the basis of gender, age, social and economic segment. Here the market is a group of people or the consumers. Each market segment is going to have different requirements and expectations from a design and all of these have to be satisfied by the designer, in order to make it a success.
- **Maintaining an Identity for the brand** - Every company has a specific look and caters to a particular clientele. The price ranges are also fixed since generally they cater to a specific target market. All this has to remain more or less constant so that the company has a proper brand identity.

The design process in a nutshell and a very basic form may constitute of the following stages. These stages may overlap or may be treated as separate units. The designer only has the prerogative for deciding on these matters.

For starters these stages can be summarized as:

### ***Research & Analysis***

Before getting to know the problem and understanding the task, if one simply jumps into it, the only outcome is going to be a disaster. We will not have to look far before we come at a dead end. Proper research and planning is very important before starting a project, no matter how big or small it may seem. The question that might arise here is that how much time should be devoted to this particular stage and the answer to that would be, in a proportional manner. This proportion has to be maintained keeping in mind the various segments that we come across during designing. For example in case of apparel or fashion oriented products research could comprise of an adequate study of the current fashion trends and forecast. Fashion forecast may be customized according to the client's requirement or could be even accessed through existing ones in the market.

### ***Concept***

The concept is the most important part of the design process. It is the point from where the ideas are going to start and the basic shape of the design would be

## NOTES

conceptualized. The ideas might spring upon a designer at any moment of time. The important thing to keep in mind is that the idea or concept should gel with the market. Any discordance at this stage might put question marks later on. This stage would also require the designer to work upon the mood board, theme board, color palette, trends and the entire outline of the collection.

### ***Form***

This is the stage where the actual work on the design starts. The physical structure, shape etc. is determined and prototypes are created. The ideas and concepts decided and discussed earlier take form and shape. Thus for the first time we can see how the product is going to look like. The consumers see only the product but the success of the product and the design depends on careful and sincere planning, research and proper production decisions. In case of the fashion industry this is the stage where sampling of the designs is initiated.

### ***Checks and Tests***

The Form of the design that is almost ready will never be successful unless we perform various tests which can also be called as quality inspections at various stages of production. The quality checks examine the design from various angles like aesthetics, performance, durability, strength, functionality etc. Only a design that passes these tests and checks will be sent for the final examination; that conducted by the customer or the consumer.

Thus design and designing both comprise of an ideal blend of art, aesthetics, creativity, strategic project management, good research, wonderful analysis and mind blowing execution. After this the designs success is handed over to the retail professionals who pour in their competencies of smart visual merchandising, excellent selling skills, and brilliant advertising and promotions.

### **1.9.1 The Design Development Process**

Colour, silhouette, proportion, fabric, print, pattern, texture, detail, sampling, construction:

- In this stage designer sketch a model with right proportion and express his or her design idea on figure.
- Experiment with elements of design like shape, form, silhouette, proportion, texture, pattern and colour. In fashion design process the term silhouette refers to express the overall shape and volume of the design. Silhouette is one of the most important design considerations and it is easy to overlook when working on paper in a two-dimensional context. Designer gives the perfect silhouette from the front side and from the back side or side view. It is the meaningful relationship between garment and body like A-line, I-line, V-line, two tiered silhouette etc.
- Also apply the principle of art like harmony, proportion, balance, rhythm and emphasis on dress design.
- Maintain the aesthetic considerations on design.

- They do the surface decoration detail and finish on model figure and also follow the style and dress fittings.
- Apply the perfect fabrication; handle, drape, structure and linings.
- Sampling of finish, detail, seams and embellishment.
- To start designing it is important to understand the construction techniques to create basic skirts, bodices, jackets and coats, sleeves, trousers and collars. It is the key elements that form Western dress. To create a three dimensional shape on the figure and illustrate contemporary fashion design should know basic garment cutting and fitting method. Also follow the two-dimensional planning of construction, fastenings, performance and movement.

When designer developed his or her design, they should follow all the above considerations.

### ***Sample Making***

After developing the design process, designer makes a sample to check the final getup.

- **Prototyping** (Flat pattern cutting, pattern grading, toile modeling, structure embellishment):
  - Toile modeling:** To develop a successful design, balance and fitting garment, three dimensional prototypes are essential. Prototypes are also known as toiles. It is the correct distribution of the waist suppression. This method is used in order to cut or smooth away the excess fabric at the waist. Get a perfect shape of the garment to follow the natural curves of the figure, make darts, side seams and the hollow of the back.
  - Flat pattern cutting and pattern grading:** Flat **pattern making** involves the use of basic cardboard blocks that provide a well fitting shape, which closely fits the figure but retains the correct balance and waist suppression. **Pattern grading** must be required here.
  - Structure embellishment:** Finish and detail form is the decorative part of the design. There are many different embellishment processes and design details that are joint with toile for specific styles. Such as: Pleating, frills, flounces, flying panels, pockets, collars, cuffs and fastenings to binding, linings, pipings and the size, colour and gauge of stitching etc.
- **The chosen range or collection** (putting the look together, accessories, decision making):

### ***Designing Collection***

Fashion design collection is a range of garments, accessories or products that are designed and produced for sale to retailers or direct to the customer. It is grouped by theme, colour or fabrication, creating a strong fashion statement. This range of items may be inspired by trends and theme. Cultural and social influences are reflecting on design. Designs are usually done for the special occasion or season. Collection is a grouping of outfits that are present for catwalk, online web pages. For the wholesale market, the collection will be shown at trade shows or in-house events.

## NOTES

## NOTES

Fashion collection and line both are common terms in the fashion industry. Collections are found within a line. A line may be composed of multiple collections. Every larger apparel companies often have four or five lines that are defined by gender; lifestyle or price point and each line will have a new collection produced for each season. Haute couture, ready-to-wear, menswear, women's wear and children's wear are considered lines, the clothing shown in each of these categories during fashion runway shows for a particular season makes up the collection.

The professional designer when putting together a collection, they are following some commercial considerations for example, the target market, lifestyle and aspiration of the customer. Other factors include seasonal and climatic considerations of the domestic or export destination and the cost and ease of manufacture.

### ***Range Planning***

When all of the designs are completed and set out the financial parameters then range planning is required. A range plan is an overview of your total design collection like from how many styles you will have, to what fabrics and colour ways will be used. It is used before you start into large scale production. It is extremely useful for you to follow as a designer. But most importantly it gives buyers a clear conception of your vision.



#### **Range planning for fashion design**

Range planning includes the creation of the ratio of garments to be selected in any given collection. For example, a basic range plan may be formed of four skirts, three trousers, six tops, two jackets and two dresses in three colour ways. Every collection needs a breakdown of units (garments) to enable the looks to be worn with enough combinations. If more volume sales come from tops it makes knowledge to supply more of these when editing the collection.

#### **Range plans usually include:**

- Total number of garments

- Illustrations or flat drawings of every garment
- Proportion of different garments types (Tops/bottoms/dresses)
- Specific garment styles
- Different fabrics and colour ways for each garment
- Cost price per garment
- Selling price per garment
- Order quantities per style
- Sizes
- Manufacturer details

## NOTES

### Decision Making

In this stage only experience person can help to improve decision making. It really depends on whether the unfolding of a range or collection fulfils the original need or philosophy. Decisions on research, colour, design development, fabrication, silhouette, proportion, construction, prototyping and embellishment all contribute to a well considered range.

In the fashion industry designers are responsible for designing the range and for providing design direction to the buyer. They would work with the buyer regarding previous best sellers in the range and consider this when producing new styles. Before making any decision designer follow merchandisers or best sellers data, consider about the up-to-date trend information, fashion direction, buyer and merchandiser feedback, finally maintain consumer and market demands. Decisions are constantly being made but are always informed.

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## 1.10 COMMUNICATION AND PRESENTATION

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### 1.10.1 Fashion Communication

Fashion Communication introduces students to the creative, intellectual, technical and communication skills that expose them to problem solving situations commercially and socially. The course highlights an understanding of the theory, principles and skills of design which could be communicated through presentation of ideas and information with the support of traditional means or multimedia communication technology. The course develops students as independent, creative learner, capable of synthesis of their learning into a competent business final report. Students will gain experience of current professional practice through simulated industrial projects and activities developed in collaboration with practitioners.

The curriculum is a combination of theory, exploration, and application which takes students through subjects like fashion studies, philosophy of fashion, advertising, photography, typographic illustrations, graphic design, media law and ethics, technical drawings visual merchandising, fashion forecasting, journalism, brand management, print media, publication design, lifestyle, digital arts, history etc.

## 1.10.2 FASHION COMMUNICATION: FASHION DESIGN BEYOND DESIGNING

### NOTES



### *Fashion Communication*

It involves the process of channeling the message of your brand to its consumer. Several pivotal activities that transform ideas into sales happen by virtue of fashion communication.

Experts in fashion communication are aware of the fashion design domain and are mostly certified fashion designers. They have the required skills in visualising, designing and writing creatively to put the perspective on the product forward.

In the broad domain of fashion designing, fashion communication is the discipline that also works on human tendencies and affinities, albeit a psychological affair. It's about understanding mindsets and idea exchanges to effect concept creation, implementation, product development and sellout. Information and ideas gets passed across different roles and levels in fashion design.



## Visual Merchandising

In visual merchandising, the fashion designer sets the best theme for the fashion product display. The aim is to appeal to the viewers. The display style of a product has as much bearing as its own quality.

In fashion design, methods like in-store displays, outdoor displays, fashion shows and fashion photography evokes an impression from the viewer. Innovative displays with themes can include mannequins or models dressed up in a dress category, presented in a fitting environment.

Fashion show is a live visual merchandising technique. Models show up in attires from a particular collection. A lot of preparation, planning, coordination and execution go into this effort that also results in brand-building.

The aim is to convert even a disinterested person to an active buyer. For this, three dimensional layouts and floor plans for effective display are laid out. Principles like viewability, informative capacity and creative presentation are taken care of during implementation.



Styling sets the stage for effective presentation of fashion products through several media. The stylist decides on the optimal design for presentation. He/she should have a good knowledge of media to exhibit the product effectively to the potential buyer.

In case of a store display, the concept, mannequin positions, poses and the dresses of choice are decided by the stylist. In a fashion show, the attires in the collection and their combinations shall be decided by the stylist. In a print or digital display, the photographic quality, the graphic setting and design inputs shall be of the stylist.

## NOTES

**NOTES**



Graphic design stands mostly applicable to print and digital media. An awareness and knowledge in graphic designing helps the designer to provide the best insight and suggestions for making an impressive presentation. The colours and patterns, the highlights, the balance of elements and more are checked and approved for the sake of robust results.



In fashion, beyond creativity and great design, collaboration and networking helps establish a designer in the industry. Public relations depend on the skill to network and bring people who matter together.

This dynamic job involves planning and organising meetings with clients, partners and collaborators who make the fashion business successful. Fashion communication demands a lot of spontaneity and interpersonal skills besides design and presentation prowess.



## NOTES

Words have the power to give meaning, inspire thoughts and inspire curiosity and faith. Creative writing is essential for successful campaigns. A designer should be well aware of the ways a good copy can make a great difference in promoting a fashion product, leading to its sale.

The designer should have a skill in creative writing that suits fashion and lifestyle industries. These industries are the major contributors in bringing expression and utility in every product used in daily life.



Fashion shows, interactive sessions and press meets are social events that are instrumental in promoting fashion products. Managing such events is a hard task requiring a lot of organising skill.

Charting a good floor plan and keeping every component of the event functional becomes essential. The challenge of meeting spontaneous requirements tests the caliber and presence of mind of the organiser. This is also a part of fashion design

training.

### 1.10.3 Fashion Presentation

## NOTES

Definition: A fashion presentation is usually fashion CADs (rendered technical drawings), inspirational images, fashion floats, fashion drawings, fabric swatches, trims, and other notions presented in an attractive layout.

### *Fashion Sketchbook & Fashion Presentation Templates*

In the apparel industry, a fashion presentation presents design ideas and gives designers, technical designers, and production teams a clear picture of how a finished garment design will look, or how an outfit will work together. Multiple fashion presentation boards for all garments in a line provide a visual reference for the look of an entire apparel collection. Use our color palettes, fashion design portfolio layouts, and fashion background templates to make you fashion design portfolio, fashion presentation, or fashion mood board.

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## 1.11 SUMMARY

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But creativity in visual arts is visual type. It is therefore necessary to apply all the ideas and exercises to encourage creativity in a visual way. People who are in fashion need to be mostly visual types of person, and also to better remember visual information in relation to any other form.

The main wish of mankind's is satisfaction of needs. Fashion designers are tasked to facilitate meeting the needs in the textile field. In the quest for better satisfaction of that task and it is needed to apply and strive innovation. Dictate the new tendency on the market is the direction to be followed and therefore it is a very important starting point in the way of carrying out this work - inspiration.

3D printing is well used in the fashion industry. Additive manufacturing appears to be a good solution to create the complex designs of clothes that we can see during fashion shows.

The 3D printing technology allows to make new experiments, to try new manufacturing methods, new materials, and also to produce clothes with intricate geometries without wondering how it will be possible to create that.

Moreover, this technique allows you to create much iteration of your projects quite faster and cheaper than with traditional methods. Designing patterns is an important process in fashion, and these softwares will seriously ease your design process. You will be able to create high quality prototypes thanks to digital manufacturing. It is an accurate technique that will give life to the 3D design that you've created.

Fashion is and has always been an in demand industry, with consumers calling for new trendy styles and at prices that are affordable. In the accessories industry, manufacturers and retailers provide consumers with various items like hats, sunglasses, necklaces, bracelets, rings, belts, ties, scarves, headbands and more. In the market research reports we provide, you will be given the latest data for the

accessories industry. This includes market analyses, forecasts, SWOT analyses, profiles of top competitors and customer demand. With this data, you can make more informed decisions for your business and strategy.

The Fashion Communication programme primarily focuses on four major domains i.e., Graphic Design, Space Design, Fashion Media and Fashion Thinking, and the related genres of these major areas, using hand and digital skills through knowledge, application and practice based approach.

The restructured curriculum is designed to instill a robust communication design base with an increased industry interface by way of visits, industry-linked projects and lectures by industry experts. Furthermore, besides the existing industry exposure, internship and graduation project, the new curriculum includes a mandatory industry connect from semester-III onwards in form field visits, classroom projects and special lectures by industry professional/experts. The continuous evaluation would be based on student's regularity, engagement with the industry by way of participation in classroom projects, participation in fashion weeks or other industry events, or through faculty assistance in an ongoing consultancy project.

## NOTES

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### 1.12 GLOSSARY

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- **Art Nouveau:** A popular style around the turn of the 20th century (roughly 1890 to 1905) that fell out of style as the modernist movement took hold. The style is defined by violent curves (often called “whiplash” motifs), and dynamic, undulating, flowing lines. It was one of the inspirations for the psychedelic art movement of the 1960s. A great example of Art Nouveau architecture is the Museum of Applied Arts in Budapest.
- **American Craftsman:** Also known as American Arts & Crafts, it was popular in the late 19th century through the beginning of the 20th century, and still enjoys revivals to the current day. It emphasized locally crafted wood, glass, and metal work, and combined simplicity with elegance. Great examples can be in numerous Craftsman-style bungalows across the United States.
- **Prairie School:** Prairie School designs, which were popular in the late 19th and early 20th centuries, generally include a lot of horizontal lines, a desire to blend with the surrounding landscape, and discipline in the use of ornamentation. Frank Lloyd Wright's Oak Park, Illinois home is a great example, as is the Woodbury County Courthouse in Iowa.
- **Art Deco:** A popular design movement between 1925 through the 1940s. It was seen as glamorous, elegant, modern and functional at the time. The City Hall of Buffalo New York and the spire of the Chrysler Building in New York City are both prime examples.
- **International Style:** A major style in the 1920s and 1930s, at the beginning of the modernist movement. A strict set of design rules is one of the key components of international style. Villa Savoye by Le Corbusier and The Glass

## NOTES

Palace (in Heerlen, The Netherlands) are both great examples.

- **Mid-Century Modern:** A design style developed between roughly 1933 and 1965, and is a further development of both Frank Lloyd Wright's principles and Bauhaus architecture. More organic and less formal than international style. Prominent proponents included Joseph Eichler and Ludwig Mies van der Rohe. The Transamerica Pyramid in San Francisco and the Concourse building in Singapore are both good examples.
- **Postmodern:** An international style movement that started in the 1970s (with roots as far back as the 1950s). It's not as formal as international style and has more ornamentation. The Bank of America Center in Houston, TX is a good example of postmodern architecture.
- **Design:** composition, balance, proximity, alignment, repetition, contrast, white space, hierarchy
- **Photography & artwork:** resolution, DPI, PPI, bleed, trim, pixels, crop, stock photo
- **Typography:** serif, sans serif, script, ascender, baseline, descender, kerning, leading, tracking, weight
- **Color:** hue, tint, tone, shade, saturation, monochromatic, analogous, complementary, triadic, opacity, CMYK, RGB
- **Website elements:** header, navigation bar, breadcrumb trail, landing page, HTML, user interface, wireframe
- **File formats:** AI, EPS, PDF, GIF, JPEG, PNG, PSD, TIFF
- **Logo types:** abstract mark, emblem, lettermark, pictorial mark, mascot, wordmark

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### 1.13 REVIEW QUESTIONS

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1. Explain the creativity and inspiration and deals with them in field of application in fashion design.
2. Discuss the Design Tools.
3. Write the short notes on Fabric pressing tools.
4. Explain the Fashion sketching or art tools.
5. Discuss the Tools of successful fashion design.
6. Explain the Fashion Accessories Market.
7. What are consumer insights?
8. What is fashion communication?

**2****WORLD OF ACCESSORIES****NOTES****STRUCTURE**

- 2.1 Learning Objective
- 2.2 Introduction
- 2.3 Bags and Shoes Accessories
- 2.4 Scarfs and Gloves Accessories
- 2.5 Hats and Watches Accessories
- 2.6 Student Activity
- 2.7 Umbrella and Bow Accessories
- 2.8 Eyewear, Hats and Hair Accessories
- 2.9 Jewellery Accessories
- 2.10 Summary
- 2.11 Glossary
- 2.12 Review Questions

**2.1 LEARNING OBJECTIVE**

After studying this unit you should be able to:

- Explain the meaning and definition of Designer Leather Handbags: The Ultimate Accessory.
- Describe the Invention of Different Types of Umbrellas.
- Enumerate the skills required for Bow tie making.
- Explain the meaning and significance of Browline glasses
- Explain the procedure of handling the Hats for Men and Women.
- Describe the technology for modify hair growth and structure
- Give meaning and significance of Materials and methods use in jewellery.
- Describe the Designer Leather Handbags.

**2.2 INTRODUCTION**

A shoe designer, also called a footwear designer, is a type of fashion designer who specializes in creating shoes and boots. In addition to being practical for covering the feet, shoe designs can be original, innovative works of art. Becoming a shoe

designer takes talent and skill, but it is something that can be achieved with dedication.

## NOTES

Many scarves are sold as pashmina's in tourist markets around the world, but there is an easy trick to test whether the scarf is made from true pashmina wool. If the entire scarf can pass through a ring with a diameter of 1.3cm then you can be sure that it's a genuine pashmina.

These scarves became popular in the 90s as they could be worn as a shawl wrapped around the shoulders. As fashion became more daring, many styles of clothing became sleeveless or strapless. Shawls allowed women to wear these on-trend styles but also protect their modesty by covering bare arms and chests.

A **glove** is a garment covering the whole hand. Gloves usually have separate sheaths or openings for each finger and the thumb.

If there is an opening but no (or a short) covering sheath for each finger they are called **fingerless gloves**. Fingerless gloves having one small opening rather than individual openings for each finger are sometimes called gauntlets, though gauntlets are not necessarily fingerless.

Gloves which cover the entire hand or fist but do not have separate finger openings or sheaths are called **mittens**. Mittens are warmer than other styles of gloves made of the same material because fingers maintain their warmth better when they are in contact with each other; reduced surface area reduces heat loss.

Watch, portable timepiece that has a movement driven either by spring or by electricity and that is designed to be worn or carried in the pocket.

The first watches appeared shortly after 1500, early examples being made by Peter Henlein, a locksmith in Nürnberg, Ger. The escapement used in the early watches was the same as that used in the early clocks, the verge. Early watches were made notably in Germany and at Blois in France, among other countries, and were generally carried in the hand or worn on a chain around the neck. They usually had only one hand for the hours.

The mainspring, the element that drives the watch, consists of a flat spring-steel band stressed in bending or coiling; when the watch, or other spring-driven mechanism, is wound, the curvature of the spring is increased, and energy is thus stored. This energy is transmitted to the oscillating section of the watch (called the balance) by the wheel- train and escapement, the motion of the balance itself controlling the release of the escapement and consequently the timing of the watch. A friction drive permits the hand to be set.

The umbrella as we know it today is primarily a device to keep people dry in rain or snow. Its original purpose was to shade a person from the sun (*umbra* is Latin for "shade"), a function that is still reflected in the word "parasol," (derived from the French *parare*, "to shield" and *sol*, "sun") a smaller-sized umbrella used primarily by women. There is an abundance of references to the usage of parasols

## NOTES

and umbrellas in art and literature from ancient Africa, Asia, and Europe. For example, the Egyptian goddess Nut shielded the earth like a giant umbrella—only her toes and fingertips touched the ground—thus protecting humanity from the unsafe elements of the heavens. Although the Egyptians, like the Mesopotamians, used palm fronds and feathers in their umbrellas, they also introduced stretched papyrus as a material for the canopy, thereby creating a device that is recognizably an umbrella by modern standards.

About 2,000 years ago, the sun-umbrella was a common accessory for wealthy Greek and Roman women. It had become so identified as a “woman’s object” that men who used it were subjected to ridicule. In the first century A.D., Roman women took to oiling their paper sunshades, intentionally creating umbrellas for use in the rain. There is even a recorded lawsuit dating from the first century over whether women should be allowed to open umbrellas during events held in amphitheaters. Although umbrellas blocked the vision of those behind them, the women won their case.

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## 2.3 BAGS AND SHOES ACCESSORIES

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### 2.3.1 Bag



**A paper bag**

A **bag** (also known regionally as a **sack**) is a common tool in the form of a non-rigid container. The use of bags predates recorded history, with the earliest bags being no more than lengths of animal skin, cotton, or woven plant fibers, folded up at the edges and secured in that shape with strings of the same material.

**Modern**

**NOTES**



**A Fur bag**



**A tote bag**



**Pouch, Arapaho (Native American), late 19th or early 20th century, Brooklyn Museum**

In the modern world, bags are ubiquitous, with many people routinely carrying a wide variety of them in the form of cloth or leather briefcases, handbags, and backpacks, and with bags made from more disposable materials such as paper or plastic being used for shopping, and to carry home groceries. A bag may be closable by a zipper, snap fastener, etc., or simply by folding (e.g. in the case of a paper bag). Sometimes a money bag or travel bag has a lock. The bag likely predates the inflexible variant, the basket, and bags usually have the additional advantage over baskets of being foldable or otherwise compressible to smaller sizes. On the other hand, baskets, being made of a more rigid material, may better protect their contents.

An empty bag may or may not be very light and foldable to a small size. If it is, this is convenient for carrying it to the place where it is needed, such as a shop, and for storage of empty bags. Bags vary from small ones, like purses, to large ones for use in traveling like a suitcase. The pockets of clothing are also a kind of bag, built into the clothing for the carrying of suitably small objects.

### 2.3.2 Designer Leather Handbags: The Ultimate Accessory



We all want to look stylish and sophisticated. Everybody wants to have an admirable personality and be applauded by the people around for her/his wonderful fashion sense and taste. In the present times when there is immense fashion consciousness, appearances play a vital role in determining our impact on the other people. We ought to look impressive and appealing in order to survive in this highly exhibitive world. When there is so much emphasis laid on the looks and style then it is important to keep ourselves equipped with the most outstanding and stylish fashion accessories. Designer Leather handbags are one of the most impressive and sophisticated accessories that are considered as true hallmark of style and elegance.

Designer leather handbag is one of the major accessories of today's fashion world. A Designer Leather Handbag is undoubtedly a highly coveted accessory these days. Trendy bags are used both by the ladies and the teens to complete today's crazy fashion beauty concept. Fashion hand bags work brilliantly with both the formal and casual dresses and for every occasion. Ladies fashion bags are available in innumerable styles and design that is bound to suit the distinct taste of the buyers.

No other fashion accessory offers as much value for your money than the designer leather handbag. Leather handbag is a fashion statement that holds the key to every woman's daily necessities. The handbag is an essential building block of a complete, well-built wardrobe. Every handbag has multiple uses, in both fashion for its appearance and functionality for holding a woman's necessities. There are many aspects that need to be addressed while selecting the ultimate handbag. The selection of fashion handbags include bright colored casual bags, to hand bags that are really fantastic for holidays and multi-pocket shoulder bags in gorgeous shades. A unique look is given to each fashion bag by mix and matching materials to metal latches, padlocks and heavy-duty chain straps etc.

## NOTES

The world of fashion has an important role in society, allowing individuals to use its elements to develop and define themselves. The designer leather handbag plays its part as the ultimate fashion accessory by presenting a particular image of one's self to the world. Just as the selection of a particular handbag allows the individual to define themselves, the shape and structure of the handbag is another piece to fitting the proportions of each woman's body. It is necessary for the woman to know and understand her own body's proportion as this will be the basis to begin to determine which handbag selection would be best.



The designer leather handbags are ideal for a college going teenagers who want to look stylish & trendy and even a highly efficient professional woman who should look extremely sophisticated and niche. The handbags can be used to store various important documents or the makeup accessories depending upon the nature of the needs of the user. These bags have ruled the fashion world with their impeccable looks, no other material like jute, plastic, rayon or cloth can replace the magic and grandeur of the leather bags. They look immensely stylish and classy. You can create great impression with the stylish designer leather handbags and win hearts of the people around you.

### *Frame Bags*



How to spot this accessory silhouette: Look for a metal frame that supports the textile or leather of the bag. Frame bags also often have a "kissing lock" closure with two interlocking metal beads on top. Fashion houses like Chanel, Celine, Erdem, Miu Miu, and Reike Nen all featured frame bags on the runway, proving

this vintage design is still beloved to this day. Chances are, if you dig through your local thrift store or grandmother's attic (the best place to find older hidden treasures), you'll come away with the perfect frame handbag.

### ***Hobo Bags***



### **NOTES**

This style is defined by their crescent shape and slouchy silhouette complete with a handle or strap that makes it easy to wear over your shoulders. Though they were once on the arms of mostly girl in the early 2000s, trends like micro purses have eclipsed their popularity. Have no fear, though—in 2020 hobo handbags are making a comeback in all sizes and textures. We spotted them on the fall 2020 runways of Brandon Maxwell (above) and at Zimmermann, so designers are poised to get this design back on your shelf asap.

### ***Chain Embellished Bags***



## NOTES

Chains are popping up everywhere, from your jewelry to shoes and now handbags. Look for your favorite totes, satchels, and minaudières to all receive a chain strap as an added detail. Tory Burch's fall 2020 collection debuted a host of chain-embellished handbags (as pictured above) while JW Anderson decided to make it the statement design on its accessories. Meanwhile, Ulla Johnson offered glamorous thick, braided chained bags on its fall runways. If you're feeling ambitious and crafty, you might even want to DIY your own gold or silver chain on a bag in your closet.

### 2.3.3 Shoes

A **shoe** is an item of footwear intended to protect and comfort the human foot. Shoes are also used as an item of decoration and fashion. The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear in the 2010s varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap and be sold for a low cost. High fashion shoes made by famous designers may be made of expensive materials, use complex construction and sell for hundreds or even thousands of dollars a pair. Some shoes are designed for specific purposes, such as boots designed specifically for mountaineering or skiing.



Traditionally, shoes have been made from leather, wood or canvas, but in the 2010s, they are increasingly made from rubber, plastics, and other petrochemical-derived materials. Though the human foot is adapted to varied terrain and climate conditions, it is still vulnerable to environmental hazards such as sharp rocks and temperature extremes, which shoes protect against. Some shoes are worn as safety equipment, such as steel-soled boots which are required on construction sites.

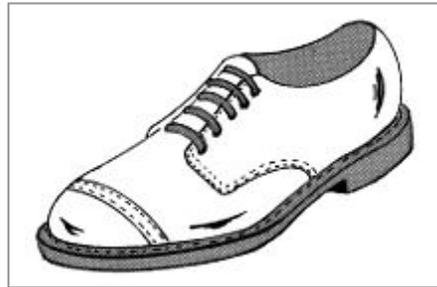
## NOTES

### *Dress and Casual*

Dress shoes are characterized by smooth and supple leather uppers, leather soles, and narrow sleek figure. Casual shoes are characterized by sturdy leather uppers, non-leather outsoles, and wide profile.

Some designs of dress shoes can be worn by either gender. The majority of dress shoes have an upper covering, commonly made of leather, enclosing most of the lower foot, but not covering the ankles. This upper part of the shoe is often made without apertures or openings, but may also be made with openings or even itself consist of a series of straps, e.g. an open toe featured in women's shoes. Shoes with uppers made high to cover the ankles are also available; a shoe with the upper rising above the ankle is usually considered a boot but certain styles may be referred to as high-topped shoes or high-tops. Usually, a high-topped shoe is secured by laces or zippers, although some styles have elastic inserts to ease slipping the shoe on.

### *Men's*



This male dress shoe, known as a derby shoe, is distinguished by its open lacing.

Men's shoes can be categorized by how they are closed:

- Oxfords (also referred as "Balmorals"): the vamp has a V-shaped slit to which the laces are attached; also known as "closed lacing". The word "Oxford" is sometimes used by American clothing companies to market shoes that are not Balmorals, such as bluchers.
- Derby shoe: the laces are tied to two pieces of leather independently attached to the vamp; also known as "open lacing" and is a step down in dressiness. If the laces are not independently attached to the vamp, the shoe is known as a blucher shoe. This name is, in American English, often used about derbys.
- Monk-straps: a buckle and strap instead of lacing
- Slip-ons: There are no lacings or fastenings. The popular loafers are part of this category, as well as less popular styles, such as elastic-sided shoes.

Men's shoes can also be decorated in various ways:

- Plain-toes: have a sleek appearance and no extra decorations on the vamp.
- Cap-toes: has an extra layer of leather that "caps" the toe.
- Brogues (American: wing-tips): The toe of the shoe is covered with a perforated panel, the wing-tip, which extends down either side of the shoe. Brogues can be found in both balmoral and blucher styles, but are considered slightly less formal.

Formal high-end men's shoes are manufactured by several companies around the world, amongst others in Great Britain, France, Hungary, Romania, Croatia, Italy,

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and to a lesser extent in the United States. Notable British brands include: Church's English Shoes (est. 1873), John Lobb Bootmaker (est. 1849), Edward Green Shoes (est. 1890), and Crockett & Jones (est. 1879). Both John Lobb and Edward Green offer bespoke products. In between the world wars, men's footwear received significant innovation and design, led by cobblers and cordwainers in London's West End. A well-known French maker is J.M. Weston. Armani of Italy was a major influence on men's shoe design in the 1960s–1980s until they returned to the larger proportions of its forebears, the welt-constructed Anglo-American dress shoe originally created in Edwardian England. Another well-known Italian company is Salvatore Ferragamo Italia S.p.A.. Higher end companies in the United States are Allen Edmonds and Alden Shoe Company. Alden, located in New England, specializes in genuine shell cordovan leather from the only remaining horse tannery in the US, in Chicago and is completely manufactured domestically, whereas Allen Edmonds, of Wisconsin, is a larger company that outsources some of its production.

### *Women's*



**High heel sandals**



**Women's high heel pump**

## NOTES

There is a large variety of shoes available for women, in addition to most of the men's styles being more accepted as unisex. Some broad categories are:

- High-heeled footwear is footwear that raises the heels, typically 2 inches (5 cm) or more above the toes, commonly worn by women for formal occasions or social outings. Variants include kitten heels (typically 1 ½–2 inches high) and stiletto heels (with a very narrow heel post) and wedge heels (with a wedge-shaped sole rather than a heel post).
- Mules are shoes or slippers with no fitting around the heel (i.e. they are backless)
- Slingbacks are shoes which are secured by a strap behind the heel, rather than over the top of the foot.
- Ballet flats, known in the UK as ballerinas, ballet pumps or skimmers, are shoes with a very low heel and a relatively short vamp, exposing much of the instep. They are popular for warm-weather wear, and may be seen as more comfortable than shoes with a higher heel.
- Court shoes, known in the United States as pumps, are typically high-heeled, slip-on dress shoes.

### 2.3.4 Women's Casual Shoes

Here we're going to run through women's casual shoe styles. Casual shoes are fairly self-explanatory – these are female shoe types that you wear on a day to day basis. These are usually teamed with women's casual wear for a relaxed look. As some of us do tend to wear heels in the day time as well as at the night time, there are also heels which might fall into the category of 'casual'. Comfortable heels that are not too high, or wedges, might fall into this category due to them being far easier and more comfortable to wear (for added comfort, try adding some **shoe insoles**). Check out the most popular casual shoe types below:

#### Wedges



A **wedge heel** can give an outfit a more polished look without actually having to wear excruciating heels. Wedges are far **more comfortable to wear**, especially a lower wedge.

## *Ballerinas*

### NOTES



A pretty and practical solution to casual, everyday footwear; **Ballet pumps** are a flat- slipper type shoe that are an essential item to have in a wardrobe. Ballerinas are such a versatile shoe that come in every print, colour and pattern imaginable, from classic nude to wild animal prints and bright quirky colours.

## **Lace Ups**

**Lace ups** is a catch all term for any shoes that fastens with laces. They can be brogues, loafers, heels, ballerina pumps or any other shoe.



Lace up shoes tend to be slightly sturdier and can provide additional support for your feet, as well as providing an adjustable fastening that can be tightened or loosened to suit your feet.

## *Canvas Shoes*



## NOTES

Lightweight **women's canvas shoes** are slightly sportier looking than ballerina shoes, but they're an equally great choice for casual wear. They're comfy, practical and come in every colour and pattern so you can always find a pair that will match your outfit. They look great with jeans and a t-shirt for an easy and simple weekend outfit.

### *Wellington Boots*



Traditionally known as Wellington Boots, a trusty pair of **women's wellies** are practical and stylish. Perfect for keeping dry in the winter, or for keeping warm and dry at a festival.

Wellies typically feature a thick, rubber boot and chunky sole to enable you to walk through muddy fields, and jump in puddles without ruining your shoes.

Gone are the days when wellies are dull and green, you can now keep your protected from the infamous British weather with boots that come in a vibrant range of patterns and colours. Wellies are best bought in a size up from the size you normally wear so you can wear thick socks underneath them without your wellies becoming too tight. We've answered your **top questions about wellies** over on the blog.

### *Flip Flops*



## NOTES

The **ultimate summer shoe**, if you're heading to the beach or pool this summer, then these are the perfect shoes to put in your beach bag.

**Women's flip flops** are generally made from a foam sole, with a plastic toe support in the middle. For a longer lasting style, opt for one made from leather. Very basic styles will have simple plastic straps, although you can get styles with pretty woven leather straps and finished with gems to add extra sparkle to your outfit.

Flip flops are super versatile and come in a range of patterns and colours, so you can match them to any swimwear or outfit.

### *Mules*



An open backed shoe with a closed front. **Ladies mules** are suitable for slipping on and off and generally far more casual than closed shoes but give more support than flip flops.

### *Loafers*



**Loafer** are casual shoes that generally slip on. Elasticated panels on either sides negating the need for laces or fastenings.

**Ladies loafers** offer a classic style that adds vintage glamour to a daytime outfit or office wear. Find out more about loafers in our **complete guide to loafers**.

### *Gladiator Sandals*



A strappy sandal, with a T-bar running down the front. For optimum Grecian glamour, wear a pair of **gladiator sandals** with a maxi dress, there's something about gladiator sandals that work so well on holiday. Recently, heeled gladiator sandals have made a comeback on the catwalks and high street. A strappy sandal with a heel works well with tailored trousers or with office wear.

### ***Trainers***



**Women's trainers** are named so because they are designed to be used whilst training – while at the gym, or yoga, as well as for fashion wear. These are more supportive for your feet and comfier than any other shoe for exercising in, make sure you try these on before you buy them. It's vital you protect your feet with the right support and cushioning. Your legs, hips and knees will benefit from wearing decent trainers as well.

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## **2.4 SCARFS AND GLOVES ACCESSORIES**

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### **2.4.1 Scarfs**

Stoles And Scarves for Women are a great way to enhance your appearance and provide you a fashionably forward look and feel.



Scarves have been an enduring fashion accessory for hundreds of years, ranging from humble bandannas to luxurious silks. Worn by women around the neck or

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as a head cover, scarves protect modesty or promote attention. Using basic shapes of cloth, typically triangular, square, or rectangular, scarves lend themselves to a wide variety of ornamentation. Scarves are commonly printed, but the techniques of weaving, batik, painting, and embroidery are also used to create scarf designs. While the scarf's popularity has fluctuated throughout its history, in certain decades of the twentieth century scarves were essential fashion items, glamorized by dancers, movie stars, socialites, fashion illustrators, and photographers. Scarves accentuate an outfit, provide covering for the neck or head, and serve as a canvas for decorative patterns and designers' names.

### *Scarf as a Modern Accessory*

The scarf as a modern fashion accessory was defined in the early decades of the twentieth century. Flowing lengths of silk worn draped about the body had been made fashionable, in part, by dancers such as Isadora Duncan. That Duncan's death was caused by a long scarf wound around her neck becoming caught in the wheels of a Bugatti is one of the scarf's morbid associations. Throughout the 1920s and 1930s, the scarf was incorporated into the sleek, elongated fashions of these decades. As seen in numerous fashion illustrations and photographs of this period, the scarf served as both a sensuous wrap and a geometric design element.

### *A Blank Canvas*

In the course of the twentieth century, the scarf's viability as a blank canvas on which to present elaborate designs, advertising, humorous motifs, and artists' creations was used to advantage. The idea of printing scarves and handkerchiefs to commemorate heroes, political events, inventions, and other occasions began in the late eighteenth century and was popular throughout the nineteenth century. This use continued into the twentieth century, with scarves commemorating world's fairs, political campaigns, cities, tourist attractions, and numerous other themes. Fashion designers employed the signed scarf as a means to accessorize their clothing and promote their names. As licensing became an established part of the fashion industry, designers names on scarves became a lucrative sideline.

### *Designers and Brands*

Various well-known firms and designers have contributed to producing chic and collectible scarves. Hermès began printing silk scarves with horse motifs in 1937; in the 1940s, the English textile firm of Ascher commissioned artists Henry Moore, Jean Cocteau, and others to create designs for scarves; during the heyday of scarf wearing in the 1950s, Americans Brooke Cadwallader and Vera and Tammi Keefe set the tone for decorative scarves with whimsical and playful motifs; and 1960s fashions were often accentuated with scarves by Emilio Pucci, Rudi Gernreich, and other designers of the period. While the wearing of scarves has diminished with the twenty-first century, the scarf remains a versatile accessory, its connotations ranging from the chic to the matronly depending on the scarf and the wearer's aplomb.

### 2.4.2 Uses and types

In cold climates, a thick knitted scarf (sometimes known as a “muffler”), often made of wool, is tied around the neck to keep warm. This is usually accompanied by a heavy jacket or coat. Also, the scarf could be used to wrap around the face and ears for additional cover from the cold.

In drier, dustier warm climates, or in environments where there are many airborne contaminants, a thin headscarf, kerchief, or bandanna is often worn over the eyes and nose and mouth to keep the hair clean. Over time, this custom has evolved into a fashionable item in many cultures, particularly among women. The cravat, an ancestor of the necktie and bow tie, evolved from scarves of this sort in Croatia.

In India, woollen scarfs with Bandhani work use tie and dye technique used commonly in Bhuj and Mandvi of the Kutch District of Gujarat State.

Scarves that are used to cover the lower part of face are sometimes called a cowl. Scarves can be colloquially called a *neck-wrap*.

Scarfs can be tied in many ways including the pussy-cat bow, the square knot, the cowboy bib, the ascot knot, the loop, the necktie, and the gypsy kerchief. Scarfs can also be tied in various ways on the head.

#### ***In Religious or Cultural Use***

Several Christian denominations include a scarf known as a Stole as part of their liturgical vestments.

#### ***In Uniforms***

Silk scarves were used by pilots of early aircraft in order to keep oily smoke from the exhaust out of their mouths while flying. These were worn by pilots of closed cockpit aircraft to prevent neck chafing, especially by fighter pilots, who were constantly turning their heads from side to side watching for enemy aircraft. Today, military flight crews wear scarves imprinted with unit insignia and emblems not for functional reasons but instead for esprit-de-corps and heritage.

Students in the United Kingdom traditionally wear academic scarves with distinctive combinations of striped colours identifying their individual university or college.

Members of the Scouting movement wear a scarf-like item called a neckerchief as part of their uniform, which is sometimes referred to as a scarf. In some Socialist countries Young pioneers wore a neckerchief called a red scarf.

#### ***In Sport***

Since at least the early 1900s, when the phenomenon began in Britain, coloured scarves have been traditional supporter wear for fans of association football teams across the world, even those in warmer climates. These scarves come in a wide variety of sizes and are made in a club’s particular colours and may contain the club crest, pictures of renowned players, and various slogans relating to the history of the

club and its rivalry with others. At some clubs supporters will sometimes perform a 'scarf wall' in which all supporters in a section of the stadium will stretch out their scarves above their heads with both hands, creating an impressive 'wall' of colour.

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This is usually accompanied by the singing of a club anthem such as "You'll Never Walk Alone" at Liverpool F.C. or "Grazie Roma" at A.S. Roma. This was initially solely a British phenomenon, but has since spread to the rest of Europe, North and South America. Some clubs supporters will perform a scarf 'twirl' or 'twirly' in which a group of supporters hold the scarves above their heads with one hand, and twirl the scarf, creating a 'blizzard' of colour. This is usually accompanied by a club anthem such as "Hey Jude" at Heart of Midlothian F.C.

Scarf wearing is also a noted feature of support for Australian rules football clubs in the Australian Football League. The scarves are in the form of alternating bars of colour, usually with the team name or mascot written on each second bar.

### 2.4.3 GLOVES

Over time, shifts in production methods and patterns of consumption in relation to gloves have been paralleled by a shift in their primary role. Today, gloves may broadly be considered as a form of protective hand covering for use in cold weather. Within the context of fashion, gloves belong to the family of small accessories that includes fans, scarves, and hats. They are closely related to the mitten and muff. For several centuries gloves were highly symbolic garments, often worn for reasons other than protection. This changing conception illustrates the varied roles gloves have played within the discourse of fashion.

#### *Origin of Gloves*

Gloves have been made since ancient times. Over the course of history gloves have served both utilitarian and decorative functions. Early cave paintings depict people wearing primitive leather gloves, and gloves have also been recovered in the remains of ancient Egyptian tombs. In both instances gloves came to be out of a need for protection. Similarly, ancient Greek and Roman peoples wore gloves for protection in battle and agricultural work. Gloves have also been an indicator of social status and power. Traditionally, the clergy wore gloves while performing the sacraments. In this case they communicated the power of the church and its representatives.

The development of the European gloving industry did not begin until the tenth century, and it was not until the eleventh century that it extended throughout Britain. Originally, the use of gloves within Britain was confined to the realm of warfare. Gloves were typically made of local deer, sheep, or imported kidskins. Knights and military officials wore protective hand coverings fashioned out of linked iron. Women did not generally include gloves as part of their dress until the Reformation period. The widespread use of gloves as fashion accessories did not commence until the early seventeenth century.

#### *Seventeenth-Century Gloves*

During the seventeenth century, fashion and status-oriented motivations for wearing gloves emerged. Within Britain the use of gloves was primarily confined

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to the elite social classes and signified the wearer's wealth and superior rank. Glove styles of the period were designed to complement the highly decorative and patterned styles of clothing that were in vogue. These gloves were not gender specific, and the styles worn by both sexes were almost identical in terms of shape, decoration, and color. They were typically made from deer, sheep, and kidskins in a natural color palette. As the century progressed, however, gloves became decorative garments in their own right. Gloves adorned with elaborate gold and silver silken embroideries, often bejeweled with precious stones, became popular, as did the attachment of a patterned and fringed gauntlet at the wrist. The seventeenth century also witnessed the birth of fabric and knitted gloves. However, fabric gloves did not communicate the social status and prestige that highly decorated leather gloves and gauntlets did. These gloves were elegant, fashionable, and expensive objects of desire that often served little or no utilitarian or protective function.

This new perspective brought with it new conventions concerning the trade of gloves. The newly established connection between gloves and the social status of their wearers led to the practice of offering gloves as symbolic gifts and even methods of payment. Within courts of law judges and official dignitaries were often presented with gloves not only as payment for services but also as symbols confirming the power of the State. The value of the gifts was commonly increased by inserting gold coins into the body of the glove, or by perfuming the material.

New behaviors emerged concerning the correct etiquette for wearing and removing gloves. It was not considered appropriate, for instance, to be wearing gloves when accepting objects or in the presence of a judge. Institutions such as the courts and the church continued to regard gloves as symbolic garments. Indeed, gloves were not only worn by the clergy, but became an integral element of what was considered proper church dress.

The latter years of the seventeenth century saw the emergence of distinct men's and women's styles. Elbowlength versions in different colors became popular for women while men opted for more basic styles. It was at this time that the practice of wearing gloves began to extend to the middle classes as the range of materials and styles increased. The distinction between men's and women's gloves, the proliferation of styles, and their broadening social appeal continued into the eighteenth century.

### ***Eighteenth-Century Gloves***

As a consequence of technical advances and new forms of fashionable dress, the consumption of fabric and knitted gloves began to increase during the eighteenth century. The lower cost of these materials meant that gloves soon became accessible to a wider section of the populace. Changing fashions, along with the high cost of elaborate gauntlet styles, led to the emergence of shorter, wrist-length gloves. Such styles were often constructed of finely embroidered and printed leather or multicolored woven cloth. Gloves of this type were designed to complement the popular fashions of long ruffled or lace-trimmed sleeves.

Toward the end of the eighteenth century, gloves no longer formed an essential part of the male wardrobe. Men's use of gloves was becoming confined to sporting

pursuits. Gloves were thus employed only while riding, hunting, or driving, and styles emerged which catered specifically to these activities.

### *Nineteenth-Century Gloves*

#### NOTES

The beginning of the nineteenth century saw men return to wearing gloves for reasons other than sporting. The established preference for simple, wrist-length styles for both sexes continued throughout the early nineteenth century. Popular choices for men and women were generally constructed of pale-colored leather or white silk and cotton. The continued preference for short gloves was a consequence of the prevailing trend in clothing for long ruffled or lace-trimmed sleeves.

A clear dichotomy began to appear by the end of the century between the forms of gender-defined dress. As clothing became more elaborate for women and simplified for men, so too did the respective designs of their gloves. For women, gloves once again emerged as highly decorative fashion accessories, and specific styles were designated for day and evening wear. These were constructed either of white silk and knitted fibers or of pale-colored embroidered and finely printed leather. For men, styles became increasingly plain and well fitting. These gloves were designed to properly accompany the fine tailoring that came to dominate male dress during the early decades of the nineteenth century. For day gloves, yellow emerged as a popular color choice for men along with black, brown, and navy blue. White gloves remained de rigueur for evening wear.

By the end of the century, it became fashionable to wear tightly fitting gloves that were molded to the specific contours of the hand. Wrist-length gloves that fastened with buttons came to be worn by both sexes. For women, buttoned elbow-length evening gloves became available in a range of color and fabric variations.

The nineteenth century saw the development of social codes that prescribed the types of gloves to be worn during particular day and evening engagements. To appear in public without gloves in situations that called for glove wearing was to invite censure or ridicule. Maintaining one's gloves was also very important, as soiled gloves were reflective of poor etiquette. As pale-colored gloves were popular at the time, people had to purchase their gloves in multiple quantities and carry spare pairs with them on outings should one pair become soiled.

### *Twentieth-Century Gloves*

In sharp contrast to the preceding century, the twentieth century was marked by the gradual demise in the social importance of gloves. Although technological advancements made in glove production meant that greater varieties could now be made, the significant social upheaval following World War I profoundly affected the way they were consumed. After World War II, previously held standards of social etiquette; wearing of gloves no longer seemed appropriate. Since clothing was rationed and became rather standardized in design, highly fashionable gloves were largely deemed unnecessary. As a consequence, gloves reverted to a more utilitarian role as garments to be used for protection against cold weather. Practical, durable styles were produced for both sexes in conservative color choices of black, brown, and navy. Leather versions were often lined with wool and fur for extra warmth.

Throughout the 1950s, however, something of a glove renaissance occurred within the realm of female fashionable dress. Styles gradually emerged that were constructed from synthetic fibers, such as satin and netting, in a wide range of colors. Women began to wear gloves that either sharply contrasted or closely matched the color of their clothing, jewelry, and other small accessories. This trend was short lived, and by the 1960s the use of gloves became increasingly less frequent, except as protection against cold weather or for work, such as gardening.

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## 2.5 HATS AND WATCHES ACCESSORIES

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### 2.5.1 Hat



A **hat** is a head covering which is worn for various reasons, including protection against weather conditions, ceremonial reasons such as university graduation, religious reasons, safety, or as a fashion accessory. In the past, hats were an indicator of social status. In the military, hats may denote nationality, branch of service, rank or regiment. Police typically wear distinctive hats such as peaked caps or brimmed hats, such as those worn by the Royal Canadian Mounted Police. Some hats have a protective function. As examples, the hard hat protects construction workers' heads from injury by falling objects and a British police Custodian helmet protects the officer's head, a sun hat shades the face and shoulders from the sun, a cowboy hat protects against sun and rain and an ushanka fur hat with fold-down earflaps keeps the head and ears warm. Some hats are worn for ceremonial purposes, such as the mortarboard, which is worn (or carried) during university graduation ceremonies. Some hats are worn by members of a certain profession, such as the Toque worn by chefs. Some hats have religious functions, such as the mitres worn by Bishops and the turban worn by Sikhs.

### *Origins of Hats*

Though the exact origin of hats remains unknown, ancient artifacts show that hats were worn as early as 3200 B.C. In fact, one tomb painting in Thebes, Egypt clearly depicts a man wearing a conical **straw hat**. Ancient Egyptians commonly shaved their heads and wore headdresses intended to keep them cool and sunburn free (yes, even the Ancient Egyptians knew the pain of the nasty sunburn).

## NOTES

Whether they be for ceremonial, professional, social status marking, or even just an expression of fashion, hats are an accessory that has been worn by both men and women throughout the world and has recently made a large comeback.

Whilst we won't quite give a comprehensive history of all hats in this guide (there are so many worn throughout history that will probably never be reintroduced into the world of fashion), our goal is to educate you on the various different hat types, their materials, and uses so that you can not only recognize them in street fashion but also make educated choices as to what hat may work for you when it comes time for you to buy one.

We will start our guide by introducing the different hat types based on the categories they would be commonly associated with.



Water Sport



Balaclava



Baseball



Bucket



Garden



Visor



Floppy



Western



Fascinator

### ***Sport/Outdoor Activity Hats***

Those who play or participate in outdoor sports know how brutal the sun can be and distracting from the game. Thus, when a helmet is not worn, it is common for athletes and participants to protect their eyes/face from the sun by wearing a hat.

As such, there are many hats that are specifically designed with broad brims for extensive sun and cold exposure.

**NOTES**

***Balaclava- Unisex, Generally made from Wool or Polyester***



The best friend of outdoor sports enthusiasts, the balaclava traditionally covers the entire face, leaving room for just the eyes, nostrils, and mouth. These provide sun and cold weather protection and can be worn under a helmet. These are also widely depicted in movies being used by bank robbers, but they originally were handmade and sent to the Brits during the Crimean War in 1854 to protect their faces from the harsh cold weather (their name comes from the Battle of Balaclava).

***Baseball Hats- Unisex, Generally made from Soft Cotton***



Probably the most widely used hat worldwide and adapted by multiple professions as a part of their uniform, the New York Knickerbockers first wore the baseball hat on April 24<sup>th</sup>, 1849. Although they were originally made of straw, they quickly were adapted to be made from soft cotton, with a rounded crown and stiff bill. Part of the traditional baseball uniform to this day, these hats are also worn officially by the US Navy, Coast Guard, in many Police forces, and across the world, as they are commonly replacing traditional formal headdresses/helmets in situations

where they would be found to be excessive and too heavy for use. In fact, the Finnish police use baseball caps as an official identification device and disallow civilians from wearing them so they are not to be mistaken for police.

## NOTES

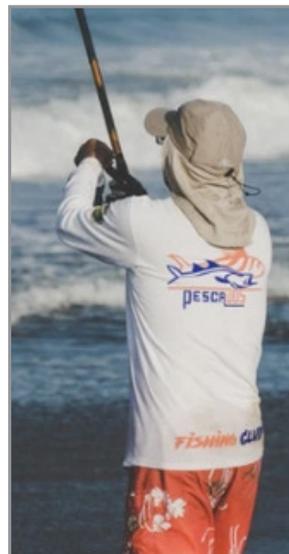
Both women and men wear baseball hats, whether they are attending a sports event, running some errands, or even going for a run. They are widely worn and very versatile.

### ***Bucket Hat- Unisex, Generally made from Nylon, Cotton or Polyester***



Made popular and mainstream by their use in the US Military during the Vietnam war but originally known as an Irish Walking hat, **bucket hats** have a downward sloping brim and offer sun protection as well as rain protection and are very popular with farmers and fisherman. Featured in much of mainstream media, Gilligan Island fans will recognize this classic style as well as those that have watched LL Cool J's famous "Going Back to Cali" music video. Most recently, Rihanna featured this style in her "Work" music video. This hats diverse fan base and timeless appeal cement it as a functional and stylish option.

### ***Fishing/Water Sport Hat- Unisex, Generally made from Nylon and Polyester***



## NOTES

When it comes to water activities, it is very important to wear a hat that provides great sun protection (in fact, water reflects and amplifies sunlight), as well as in a material that won't be destroyed by water and salt (no straw or paper allowed here). Most fishermen and boaters prefer hats that come in polyester and nylon, something that easily dries off and won't lose its shape. Brim width is extremely important. Fashion isn't so important here, the broader brim the better! Historically, fishermen have worn bucket hats and even baseball hats on the water. More recently as sun protection education has spread, nylon-based extremely wide-brimmed hats have become more popular as they are more sun protective.

### *Garden Hat-Unisex, Generally made from straw*



Who wants the sun beating against their face or neck when planting or pruning trees and flowers? The ever so popular garden hat addresses those that want a lightweight and sun-protective hat to keep them shaded while working outdoors. Brim widths vary, but commonly garden hats are made from straw to allow for air circulation (keeping the head cool) and have an adjustable chinstrap so as to not fall off during activities or wind.

### *Visor Hats- Unisex, Generally made from Cotton or Polyester*



## NOTES

Though originally designed for use in sports, the sports visor is now commonly seen at beaches and sports events for those who want to shield their eyes and face from the sun. A **visor** is a crownless hat that simply consists of a visor or brim with a strap that encircles the head. They facilitate fast heat loss from the top of the head, which is necessary for high cardio sports such as tennis, but the drawback is they do not provide sun protection for the crown if the wearer needs that. An adjustable Velcro fastener in the back commonly secures them.

### *Fashion Hats*

Though hat-wearing was at its peak in the late 19th century to the 1920s, Madame Coco Chanel perhaps described hat-wearing best.

“One must always wear a hat when lunching with people whom one does not know well,” observed Coco Chanel, “Because one appears to one’s best advantage.” The couturier’s regard for the power of hats to confer dignity and attractiveness upon the wearer stems from a long historical tradition. In addition to its practical uses — warding off the effects of harsh weather or an enemy’s assault, for example — a stylish hat has always made a statement of rank, elegance, or self-esteem.

Though much of fashion has changed over the past century, wearing a hat to express one’s fashion has not. Even hats worn for the purpose of sun protection come in all shapes/colors/and materials to uniquely express each individual’s sense of style.

If you have been on Instagram or watched a music video lately, you will see that the fashion and influencer world have decided that hats are back! One scroll through the “gram” and you will find that hats are the ultimate go-to accessory. Let’s talk about some of the different fashion hats you will find taking over the streets and beaches!

### *Floppy Hats- Made for Women in mostly Straw or Polyester*



The versatile **wide brim floppy hat**, whilst being a great provider of sun protection, calls out every beach and city-goers name with its fun, statement

## NOTES

providing, and boundless styling. Dressed down, you can wear it simply with a bathing suit. Dressed up, you can rock some heels at the derby with a floppy hat and turn heads. Mostly made from straw, but also can be made with other materials like wool and polyester, the floppy hat is the must-have item for summer due to the sun protective wide brim! Excellent for a day at the beach or styled with a large pair of sunglasses at your favorite café.

### ***Western Hats- Unisex, but primarily worn by Men and made from felt and wool***



Western Hats, also known as Cowboy or Cowgirl Hats, have a distinct high crown with a wide brim and are the defining piece of attire for the American Cowboy. These became famous as they were depicted in Western Movies in the mid 19th century, but are still worn today by ranchers, cowboys, farmers, fashion lovers, and of course rodeo participants or those that handle/work with horses!

The wide brim is sun protective and they are generally waterproof. In fact, when the USS Maine sunk in 1989, a Stetson hat was pulled from the wreckage 14 years later and after being cleaned off from mildew/ooze, it was virtually undamaged. The company and brand Stetson is credited with creating the original Great Plains hat in 1865 and has maintained a forefront design and manufacturing position when it comes to cowboy hats to this day.

Modern twists on the cowboy hat include buckles and bows, and the material ranges from felt, wool, and least often, leather (as one can imagine, leather can be hot to the head and not a friend of the scorching sun). Shades of brown, beige and black are most common. Former President Ronald Reagan famously starred in Western films whereas a cowboy he wore a Western Hat on and off the screen in later years.

### ***European Hats and Fascinators- Made for Women, and generally made from Polyester***

Who can look at a picture of the modern Royal family in England without instantly noticing the small, elaborate, ornate headpieces aside the women's delicately styled heads? Dress code etiquette in England, and many other European nations, calls for hats to be worn for formal occasions, such as a wedding or a Christening.

Fascinators are basically a hat without the brim or crown (and usually around 4 inches or smaller in diameter), often decorated with flowers, beads and/or feathers, and coordinate with the wearers dress to complete her outfit.

## NOTES

### *Fedoras and Panama Hats- Unisex, Generally made from Straw or Felt*



Fedora hats were named after the stage play “Fédora” in 1892 by the French author Victorien Sardou. He wrote the part of Princess Fédora Romanoff, a title role, for then famous actress Sarah Bernhardt. In it, she wore a center-creased, soft brimmed hat. The hat was soon a popular fashion for women especially for women’s-rights activists and was picked up by men in 1924 after Prince Edward of Britain started wearing them, replacing bowlers, flat caps and top hats as the new “it” fashion accessory. They have had a particularly large fan base amongst the art and music community, being worn by the likes of Humphrey Bogart and Frank Sinatra and later being adopted by Michael Jackson, Britney Spears and Justin Timberlake to name a few.

Fedoras have a wide brim, the crown that is pinched, and a ribbon. A true fedora is historically made out of felt or wool, however, modern **fedoras** are more commonly being made from straw and paper, to accommodate for increasing sun-protective demand whilst still maintaining the preference of the fedora shape.

Although they originate from Ecuador, Panama hats were introduced to the world’s stage at the busy trade center of Panama in the 1850s. At the time gold seekers would travel through Panama to California during the historic Gold Rush hence many travelers saying they bought their hat in “Panama” (Ecuador lacked the trade and transit congestion that was so prevalent in the dynamic hub of Panama so hat makers traveled there to sell their wares). Later in 1906, President Roosevelt wearing a Panama hat during his visit to the Panama Canal construction site further reinforced the name. Photography was new at the time, and the image of President Roosevelt wearing a crisp light suit with an Ecuadorian made Panama hat became one ingrained visually to many around the world.

Panama hats are made from a special lightweight and light-colored straw from the toquilla palm. They are most commonly associated with having a fedora shape, but they can be made in a boater style or other style.

## 2.5.2 Watch



**A modern wristwatch**

A **watch** is a portable timepiece intended to be carried or worn by a person. It is designed to keep a consistent movement despite the motions caused by the person's activities. A **wristwatch** is designed to be worn around the wrist, attached by a watch strap or other type of bracelet, including metal bands, leather straps or any other kind of bracelet. A pocket watch is designed for a person to carry in a pocket, often attached to a chain. The study of timekeeping is known as horology.

Watches progressed in the 17th century from spring-powered clocks, which appeared as early as the 14th century. During most of its history the watch was a mechanical device, driven by clockwork, powered by winding a mainspring, and keeping time with an oscillating balance wheel. These are called *mechanical watches*. In the 1960s the electronic *quartz watch* was invented, which was powered by a battery and kept time with a vibrating quartz crystal. By the 1980s the quartz watch had taken over most of the market from the mechanical watch. Historically, this is called the quartz revolution. Developments in the 2010s include *smartwatches*, which are elaborate computer-like electronic devices designed to be worn on a wrist. They generally incorporate timekeeping functions, but these are only a small subset of the smartwatch's facilities.

In general, modern watches often display the day, date, month, and year. For mechanical watches, various extra features called "complications", such as moon-phase displays and the different types of tourbillon, are sometimes included. Most electronic quartz watches, on the other hand, include time-related features such as timers, chronographs and alarm functions. Furthermore, some modern smartwatches even incorporate calculators, GPS and Bluetooth technology or have heart-rate monitoring capabilities, and some of them use radio clock technology to regularly correct the time.

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## NOTES

### ***Advantage: Watch***

On the other hand, a wristwatch has its strengths over a phone. For one thing, a watch is discreet. At business or social events where pulling out a phone to check the time would be boorish, a quick glance at a watch won't even be noticed. In addition, you don't have to dig around for a watch. It won't vanish into a pocket or handbag, and you can't mislay something easily when it's strapped to your wrist.

### ***Blancpain***

When you're on the go, a wristwatch has other advantages. In bad weather, it won't be buried deep inside layered clothing. You can also use a watch and leave both hands free for driving, skiing, or other activities. And speaking of activities, a watch is an excellent example of a specialized device. There's much to be said for something that does one thing and does it well, which is why we have tool kits as well as Swiss Army knives. Taking things a step further, there are watches tailored to a remarkable range of activities with one or two frequently used functions immediately available.



**The Blancpain Villeret Retrograde Seconds**

Which watch? Okay, but which watch to buy? How hard can it be to pick one? There are only 1.2 billion of them made each year, so the choice should be simple. However, it's anything but. If the world of watches was an ecosystem, it would be one defined by an insane mutation rate. Every year, all manner of makes, models, marks, and variants are released that are aimed at a bewildering number of markets and sub-markets. Worse, the categories tend to blur due to the fact that fashion plays to large a part in watch design and many models borrow ideas from others.

### ***Casio***

Even purely technological categories can meld into one another. For example, there are digital movements and there are mechanical movements, but then there are hybrid digital mechanical movements. There are also digital displays, analog displays, and digital/analog displays. Then there's ... you get the idea.

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**The Casio G-SHOCK GW-A1000-1ADF**

This blending has become even more marked by the introduction of gender-neutral watches that bridge the gap between traditional men's and women's watches as women adopt more masculine styles. In fact, the world of watches is so surprisingly large that if you try to make up your mind by studying all the watches available before making your decision, you won't buy a timepiece for many years.

The much better way is to ask yourself what you want out of it. Is it just something that tells time? Is it a fashion accessory? A status symbol? Is it supposed to tell the world something about you? Do you want it for work? Sport? Play? Is accuracy important? What about functions? Durability? And, of course, price.

### ***Muhle-Glashutte***

In a sense, the best way to look for a watch is to look at yourself. Are you the sort of person who would be happy with a \$10,000 Omega? Would you be comfortable with a massive sportwatch designed to survive a hammer blow? Or would you prefer something elegant and delicate? Or do you want one to show that you've gone up in the world?



**The Muhle-Glashutte Terranaut I Trail**

## NOTES

Of course, there are some very basic rules to help. You don't wear a Mickey Mouse watch with a power business suit, a garish orange sports watch with a dinner jacket, or a diamond-studded dress watch with yoga pants. Beyond that, let's look at some of the options in general terms, starting with the basic types of wristwatches

### *The field watch*

The field watch is a good one to start with because it's the descendant of the first practical wristwatches. Up until the turn of the 20th century, watches were occasionally installed in bracelets as ladies' jewelry, but these were very inaccurate and prone to breakage because the mechanisms weren't very sturdy. They were for show and little else. Meanwhile, there were a few novelty wristwatches for hunters or aviators, but these weren't very popular.

### *Chris Wood/New Atlas*

Then the First World War broke out in 1914 and the watch world changed forever. Soldiers, and especially officers, had been carrying pocket watches as a matter of habit ever since mass production really took off during the American Civil War, but the trench warfare and artillery barrages on the Western Front made using pocket watches difficult.



**Patek Philippe's Calatrava Pilot Travel Time**

The conditions were cold and muddy and the soldiers were often wrapped up in greatcoats against the weather. Worse, the tactics of the day meant that watches were vital if an army wasn't to be bombarded by its own artillery. So, officers and foot soldiers needed to keep a keen eye on the time down to the second – often in conditions where they already had both hands full.

As a result, soldiers started soldering lugs on the pocket watches and fitting straps so they could be fastened to the wrist. That way, they could tell the time at a mere glance. When soldiers went home on leave, they kept their improv wristwatches and watchmakers started to make much more rugged watches with built-in straps expressly for the military.

## *Glycine*

Two things came of this. First, the wristwatch came into general fashion after the war as an item of civilian garb for men, and the field watch was born.



**The Glycine Combat Golden Eye**

## NOTES

By the time the Second World War broke out, field watches were standard issue in a number of armies with timepieces made by private companies to precise government specifications. There were even field manuals on how to service them and military watch repairmen joined the ranks of the armed forces. And as millions of servicemen returned home after the war, and army surplus goods hit the market, official field watches became a common sight well into the 1950s.

Field watches share a number of characteristics. They have analog displays and few functions beyond basic timekeeping. They are small to medium size, so they don't catch on cuffs or equipment, they are very durable, and are very simple in design with a dial that's easy to read. They also tend to have inexpensive cloth or nylon straps, like the modern NATO strap that's designed to keep the watch from falling off the wrist even if a lug breaks.

## *Victorinox*

Today's field watches are water-resistant and still retain their military DNA with features like luminous dials and hacking seconds, where the seconds hand can be stopped without stopping the watch itself – just in case you want to “synchronize watches” like in the movies.

## NOTES



**The Victorinox Inox**

One advantage of modern field watches is that they benefit from a century of technical progress. Cases can be made out of titanium, ceramic, or polycarbonate; the crystals of sapphire; and the movement may be battery-powered quartz or mechanical with an automatic winder mechanism.

### *Aviator*

Another watch associated with dash and romance is the aviator or aviation watch. These actually predate the birth of the wristwatch as we know it by almost 10 years. In 1906, the Brazilian aviator Alberto Santos Dumont complained to his friend, master watchmaker Louis Cartier, that he couldn't operate the controls of his plane and check his pocket watch at the same time. Cartier came up with a watch with a leather strap that he called the Santos-Dumont wristwatch, which was first sold to the general public in 1911.

### *Breitling*

But the aviator watch really took off in the run up to the Second World War as aircraft became more sophisticated and capable of flying longer distances and higher altitudes. Unlike modern aircraft with their pressurized cockpits and other amenities, aircrews in those days had to fly bundled up in thick leather suits while wearing heavy goggles and oxygen masks to protect against anoxia.



**The Breitling Chronomat 44 GMT**

## NOTES

As with the field watch, the major military powers contracted companies to develop wristwatches that were suitable for aviators. The result is the flying watch that we know today. Like the field watch, it has a rugged, government-specified design. But where the field watch is relatively small to keep it from catching on the cuff, an aviator watch has a very large dial of around 55 mm in diameter. In other words, they were the ancestors of today's dinner plate watches.

The other thing that marked aviator watches were the straps, which were more like small belts. This is because the watches had to be worn over heavy flight jackets where they were instantly visible. It's a tradition that carried on into the Apollo program of the 1960s when the first astronauts to go to the Moon wore their Omega Speedmaster watches on oversized straps outside their pressure suits.

### ***Breitling***

Another trait of the aviator watch is the dial. Like the dive watch, this was designed for maximum legibility, only this time with large numerals on a very simple, illuminated display. On closer examination, one unusual feature of the aviator watch is that it often has an inner hour dial and an outer minute dial. The reason for this is that for the aviator, especially bomber crews, knowing the minutes is more important than the hours.



**The Breitling Emergency 2 watch has a built-in rescue beacon**

Today, aviator watches can include other complications, like a chronograph, GPS systems, a slide rule bezel for calculating fuel consumption, or even a satellite radio distress beacon. One particularly interesting function is an altimeter. This is a particularly valuable complication because it can warn the pilot if there's a sudden drop in cockpit air pressure that doesn't register on the instruments.

### **Examples**

- Seiko SSC007 Solar Aviation Chronograph
- IWC Pilot IW324702
- Citizen Skyhawk
- Breitling Navitimer

## NOTES

### *GMT*

The GMT watch was first developed for aviators by the Rolex Company at the request of Pan American Airways for its international flight crews. Introduced in 1954, the GMT answered a growing problem for an air transport industry that was beginning to enter the jet age. With new aircraft capable of leaping across whole oceans in a matter of hours at just under the speed of sound, it was becoming increasingly easy for pilots to become confused about what time it was where.

### *Rolex*

The GMT gets around this problem by adding a fourth hand and a special bezel to a wristwatch. Unlike the hour hand, the GMT hand circles the dial once every 24 instead of 12 hours. Meanwhile, the bezel is marked out in 24 hours with 12 in a light color representing day and the other in dark to represent night.



**The Rolex GMT Master II**

To use the GMT, the GMT hand is set for Greenwich Mean Time (GMT) on the 24 hour bezel while the hour hand is on local time. If you know how far ahead or behind your destination is from GMT, it's simple to calculate your time there by rotating the bezel by the difference so the GMT hand points at the desired time zone. This also makes it simple to reset the hour hand when you arrive.

### **Examples**

- Timex Allied Three GMT
- Bremont GMT
- Rolex GMT
- Longines Admiral GMT Chronograph

### *Driving Watch*

Also called a racing watch, the driving watch was developed between the First and Second World Wars to meet the needs of increasingly sophisticated and

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competitive race car drivers. Because racing, and especially rally racing, places such importance on timekeeping, driving watches are not only rugged, they also include functions like chronographs (especially with lap timers) and tachymeters for measuring the speed of a vehicle against a measured mile or kilometer.



**The Breitling Bentley B06 Midnight Carbon**

***Breitling***

Needless to say, such watches have to be a bit on the larger side to make it easy to read the registers and keep the numbers legible.

**Examples**

- Omega Speedmaster
- TAG Heuer Carrera
- Ferrari Scuderia Formula
- Chopard Women's Grand Prix de Monaco

***Dress Watches***

On the other end of the horological scale from tool watches are dress watches, though, as we've seen, they can overlap. Dress watches value looks over practicality and are often worn as open statements of wealth and status that are hidden beneath a facade of simplicity. They tend to be thin, sleek, light and are generally designed to make an understatement rather than a splash. Think a Bentley rather than a Ferrari.



**The Longines Column-Wheel MonoPusher Chronograph**

## NOTES

### *Longines*

Designed for evening wear and more formal occasions, dress watches have a minimum of functions. Many don't even run to a seconds hand and a moon phase display is stretching things. The size is proportional to the wrist and some have small, hard-to-read hands and not even marks for the quarter hours. However, thanks to a certain 007, dive watches can often be seen peeking out of a tuxedo cuff.

#### **Examples**

- Cartier Tank
- Bulova 96A133
- Movado DM-0606895
- Seiko SRPA97

### *Haute Horlogerie*

Related to the dress watch is, for want of a better phrase, the haute horlogerie luxury watch. At one time, any watch could be classed as haute horlogerie because they were so rare and expensive that only the very wealthy could afford them and each represented state of the art technology. But in our age of advanced industrialization and digital technology, watches are absurdly cheap with Chinese-made pieces costing only about US\$3.00 on average compared to US\$789 for a Swiss-made watch. In light of this, the haute horlogerie watch is now a very different beast from what it was.

### *Bovet*

Today, the haute horlogerie watch is the horological equivalent of a hypercar and often costs just as much. By comparison, they make an upmarket Audemars Piguet or a Cartier look like something out of a cereal box in terms of price. The reason for the mark ups that make a haute horlogerie watch cost six or even seven figures is because they are now limited edition showpieces of craftsmanship and high-end technical innovations of design and manufacturing.



The Réclat 22 Grand Réclat

## NOTES

True, some haute horlogerie watches justify their price tags by incorporating jewels and precious metals, but others do so by showing just what a mechanical watch movement can still do. Some watches are tiny astronomical displays that are accurate for centuries into the future. Others contain automata like little mechanical birds that chirp on command. And then there are those that break new mechanical boundaries, like using cases made entirely out of crystal, making the movement thinner than ever before, using movements that can mimic those of a digital watch or can mechanically predict sunrise and sunset for anywhere on Earth.

And then there are the Grand Complications – watches made to show how many functions can be fitted into a mechanical watch. After all, if one function is good, then 23 is 23 times better. Maybe make that 57.

### ***MB&F***

But whatever their details, haute horlogerie watches are very often showcases. They are less to be worn than admired. As such, they have not only created a new high-end market, but also an ancillary industry making automatic winders and climate-controlled watch safes that act as both protection and display cases for collectors



**The MoonMachine 2 with a projected moonphase display**

### ***Dive Watch***

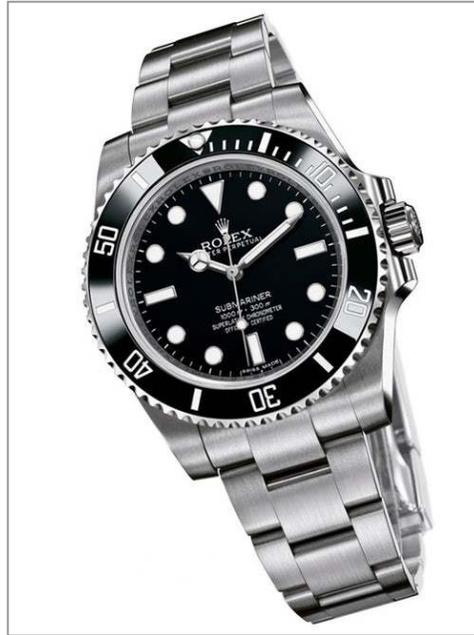
Also called a diving or diver’s watch, this is *the* major watch category and probably the most recognizable “tool” or sports watch. That is, a watch designed for a specific occupation or activity. Like the field watch, the dive watch was developed to meet a need. Specifically, a watch that could be worn by deep sea and scuba divers at increasingly greater depths and still function.

### ***Rolex***

The first dive watch was the Rolex Oyster. Introduced in 1926, it had a case with a screw-on back and a screw-on crown that sealed the movement off from dust

and water – even when the watch was submerged. It gained fame in 1927 when Mercedes Glietze became the first woman to swim the English Channel. When allegations arose that she'd faked the swim, she repeated the feat while wearing a Rolex Oyster as a pendant.

## NOTES



**The Rolex Submariner**

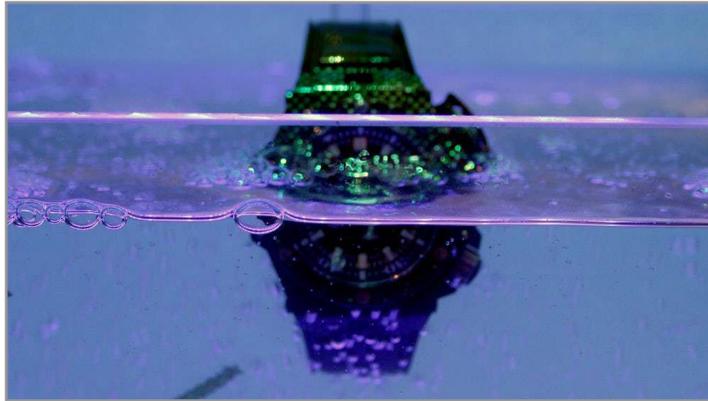
Dive watches by various companies soon developed a romantic reputation – especially when Captain Jacques Cousteau wore one in his feature documentary *Le Monde du Silence*. The reputation of such watches was set in stone in the 1960s when fictional superspy James Bond wore a Rolex not only in the novels, but in the first 10 Bond thrillers on screen. This formed a cachet that has made such a deep impression on the public that a dive watch is probably the only tool watch that one can wear with a tuxedo.

What sets a dive watch apart is that it is designed to not only deal with rough handling, but can also act as a practical timepiece hundreds of feet underwater. In fact, the dive watch is more than a way of telling time, it's a piece of safety gear. Deep sea and scuba dives depend on the diver very carefully keeping track of how much time is spent underwater. If too much time passes when one is more than 33 ft (10 m) down, then nitrogen dissolves in the body tissues and returning to the surface risks the potentially deadly bends unless periodic stops are made on the way up to allow the nitrogen to seep back out.

### ***Chris Wood/New Atlas***

A dive watch is notable for having a heavy case made of stainless steel or some other tough material that can, by today's standards, withstand pressures of at least 330 ft (100 m) without leaking or compromising the mechanism. Some modern watches are rated to over 3,300 ft (1,000 m) and are fitted with special valves to allow helium to

escape during extended mixed gas dives using decompression chambers. Otherwise, the watch might burst from internal pressure when returning to the surface.



**Hublot had its Big Bang Oceanographic 400 Carbon is water resistant to a depth of 4,000 m (13,123 ft)**

The dive watch display is very simple with hands that are designed so that the hours, minutes, and seconds can't be confused for one another and the marks or numerals are large, distinct, and easy to read with luminous chapters.

Then there is the bezel, which is constructed to either lock in place or turn only in an anti-clockwise direction. This allows the diver to keep track of dive time by setting the zero mark over the minute hand when descending or timing a decompression stop. By turning only anti-clockwise, accidentally turning the bezel can only cause the diver to overestimate the time rather than underestimate it – the latter being a potentially fatal mistake.

### ***Victorinox***

The other things that mark a dive watch is that the bezel and other components are made to be easy to operate by a diver wearing thick neoprene gloves or with waterlogged, half-numbered fingers. Also, there's either an easily adjustable bracelet made of stainless steel, or a cloth or rubber strap that allows the watch to be quickly fitted over the outside of a wetsuit.



**The Victorinox Dive Master 500 Titanium**

### **NOTES**

## NOTES

### ***Fashion Watches***

Fashion watches arose in the 1980s out of a fit of desperation as the Swiss watch industry faced utter collapse. Despite being a pioneer in the field, Switzerland was caught completely off guard by the quartz revolution of the 1970s when quartz movements and digital displays caused the average cost of a wristwatch to plummet while producing pieces of unprecedented precision for the price.

Within a few years, Swiss dominance of the world watch market collapsed. World-renowned firms were closing their doors or merging, and the entire industry depended on handouts from the Swiss government just to survive.

Then along came Nicolas Hayek, who in 1983 hit on the idea of attacking the market from the opposite direction. Instead of trying to revive interest in the traditional Swiss watches, which were rapidly becoming a high-end niche market, he introduced Swatch. A contraction of “second watch,” the Swatch group turned the whole idea of watch ownership on its head.

### ***BastienM via Wikimedia Commons CC3.0***

Previously, watches were regarded as expensive, precious heirloom items that one only bought infrequently and only one at a time. Swatches came in a bewildering variety of inexpensive timepieces costing a standard CHF 50 (US\$50) thanks to new automated manufacturing techniques and were often brightly colored in plastic cases covered with garish designs.



**A Swatch**

The selling point was that these watches were so cheap and came in such a variety that they were no longer just watches, but fashion accessories. Instead of one, you bought several and wore them with whatever outfit or occasion they matched.

## NOTES

Today, any number of firms have lines after the Swatch model with some placing more emphasis on the box the piece comes in rather than the watch itself. Some are even watch kits that allow the wearer to mix and match straps, bezels, and other components to achieve the exact desired look

### Examples

- Swatch Poppy Field GW705
- Fossil Commuter
- Peugeot Women's 677G
- Emporio Armani Amber Dial Men's Watch AR1605

### Bangers

Bangers are watches for everyday wear and are the watch world equivalent of the rabbit as opposed to the field watch's fox. As predators, foxes survive by being roughly built with strong muscles and dense bones, so they can chase down prey. Rabbits, on the other hand, have relatively weak muscles and fragile bones. They survive by reproducing so quickly and in such numbers that a reasonable number of their progeny survive.

### Casio

That's basically how a banger watch works. These are the watches (usually cheap quartz models) that you don't really care if they pack up and aren't even worth the bother of changing the batteries when they rundown. In fact, some models can't change the battery.



**The Casio F-91W**

These are the watches sold at dollar stores and garages. Their sole function is to tell time and not to be made a fuss over when they break. In other words, bangers

are the perfect watch for those who couldn't care less about the social cachet of their watch, or those who need one to wear on nasty jobs like clearing brush, working on car engines, clearing drains, or fixing the plumbing.

## NOTES

### Examples

- Casio F-91W
- Timex T5K360M6
- Anything that costs less than a cup of coffee

### Smartwatches

This being the 21st century, there's another type of watch on the market that may be as radical a change as the introduction of the quartz caliber. Smartwatches are essentially wrist-worn, touchscreen computers that have roots giving back to the early 1980s, but started to appear in their present form about 10 years ago.

### *Darren Quick/New Atlas*

When they first came on the market, modern smartwatches were cranky and expensive and had to be paired with a smartphone in order to work. They've come a long way since then and now show the same broad range in price and capabilities as other computing devices. In fact, it wasn't that long ago that traditional watch companies saw them as the next big thing and were worried that the smartwatch would be the new quartz watch.



**The Casio WSD-F10 Smart Outdoor Watch is an Android Wear device**

Today, the panic has died down as early smartwatch companies folded and the tiny computers started to settle into their market niche. There are smartwatches that can not only operate without linking to a smartphone, but they have GPS, accelerometers, and heart-rate sensors to act as fitness monitors in addition to notifying the wearer of texts, instant messages, social-media posts, and app alerts. Some can even make calls and have voice control.

However, smartwatches still have their issues. Unlike quartz watches, they need to be recharged on a regular – often daily – basis, depending on use. They also

## NOTES

tend to be bulky and comfort can be a problem. In addition, they go obsolescent so fast that buying one housed in anything but the cheapest case is a bad investment.

### *Ressence*

But perhaps the biggest factor governing the future of smartwatches is that they aren't just competing against conventional watches, but also emerging technologies like AI speakers and digital assistants. Smartwatches already suffer from the question of what problem do they actually solve. If something like a more advanced version of Alexa manages to solve that problem first, then the smartwatch could start to fade like the digital watch or vanish almost entirely like the PDAs of the 1990s.



**The Ressence Type 2 e-Crown Concept combines mechanical and electromechanical modules**

### **Examples**

- Apple Watch Series 3
- LG Watch Sport
- Samsung Gear Sport
- Huawei Watch 2

### *The Works*

So far, we've touched on the major watch categories, but what about the details? Obviously, one thing to consider are functions. Do you need a simple watch? How simple? Not even a second hand? What about telling the day? Date? Day of the week? Or maybe you want something more complex like a chronograph, a tachymeter, or a tide indicator.

### *Hysek*

Then there are the movements. Today, you can have a mechanical watch or quartz, analog or digital, a smartwatch with a touchscreen, or a hybrid combining features of any of these. Each of these has its advantages and its disadvantages.

## NOTES



**The Hysek Colossal mechanical digital watch**

Take mechanical movements. These have centuries of engineering experience behind them and are available in both manual winding and automatic versions. They can be serviced just about anywhere in the world, will last an indefinite time if properly maintained, will keep their value, and enjoy a certain air of seriousness that quartz watches don't. On the other hand, modern mechanicals have been pushed well up the price range to the point where a good one costs as much as a second-hand car. While there are still affordable mechanicals, it's definitely a case of you get what you pay for.

Quartz watches, on the other hand, are insanely accurate with even cheap models outperforming certified wrist chronometers. They can range from models so cheap they're disposable to ones costing over US\$10,000 and are indistinguishable from the mechanicals unless you hold one up to your ear and hear the distinct ticking sound of the stepping motor.

### ***Chris Wood/New Atlas***

And then there's the quartz watch's famous ability to handle all manner of functions – especially when it has a digital or digital/analog display. Not to mention the super-quartz watches that incorporate little solar panels that eliminate the need to change the battery.



**Seiko 1969 Astron – the world's first quartz watch**

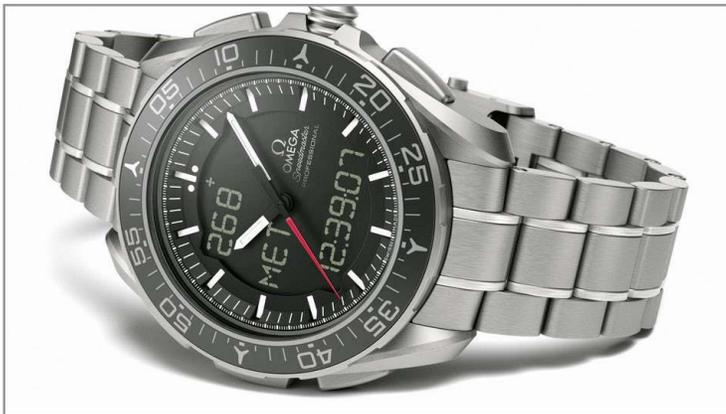
## NOTES

On the downside, quartz watches don't lend themselves to repair except by the manufacturer – and then only for top-tier models. Also, quartz digitals don't tend to age well and can look very down-market after a few years. In general, digital displays have tended to be associated with “grandpa” watches as analog displays increase in popularity.

What to look for in a watch? So what specifics should you look for in a watch? We've already talked about how it should fit your lifestyle and have the functions you want and none of the ones you don't, but what specifics should you be on the alert for?

### *Omega*

One obvious factor is the cost. Watches have never varied more in price, ranging cheap enough to give away at cinemas to fetching a million dollars at auction for a collector's item. That may seem daft, but a wristwatch is one of those items where the price is whatever the market will bear. So, the best advice is to pick a watch that fits your budget and seems worth the price. What that is is up to you. I've seen someone hopping up and down with glee as he went to pick up the Rolex that he'd scrimped a decade to afford, and I've also known others who think that anyone who spends more than \$10 on a watch is barking mad.



**The Speedmaster Skywalker X-33 is designed for use by astronauts**

Another top factor to consider is legibility. My previous watch was a very stylish dress watch that looked great and was reasonably priced but the elegant hour, minute and second hands were so easy to confuse for one another that I always looked like I was pointedly staring at my watch when I was just trying to figure out the time. A watch that's hard to read is like a hypercar that you can't fit into. It may be fantastic, but it's also pointless.

By the same token, a watch should be comfortable to wear. If it gouges into your wrist or keeps catching on things, then putting it on in the morning won't be much of a pleasure. In addition, consider the watch's size. A big watch will probably be less comfortable and will look silly on a small wrist. On the other hand, too small a watch might be harder to read and will look equally silly on a large wrist. The best rule of thumb is to find a watch that is proportional to you – especially if it's being worn on business or formal occasions.

**NOTES**

***TAG Heuer***

Branding: Like other consumer goods, watches are often known by their brands as much as their specifications or looks. And, like clothes, motorcars, and wine, it's often the label you're paying for rather than the quality. This is particularly the case with some upmarket timepieces being mass produced, yet commanding prices with an alarming markup.



**The TAG Heuer Calibre 17 Jack Heuer 80th Birthday LE**

***Louis Erard***

But that doesn't mean brands aren't worth paying for. They often do matter. This is more so with watches because they also include reputations for craftsmanship and even a certain legendary quality as some watches and brands become interwoven with famous figures, historical events, and technical milestones. Owning the same brand of watch as James Bond or Buzz Aldrin or Sir Edmund Hillary can be and often is a major selling point.



**The Louis Erard Excellence Moonphase Chronograph**

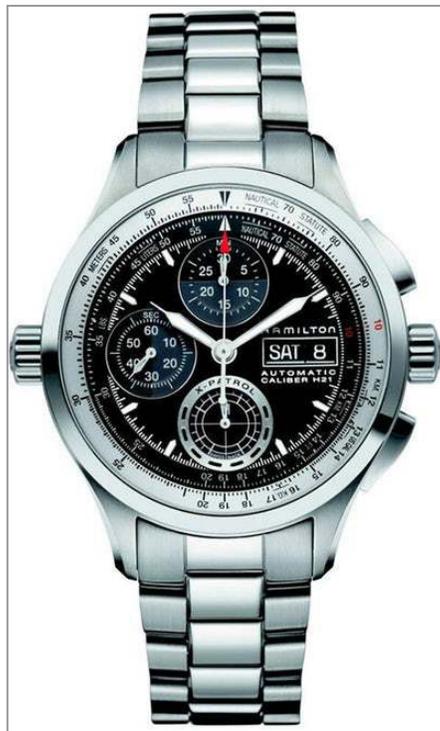
## NOTES

Then there's the protective nature of branding. We've already mentioned the term "Swiss Made." To stamp this on a watch, it has to pass the very rigid standards that Switzerland imposes to protect the watch industry's reputation. Over 26 million watches are made by Swiss companies each year. That's a tiny percentage of the world's total, but it also represents half the total dollar value of the world watch trade.

Those two words, Swiss Made, can immediately bump the price of a watch up by 20 percent. To justify this, 60 percent of the production costs of a watch must be based in Switzerland, half the value of the parts must be from Swiss-made components, 60 percent of making the movement must be done in Switzerland, as must all the technical development for the watch and its movement.

### *Hamilton*

One important point about a brand is when it comes to servicing a watch – especially in regard to finding spare parts or even getting the battery replaced. While many watches can be serviced by any competent watch repairman, some require such work to be done by the manufacturer. This may be because they have the expertise, or the parts, or they may demand it on penalty of voiding the warranty.



**Hamilton Khaki Aviation X-Patrol**

If your prospective watch is vintage or the sort you plan to hang onto and pass on, it's a good idea to find out if the maker is still in business and what their service policies are, or if they've made arrangements with other companies for servicing on a regular basis or if they go out of business.

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### *A word about fakes*

One very important thing to remember is that once you get into the more expensive watches, fakes become a real problem. Thanks to the internet, cheap international travel, and a penchant for certain countries to indulge in consumer piracy, it's easy to get suckered into buying a counterfeit watch. It's a billion-dollar business and a highly illegal one.



**Nanotechnology being used to fight watch counterfeiting**

### *EPFL*

Fakes can range from very competent forgeries that would require a practiced eye and a look at the movement to spot, to cheap knock offs with the date window turning out to be a sticker, to Frankenstein watches cobbled together from the parts of several others.

The simplest way to deal with fakes is to remember that if a deal is too good to be true, it probably is. If someone online is trying to fob off an Omega Seamaster and wants only \$50 for it, then it's almost certainly a counterfeit and worth a tenth of what's asked.

The two best ways of avoiding fakes is to first, always buy from a trusted dealer. Legitimate shops that only offer discounts within a reasonable percentage of the regular price are highly unlikely to be dealing in fakes, as are those who deal regularly in vintage or second-hand watches. Even eBay, which used to have a problem with fakes, has become much more trustworthy these days.

The second way to deal with fakes is to do your homework. If you're going to invest money in a watch, learn all you can about the ones you want. Many watches have crystals in the back, so you can see the movement. That means you can check to see if the proper caliber has been swapped for a phony. The basic rule of thumb is that, while a fake might deceive on its own, when it's compared to the real thing, it will generally look as crude as it is.

If you find yourself tempted to buy a fake, keep in mind that there is an alternative in the form of homage watches. Watchmakers aren't well covered by copyright laws, so their designs are easy to legitimately copy to a surprising degree. As a result, many companies create watches that are very similar to a luxury item

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with the exception of the logo and a few minor details. Unlike fakes, these are above board and are generally as well made as any other watch in their price range.

### *A Personal Choice*

We're not going to claim that the above is a comprehensive buyer's guide to wristwatches. We've ignored many kinds of watches and the bewildering overlap between them, as well as the fact that watch manufacturing is marked by technical innovation, fashion-crazed design explosions, and major brands making improvements to classic watches over decades. To do justice to the entire field would require several very thick books, a library of videos, and much patience.

### *Maurice Lacroix*

At the end of the day, it comes down to the fact that a watch is a very personal purchase. Chosen wisely, it can quickly become a prized possession or a cherished gift. Chosen poorly and it can end up lost in the back of a junk drawer. The secret is to know what you want, what you want to say about yourself or the person the watch is meant for, and what you can afford, then doing some research to make sure you pick the right timepiece. This might be as simple as skimming an online catalog for a few minutes, or as complicated as hunting down that elusive "grail" watch over a period of years. But it's worth the effort.



**The Maurice Lacroix Pontos S Diving Chronograph**

### *Flip It Over*

If you're looking for a watch that's a little more on the pricey side, there are a few hallmarks that you can be on the lookout for. Flip the watch over and study the case back for a few minutes. If your watch has a case made of gold or silver, it

may have actual hallmarks to certify the metal's purity. Other certifications can show that your watch meets the standard to be marked Swiss Made, that it meets official chronometer standards, or that it's made to government specifications for military issue.

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### *Tissot*

Even the least expensive watch case back may have a wealth of information, including the model and make, the company that made it, the type of movement inside, the watch's country of origin, the movement's country of origin, and the battery needed for quartz movements. In addition, the case may say how water-resistant the watch is, if it's anti-magnetic, what material the case is made of, and what type of crystal is used. It may even have a serial number or the number of a limited edition.



The Tissot Le Locle Chronometer Edition

### *Weight and Accuracy*

If your watch is in the medium to expensive range, it should be heavy for its size. This doesn't just apply to a deep-sea diver watch, but for any timepiece down to a small lady's watch. Even the smallest should have some heft to it compared to a cheap one of the same width.

### *Breva*

Accuracy is another thing to look for. Today's quartz movements are so accurate that they can be used for celestial navigation, but mechanical watches can vary a good deal with accuracy within seconds per day, month, or year showing the quality of the movement. Swiss-made watches are tested by the Official Swiss Chronometer Testing Institute and are accurate to within 10 seconds per day.

**NOTES**



**The Brevia Génie 02 Terre has a built-in altimeter**

Another way to judge accuracy in a mechanical watch is by looking at the seconds hand. On a quartz watch, the stepping motor makes the seconds hand shift in steady one-second beats, but in mechanical watches, the beats can be several times a second. This can be seen in the seconds hand. The quartz beats one second, then another, then another. In a mechanical watch, the hand will move five, 10, or even 20 times per second. If it beats enough times, the hand looks like that of an electric wall clock and seems to move in a single, smooth sweep – an indication of a very precise, accurate movement.

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## **2.6 STUDENT ACTIVITY**

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1. What is Handbag? How does it differ from other bag and explain the tools and equipments?

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2. What is a Scarf as a Modern Accessory? Its **Uses and types** ?

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## **2.7 UMBRELLA AND BOW ACCESSORIES**

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### **2.7.1 Umbrella**

An **umbrella** or **parasol** is a folding canopy supported by wooden or metal ribs that is usually mounted on a wooden, metal, or plastic pole. It is designed to protect a person against rain or sunlight. The term *umbrella* is traditionally

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used when protecting oneself from rain, with *parasol* used when protecting oneself from sunlight, though the terms continue to be used interchangeably. Often the difference is the material used for the canopy; some parasols are not waterproof. Umbrella canopies may be made of fabric or flexible plastic. There are also combinations of parasol and umbrella that are called *en-tout-cas* (French for “in any case”).



Umbrellas and parasols are primarily hand-held portable devices sized for personal use. The largest hand-portable umbrellas are golf umbrellas. Umbrellas can be divided into two categories: fully collapsible umbrellas, in which the metal pole supporting the canopy retracts, making the umbrella small enough to fit in a handbag, and non-collapsible umbrellas, in which the support pole cannot retract and only the canopy can be collapsed. Another distinction can be made between manually operated umbrellas and spring-loaded automatic umbrellas, which spring open at the press of a button.

Hand-held umbrellas have a type of handle which can be made from wood, a plastic cylinder or a bent “crook” handle (like the handle of a cane). Umbrellas are available in a range of price and quality points, ranging from inexpensive, modest quality models sold at discount stores to expensive, finely made, designer-labeled models. Larger parasols capable of blocking the sun for several people are often used as fixed or semi-fixed devices, used with patio tables or other outdoor furniture, or as points of shade on a sunny beach.

### ***Umbrella Types***

Thousand years of innovation and discovery enabled constant stream of improvements to umbrella design. Here you can find out how umbrella changed through the centuries and how modern umbrellas are made.

### ***Invention of Different Types of Umbrellas***

Some of the most important inventions in the field of umbrellas happened in 20th century. Hans Haupt managed to create foldable pocket umbrella in 1928, and

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Bradford E Phillips secured patent in 1969 which described first “working folding umbrella”. Of course with the rise of the technology and ever increasing pacing of fashion, umbrellas even managed to find themselves in many roles - for example as cocktail decorations.

Currently umbrellas represent general utility that is used by everyone, and for that purposes international manufacturers are producing truly staggering amount of this devices. Only in United States over 30 million umbrellas are bought annually, with majority of them being produced in China.

Some of the most popular types of umbrellas that are in use today are:



- Classic Umbrellas - This several generation old design is opened and closed by with easy to use mechanism.
- Automatic Umbrellas - They have automated mechanical design which enables opening and closing with one hand. They are often small and compact, perfectly made to be carried in purse, briefcase or backpack.
- Pocket (Compact) Umbrellas - Small, lightweight and portable, often measuring to 9 inches long when closed. Some brands have mechanism for automatic opening and closing. Their small frame prevents them for being useful in heavy rain.
- Bubble Umbrellas - Their defining characteristic is transparent dome material (often plastic) which enables user to see better while walking around the rain.
- High Wind (storm) Umbrellas - These umbrellas are made from reinforced materials that can withstand more extreme qualities of rain and wind speeds. Some brands like GustBuster create umbrellas that can withstand winds of 55 miles per hour. Some experimental umbrellas have specific shapes that can be used even with 70 miles per hour wind.

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## 2.7.2 DIFFERENT TYPES OF UMBRELLAS

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### NOTES

An umbrella is an essential household item as it can protect you from exposure to sunlight and heat in hot weather as well as rain.

A perfectly chosen umbrella can go a long way in keeping you safe and healthy. But did you know that there are numerous umbrella types to choose from?

Therefore, before settling on any brand, it is prudent to have an outline of what you expect to gain from an umbrella. For instance, is your main need is to keep off the rain, or are you looking for an umbrella that can fit into your handbag neatly?

In a nutshell, different types of umbrellas come in varying designs, materials and serve different needs. You need therefore to understand what each design has to offer.

There are two main categories: Straight umbrellas and Folding Umbrellas.

### *Straight Umbrellas*

Straight umbrellas are a type of non-collapsible parasol, which is similar to the traditional style of umbrellas that you can find in classic films. There are various prints to choose from as you search for the perfect walking stick or doorman umbrella that matches your standards. A straight umbrella includes four basic parts such as the canopy, handle, runner and tube. Each part serves its own functions and gives the umbrella a distinct appeal that sets it apart from other popular types available in the market.

### **Foldable Umbrellas**

In a folding umbrella, there is 2-fold, 3-fold, 4-fold, 5-fold style, 3 folded umbrella is the most common, and 5 folded is the shortest. They are easily foldable and can fit into a handbag or glove compartment. Their small size and foldable nature also allow you to easily carry them in



There are many types of umbrellas on the market today depending on your needs and climate. Here is a list of common types of umbrellas so you can hopefully find the best umbrella for your climate and rain gear needs□

### ***Classic Umbrellas***

Classic umbrellas are the most common type of umbrellas. Most materials are metallic, wooden, or polyester shafts and microfiber canopies. The classic umbrella is usually made in two versions, manual and automatic which allow the user to open and close it using one hand. In most cases, the classic umbrella will feature a long shaft with a curved handle. They are often affordable and easy to find in the streets.

### ***Bubble Umbrellas***

They are easily recognizable through their spherical-shaped canopies, which tend to cover the entire face of the user. Bubble umbrellas are indeed tasteful, with the clear canopies enhancing the user's sight on the path. That is despite the weather situation. Moreover, the creative canopy arch outline provides greater protection to your body, especially when it's raining. The purpose is keeping your path visible

### ***Wind Resistant Umbrellas***

The storm umbrellas are always reinforced using extra strong materials, and they are often given a double layer of cover. The reinforcement and double layer covering keeps these types of umbrellas from getting blown upwards as they can withstand strong winds. They are also huge enough to cover a large number of people, hence it is ideal for a big family.

### ***Automatic Umbrellas***

Automatic umbrellas have a system that allows you to open them through a simple push of a button, located on the shaft. Their efficiency enhances multi-tasking, as you can easily open/close your umbrella while handling other items. For instance, you can easily adjust your umbrella while carrying your handbag, effortlessly. Sounds great, right?

### ***Golf Umbrellas***

Commonly known with the diameter up to 30 " above-called golf umbrella, golf umbrella handle is usually a straight body shape rather than curved shape, because of the convenience of golf player inserted in the golf bag. They offer a perfect shelter for outdoor activities e.g. golfing.

### ***Artistic Umbrellas***

Modern day fashion demands call for umbrella designers to create unique umbrella models. In essence, these are umbrellas that are both functional and fashionable. Fashion designers often tackle this problem by creating high-value pieces through the addition of intricate features and rare materials in order to build high-end umbrellas.

## **NOTES**

Artistic umbrellas are often found in high-end fashion stores and streets. Do you need something distinct that can help you make a fashion statement? Then there are the types of umbrellas to go for.

## NOTES

### ***Paper Umbrellas***

Chinese-made ancient umbrellas were first developed approximately 2000 years ago. They were initially used in the Asian nations before being adapted to other parts world. They are mainly used to offer protection against sunshine and strong winds. In addition, they have religious significance in some Asian nations and used as a religious symbol.

### ***Beach Umbrellas***

These are heavy and large types of umbrellas whose sole purpose is to offer protection against the sun, especially in open areas such as beaches. Parasols are often large and stationary umbrella types, but they can also come in smaller foldable versions of up to 9 feet.

### ***Child Umbrellas***

Child umbrellas come in a variety of designs and colors. Their canopies may bear interesting designs featuring fairies, dragons, sports, and animal fictional characters. These umbrellas often have small arc size canopies. They are also designed to be light in nature, as they have a shorter shaft than most umbrellas. If you are planning to get your child a gift for an occasion such as a birthday party, then this is the most ideal gift.

### ***Extra Large Golf Umbrellas***



These kinds of umbrellas have the extra-large canopy with a diameter of 70 inches. This can be carried in a golf bag even though it has a long shaft. The canopy of

this umbrella design has the two featuring colours of black and white in its every panel. This large size umbrella can also be used for drying up the clubs and golfers when gone wet in the rain.

### ***Black Lace Umbrella***



It is the dome-shaped new umbrella in the old rose pink fabricated canopy. The three-quarters of the umbrella is designed to cover with black net. It is also trimmed at its edges and the appliqués are finished by adding some black rosettes in its border.

### ***Pink Ladies Umbrellas***



Who would say no to these ladies charming types of umbrellas? Here you get to find the brand new designed umbrella with lotus swirled pattern out bounding with white bands. This pink umbrella gives you the canopy possessing unique shapes canopy. The canopy measures to about 32 inches in diameter.

### **NOTES**

### ***Bold Letters Printed Umbrellas***

#### **NOTES**



This particular model of the umbrella measures about 9 ½ inches in length and 35 inches in diameter. The canopy that has prints of the bold logo alphabets is made up of the material polyester. And the frame with the ribs is of metal. The letters fall like raindrops which gives it a unique and sleek look.

### ***Straight Auto-Open Umbrella***



This piano design umbrella is made of high-quality materials to give the ensured durability against strong winds and heavy rains. The frame of this best umbrella brand is straight and the canopy fabric is made using polyester. This is a large design umbrella with its canopy measuring 43 to 45 inches when opened.

**NOTES**

***Long and Non-Foldable Umbrella***



Wave your senses by getting one of such kind of good umbrellas. This is long and non-foldable umbrella with impressive icy finish handle made of virgin ABS. The fabric used for the canopy is high-grade nylon printed with some Indian Desi designs. It comes along with the protective transparent cover.

***Mermaid Kids Umbrellas***



It is one of the collections among the cool umbrellas that have 30 inches canopy size. Mermaid umbrella is ideal for the kids of teen ages. It has mermaid print on the base colour of the light blue canopy. It has a kind of projection that is attached over the canopy itself. The handle is made using the fibreglass in a sea horse design.

## *Plain Umbrellas*

### NOTES



Here you have a look on this wonderful plain umbrella in sea green shade. The canopy of this new umbrella design is made of 100% nylon which is more suitable for rainy seasons. The handle in the cream shade is elegantly designed with curves to make the grip more easily and also to look trendy.

## *Folding Golf Umbrellas*



This is one of the different types of umbrellas among the golf umbrella models. This golf umbrella has 56 inches wide black and green panels' canopy and windproof frame design. It also carries a rubber spray handle with colour matching insert. It is provided with the mesh covering the case.

### *Three Fold Print Umbrella*

World of  
Accessories



### **NOTES**

It is ideal for women and girls to be used for an occasional walk. This high-quality umbrella has the feature of automatic opening and the size of the canopy is about 21 inches. The total weight of this umbrella is 350 gms. It can be folded into three sections and hence fits any type of small ladies handbags.

### *Checked Blue Umbrellas*



This is a good quality umbrella with a hassle-free opening mechanism. It is made up of nylon taffeta. It has a beautiful checked design on the blue-based plain. The shafts are made of steel and handle type is straight.

### *Printed Polyester Blue Umbrellas*

#### NOTES



This best umbrella brand provides you with the multi-coloured printed designed blue umbrella. You get to have a threefold umbrella with the shaft material made up of stainless steel. The fabric used for the canopy is polyester and the handle is made using fibreglass material with a straight model.

### *Rabari Embroidered Umbrellas*



It is one of the kinds of Indian embroidery design which is called as Rabari and this design is made used for manufacturing this new umbrella design. It is a colourful

## NOTES

umbrella that resembles the culture and heritage of tribal people living in India. These are used as décor rather than making use of such rare collection on the streets and making it wear and tear. They are preferred by the Indians along with many foreigners who visit India.

### *Red and White Umbrellas*



Here you have a chance to try out the best umbrellas design which comes in the combination of two shades namely red and white. They are alternatively shaded to each panel. The shaft is strong enough to maintain the quality of the umbrella which can last forever. The canopy fabric is mixed of both nylon and polyester.

### *Bubble Umbrellas*



These types of umbrellas are easily recognized by its shape itself which is a spherical one. The canopy of such umbrellas is much taller than regular ones.

They make use of transparent plastic materials for their canopy. Here, it has blue fishes printed on the canopy and has a matching blue plastic handle for making it the latest umbrella design.

## NOTES

### *Baby Pink Umbrellas*



Get here your favourite collection of new umbrella design that has been designed with a fantastic shade of Baby pink. The canopy which is made up of nylon taffeta is so high quality and it has polka white dots printed all over it. It is also embellished with a lace material and bow prints in the borderline of the umbrella. The shaft is made up of iron and it is a 4 fold umbrella.

### *Chhota Bheem Kids Umbrellas*



**NOTES**

Here is the wonderful collection of umbrellas for the kids who are not satisfied with the adult designed ones. It has their favourite cartoon character Chhota Bheem printed all over the canopy. The lightweight design is easy to carry and has the handles which are safe to use by the kids. It has easy-grip handles which also have the feature of easy-open umbrellas.

***C-Shaped Handle Type Umbrellas***



It should be no wonder that if one would say that this particular collection is the unique umbrella designs. This umbrella has the C-Shaped handle that you can cross over your arm and make use of your hand to hold your baby or mobile even. It has double layer protection that the inner side of the canopy is floral printed. It has also the quality of sun protection and gives you a one-touch open with an elegantly designed push button.

***Scalloped Polka Dots Umbrellas***



## NOTES

This is indeed the beautiful collection in the series of polka dots umbrellas. These cute and stunning designed best umbrellas are for the ladies. It has the features of UV cut, waterproof and also comprises with lightweight. The handle is made up of hard plastic and is in the shape of U. It is easy to carry and also goes very well suiting all your occasional attires.

### *Manual Open Umbrellas*



It is threefold umbrella with multi colours floral printed canopy made of nylon. This cool umbrella has the quality of waterproof, sun protection and also with easy to carry weight. It has the feature of manual open and manual close with ease. The handle is of gunshot type which very well matches the canopy.

The best designed different types of umbrellas are also made available here to have a look and then get to go to buy it. There are canopies with 100 % polyester, nylon and also with the mixed combination of fabrics. The shaft material that is used also depends upon the option of the manufacturers. The length of the frames and the shaft also varies. The canopies are also available in variant sizes.

### **2.7.3 BOW ACCESSORY**

An expression of femininity, the bow is one of the most recurrent symbols in fashion. Accessories, clothes and shoes have already succumbed for some time to the charm of this small item that we have become accustomed to seeing in ingenious shapes. Metalmoda has produced bows to be applied to bags and shoes through meticulous techniques using unique materials.

### **2.7.4 Bow Tie**

The **bow tie** is a type of necktie. A modern bow tie is tied using a common shoelace knot, which is also called the **bow knot** for that reason. It consists of a ribbon of

fabric tied around the collar of a shirt in a symmetrical manner so that the two opposite ends form loops.



## NOTES

There are generally three types of bow ties: the pre-tied, the clip on, and the self tie. Pre-tied bow ties are ties in which the distinctive bow is sewn onto a band that goes around the neck and clips to secure. Some “clip-ons” dispense with the band altogether, instead clipping straight to the collar. The traditional bow tie, consisting of a strip of cloth which the wearer has to tie by hand, is also known as a “self-tie,” “tie-it-yourself,” or “freestyle” bow tie.

Bow ties may be made of any fabric material, but most are made from silk, polyester, cotton, or a mixture of fabrics. Some fabrics (e.g., wool or velvet) are much less common for bow ties than for ordinary four-in-hand neckties.

### *Origin and History*

The bow tie originated among Croatian mercenaries during the Thirty Years’ War of the 17th century: the Croat mercenaries used a scarf around the neck to hold together the opening of their shirts. This was soon adopted (under the name *cravat*, derived from the French for “Croat”) by the upper classes in France, then a leader in fashion, and flourished in the 18th and 19th centuries. It is uncertain whether the cravat then evolved into the bow tie and four-in-hand necktie, or whether the cravat gave rise to the bow tie, which in turn led to the four-in-hand necktie.

The most traditional bow ties are usually of a fixed length and are made for a specific size neck. Sizes can vary between approximately 14 and 19 inches as with a comparable shirt collar. Fixed-length bow ties are preferred when worn with the most formal wing-collar shirts, so as not to expose the buckle or clasp of an adjustable bow tie. Adjustable bow ties are the standard when the tie is to be worn with a less formal, lie-down collar shirt that obscures the neckband of the tie. «One-size-fits-all» adjustable bow ties are a later invention that helps to moderate production costs.

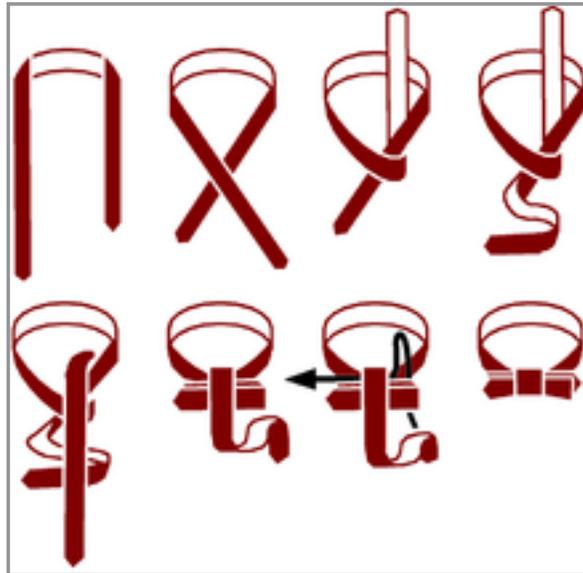
### *Stereotypes of Bow Tie Wearers*

To its devotees, the bow tie suggests iconoclasm of an Old World sort, a fusty adherence to a contrarian point of view. The bow tie hints at intellectualism, real or feigned, and sometimes suggests technical acumen, perhaps because it is so hard to tie. Bow ties are worn by magicians, country doctors, lawyers and professors and

by people hoping to look like the above. But perhaps most of all, wearing a bow tie is a way of broadcasting an aggressive lack of concern for what other people think.

- Warren St John in *The New York Times*

## NOTES



**Instructions on a common way to tie a bow tie**

Popular perception tends to associate bow tie wearers with particular professions, such as architects, finance receipt collectors, attorneys, university professors, teachers, waiters, and politicians. Pediatricians frequently wear bow ties since infants cannot grab them the way they could grab a four-in-hand necktie. Bow ties do not readily droop into places where they would get soiled or where they could, whether accidentally or deliberately, strangle the wearer. Clowns sometimes use an oversize bow tie for its comic effect. Classical musicians traditionally perform in white tie or black tie ensembles, of which both designs are bow ties. Bow ties are also associated with weddings, mainly because of their almost universal inclusion in traditional formal attire.

Bow ties, or slight variations thereof, have also made their way into women's wear, especially business attire. The 1980s saw professional women, especially in law, banking, and the corporate world, donning very conservative tailored suits, with a rise of almost 6 million units in sales. These were often worn with buttoned-up blouses, some with pleats up the front like tuxedo shirts, and accessorized with bow ties that were slightly fuller than the standard bow ties worn by their male counterparts, but typically consisting of the same fabrics, colors, and patterns as men's ties.

Russell Smith, style columnist for Toronto's *The Globe and Mail*, records mixed opinions of bow tie wearers. He observed that bow ties were experiencing a potential comeback among men, though «the class conscious man recoils at the idea» of pre-tied bow ties and «[l]eft-wingers ... recoil at what they perceive to be a symbol of political conservatism.» He argues that, however, that anachronism is the point, and that bow tie wearers are making a public statement that they disdain changing fashion. Such people may not be economic conservatives, he argues, but

**NOTES**

they *are* **social** conservatives. In Smith's view, the bow tie is "the embodiment of propriety," an indicator of fastidiousness, and "an instant sign of nerddom in Hollywood movies," but «not the mark of a ladies' man» and «not exactly sexy.» To this image, he attributes the association of the bow tie with newspaper editors (because of their fastidiousness with words), high-school principals, and bachelor English teachers. Most men, he observes, only wear bow ties with a formal dress.

***Current***

The four-in-hand necktie is still more prominent in contemporary Western society, it is seen the most at business meetings, formal functions, schools, and sometimes even at home. However, the bow tie is making a comeback at fun-formal events such as dinners, cocktail parties, and nights out on the town. Bow ties are often worn with suits by those trying to convey a more dressed-up, formal image, whether in business or social venues. Bow ties are still generally popular with men of all ages in the American South, having never gone out of fashion there.

Traditional opinion remains that it is inappropriate to wear anything other than a bow tie with a dinner jacket.

Bow ties are also sometimes worn as an alternative to ascot ties and four-in-hand neckties when wearing morning dress.

The dress code of "black tie" requires a black bow tie. Most military mess dress uniforms incorporate a bow tie.

***Self-Tie***

If choosing a self-tie/tie-it-yourself/freestyle bow tie, there are usually two shapes available: the "bat wing," which is parallel-sided like a cricket bat, and the "thistle," also known as the "butterfly." An example of each can also be seen below. Which is worn is a matter of personal preference. Some other shapes do exist; for instance, the Diamond Point, with pointed tips at both ends. This is a double-ended type, with both ends shaped, though occasionally, ties are tied in the single-ended type, in which only one end flares out to give the batwing or thistle shape, and the other remains thin. To tie one of these requires careful consideration, to ensure the broader end finishes in front of the thinner one.

***Self-Tie Bows***

**Silk bow ties. Fixed length with "thistle" ends (left) and adjustable with "bat wing" ends (right).**

**NOTES**



**Bright Yellow patterned self-tie bow tie, made of cotton, designed and made in the UK**



**Bow tie, type Butterfly, silk**



**Bow tie, type Batwing, wool**



**Bow tie, type Diamond Point, silk**

## ***Pre-Tie***

Shown below on the right is one style of pre-tie/ready-tie bow tie. Wearing a ready-tied bow tie at formal occasions requiring a black or white tie dress code is usually considered a faux pas, though at occasions such as Schools Leavers' Proms or ones at which the participants are unlikely to have had much experience wearing bow ties it may be commonplace.

As shown in the pictures below, another type of ready-tie bow tie is the wooden bow tie. A fairly new product made mostly in the U.S and Canada. Other materials are also in use. An example would be bow ties that are made of natural bird feathers. Also a fairly new product made mostly in the U.S. and Europe (in Poland).

## **2.7.5 The Different Types of Bow Ties**

Let's discuss about ties. How much is it important while wear suits, No matter what type of profession you are, a good gentleman should always have a few good ties on hand for interviews, special occasions, business meeting or even a night out when you want to look extra classy. When worn out right, a tie can take even the most basic of looks up a couple notches. Below are six different types of ties, and how you can fit in them into your clothes styles.

### **Skinny Bow Tie**

The skinny bow tie was first made popular in the 'Rat Pack Era'. This is often a great option for fun and formal evening. It's important to have information for the size of your head and lapels. If either is large, the bow tie will look too small.

### **Thin Bow Tie**

The thin bow tie is what most people have in mind when they think about wearing a skinny bow tie. At .5' smaller than a normal bow tie, it gives off a smooth and stylish vibe and is a suitably equal for most head sizes.

### **Normal Bow Tie**

This is your standard bow tie size. A 2.5' bow tie will always look suitably regular on almost everyone. The look is a very balanced one, which doesn't draw attention to itself because of size but rather because of its undeniable class.

### **Butterfly Bow Tie**

While butterfly or 'Flare' ties periodically come in and out of style, there is always place for them in the formal spectrum. Typically these work best on men with large heads, or large personalities, any bow tie 3' or large falls into the category.

### **Diamond Bow Tie**

If you are sold on the class and versatility of a 2.5' bow tie, but you want something a little more attention grabbing, try a 2.5' diamond tie. Often the preferred tie for James bond, this bow tie takes the classic and ramps it up a bit.

NOTES

## Self Bow Tie

Perfectly imperfectly, undoubtedly the most formal of bow ties is the bow tie you tie yourself. Self bow tie usually end up somewhere between 2.5' – 3' once tied but they come in all shapes and sizes. These are suggested for any true black tie affair.

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## 2.8 EYEWEAR, HATS AND HAIR ACCESSORIES

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### 2.8.1 Eyewear

**Eyewear** consists of items and accessories worn on or over the eyes, for fashion or adornment, protection against the environment, and to improve or enhance visual acuity.



**Browline glasses.**

Common forms of eyewear include glasses (also called eyeglasses or spectacles), sunglasses, and contact lenses. Eyewear can also include more utilitarian forms of eye protection, such as goggles. Conversely, blindfolds are a form of eyewear used to block vision for a variety of purposes.

### *Sports Eye Wear*

Sports eyewear is designed to provide both protection and optimal vision. Most eye injuries occur in sports where players are in close contact with one another and involve pokes or jabs to the eye. These can lead to retinal detachments, corneal abrasions, fractured bones and even blindness.

Basketball is the leading sport in terms of eye injuries; however, sports such as tennis, baseball, softball, and racquetball involve ball speeds of up to 90 mph and can cause just as much damage to the eye.

Polycarbonate lenses are designed to protect for 90% of eye injuries and are more impact resistant compared to glass or plastic lenses. They are made with built-in UV protection and have a scratch-resistant coating.

Sports frames are made of polycarbonate or other high impact resistant plastics. They incorporate padded bridges for increased comfort of the frame on your nose and have deep-grooved eye wires to prevent the lenses from falling out of the frame. Wrap-around style frame-lens combinations are also available and shield your eyes from the elements during activities such as biking, sailing, skiing, snowboarding, and motocross.

## NOTES

Tinted lenses can also be important in certain sports. Dark UV protective lenses are ideal for baseball and other outdoor sports including alpine sports, and gray-brown colored lenses are beneficial for activities such as golf, making the outline of the course easier to see by increasing the contrast.

### ***Safety Eyewear***



Real Eyes Optometry carries a wide variety of Canadian safety approved eyewear and safety standard lenses.

### ***Sun-wear***



Protection from UV rays is one of the most important elements for keeping your eyes healthy and preventing/reducing progression of certain eye conditions such as cataracts and age-related macular degeneration.

Not all sunglasses can protect your eyes from the harmful rays of the sun. A well-made pair of sunglasses will protect you from at least 98% of UVA and UVB rays. People under the age of 20 are the most susceptible to the harmful effects of UV light.

Polarized lenses are another option in sun protection. These lenses work by blocking sun rays reflected off of water or a flat road which reduces glare and increases clarity. These lenses are an excellent choice for water activities, driving, skiing, fishing, golfing and biking.

### ***Eyeglasses Work***

Eyeglass lenses subtract or add to the focusing abilities of the lens and cornea of the eyes.

Convex lenses are prescribed for nearsightedness. They push the focal point to the retina by bending the light toward the lens' top and bottom.

## NOTES

Concave lenses are for farsightedness. These adjust the focal point by spreading light for the lens' center.

Concave lenses are minus, and convex lenses are plus. When buying glasses, the prescription will say "plus" or "minus" to indicate if the lenses are for nearsightedness or farsightedness.

The shape and strength of the lens play a role in which vision issues they are best for. The strength of the lens shows how much the lens bends the light. Diopters are used to measure the strength. The shape of a lens is spherical, compound, or cylindrical.

### *Different Types of Eyeglasses*

There are different types of lenses for eyeglasses. The best type depends on personal preference and the vision problems a person has. The three primary lens types include:

- High index. These lenses use a thinner material to correct vision. This can make eyeglasses more comfortable since they will be lighter.
- Progressive. These lenses work on two or more vision problems. They include bifocal and trifocal lenses. They ensure clear vision with no visible lines.
- Transitions. These lenses change color based on the light. They block UV rays and act as sunglasses in the sun. At night and indoors, however, they are clear.

Other lens types include:

- Aspheric. Conventional lenses have the same curve on the surface. Aspheric lenses have a gradual change in the curvature from the middle of the lens to the edge.
- Polarized. These lenses cause clearer and sharper images due to decreasing glare reflected off surfaces.
- Polycarbonate. This lens is ideal for active people since they are impact resistant and more resilient.

There are different coatings people can put on their lenses, such as:

- Anti-reflective. This coating decreases eyestrain related to halos, glare, and reflections.
- Scratch-resistant. This coating reduces the risk of scratching on the lenses.
- Blue light reduction. People who work on computers might consider this coating since it reduces digital eyestrain.
- UV protection. This coating protects the eyes from the sun's UV rays.

### *Consider Eyeglasses*

It is estimated that over 150 million people in the United States wear eyeglasses.

When someone needs glasses, they do not always have symptoms. However, certain symptoms indicate that someone should see their eye doctor.

- Double vision
- Headaches

## NOTES

- Halos or auras around objects in bright light
- Distorted vision
- Blurred vision
- Fuzziness around object edges
- Squinting
- Eyestrain
- Difficulty driving or seeing at night

There are four primary eye issues for which people wear eyeglasses.

- Presbyopia: This describes near vision loss due to aging. The lens of the eye gets older, causing this condition.
- Myopia: This describes nearsightedness. People find it hard to see far-away objects sharply.
- Hyperopia: This describes farsightedness. People find it difficult to see close objects clearly.
- Astigmatism: With this condition, there is an asymmetric curve of the cornea.

### ***Contacts vs. Eyeglasses***

In the U.S., about 24 million people wear contact lenses.

The choice between eyeglasses and contacts ultimately comes down to personal preference.

Eyeglasses come with lens and coating options. They also are easier to maintain, can adjust how much light gets into the eye, are less expensive, and reduce the risk of infection since no one has to touch their eye to put them on.

### **2.8.2 Different Types of Fashionable Eyeglass Frame**

Choosing your perfect pair of glasses should be a fun and rewarding experience! But how can you make your pick from all of the different types of eyeglass frames out there?

Are you looking for the bold look of a full-rim frame or the minimalism of a rimless pair of glasses? Or do you want something in-between?

#### ***Full-Rimmed Frames***



If a bold style is what you're looking for, full-rimmed eyeglass frames may be your best option. These frames fully enclose your lenses with the material, offering a

sturdy-yet-stylish pair of glasses. Available in all frame materials — from acetate and plastic to metal and titanium — our full-rim eyeglasses always make a statement and come in an endless variety of styles, colors, and sizes.

## NOTES

### *Rimless Frames*



Rimless eyeglass frames are the best choices for those who favor a minimal look and feel. Lightweight and modern, rimless glasses offer plenty of style without taking over your face. With the only elements being the temple arms, the nose- bridge, and hinges, these frames keep a low profile on your face without the extravagant design elements of full-rim glasses. They also come in various metals, including titanium.

### *Semi-Rimless Frames*



If you're looking for the best of both worlds, semi-rimless eyeglass frames may be the best choice for you. These hybrid frames bring together the minimalism of rimless frames with the full-rim durability. More lightweight than full-rimmed styles, but bolder than rimless eyeglasses, semi-rimless styles are classics with plenty of personality.

### *Low Bridge Frames*



Say goodbye to sliding glasses! For those of us with lower nose bridges, the constant worry of our frames getting misaligned can be annoying. Luckily for you, we have

the solution. These frames are perfect for people with low nose bridges, and stand at the top of fashion and function.

### ***Eyeglass Frames for Every Occasion***

Different rim types are suitable for different occasions and personal senses of style. While rimless frames offer a clean, minimalist look that's perfect for the office, full-rimmed frames are perfect for those looking to make a statement. Semi-rimless frames can fall on either side of the spectrum. With so many options, you may feel torn in multiple directions. Don't be afraid to try more than one to make sure the fit and shape are right for you.

### **2.8.3 Hats**

Today people tip or grip the hat to acknowledge someone like a nod of one's head.

Hats have cemented themselves as eternally stylish men's accessories. From baseball caps to bucket hats, fedoras to snapbacks, men's hats are a versatile, functional, and stylish addition to any look. They're also practical and suitable for any season. Rain, hail, shine, or snow, a hat will keep you warm, dry, and sheltered from the sun all while looking great. On top of that, hats can finish off any casual, classy, or eclectic ensemble in a simple yet inspired way. Here are the best men's hat styles you need to know today.

#### ***Fedora***

Love it or hate it, the Fedora has stood the test of time. Going from the hat of choice for gangsters in the 1920s and 1950s to a hipster staple item in the 2000s, Fedoras is probably one of the most polarising men's accessories. Today the felt firm-brimmed hat is once again on-trend and a fantastic wardrobe addition. Although fedoras come in various sizes and colors, we'd suggest sticking to those with more neutral tones and medium widths.



### **NOTES**

## NOTES

### *Trilby*

Despite often being confused with a fedora, a trilby is a different type of hat. Made from tweed or straw, the Trilby features a smaller brim and taller crown than the fedora, meaning you can wear it from spring to autumn. Wear the trilby at the back of your head, instead of pulled forward to protect your face. It is a statement fashion piece rather than a functional hat. They are the hats of choice for boy band members, such as Justin Timberlake, as well as members of the upper class, and are frequently spotted at horse racing events around the world.

### *Panama Hat*

A Panama hat is perfect when paired with a beach backdrop and a white linen shirt. This traditional brimmed straw hat hails from Ecuador and will have you looking as hot as a Miami summer. Made from plaited leaves, the Panama hat has become a must-have accessory for seaside and tropical destinations. Panamas are made for sunshine and blue skies, so don't try to rock this hat in winter. They are light in color and weight, breathable, easy to wear, and faultlessly fit with a laid-back beach style.

### *Bowler*

The bowler hat is one of the most iconic items of British style, made famous by notable actors such as Charlie Chaplin, Curly Howard, and John Cleese. It is a hard, felt hat with a narrow brim and is also commonly known as a derby. This hat is a favorite of the upper, middle, and working-class alike, but we would steer clear of wearing it casually. Try out this trend with double-breasted suits, tailored pants, dress shoes, a vintage Corvette, or a British accent. That type of thing.



### *Snapback*

The '90s style baseball cap burst onto the fashion scene after the New York snapback became increasingly popular with Yankees fans. Nowadays, snapbacks have cornered the market being worn by cap connoisseurs, ballers, fashionistas, and cool kids all over the world. The name comes from the hat's adjustable fastener at

the back. Like its vintage cousin, the dad hat, it is also one-size-fits-all, providing a relaxed, oversized fit. However, the snapback is more rigid in its design, making it more structured. Snapbacks add an effortless yet instantly cool vibe to any outfit.

### ***Dad Hat***

While your dorky dad might not seem like someone to take fashion advice from, dad hats are awesome vintage accessories that scream laid-back style. These relaxed baseball caps are usually canvas or cotton with a slightly curved brim. The dad hat also sports an adjustable strapback closure, making it one-size-fits-all. Dad hats make great additions to any sports-luxe ensemble and can be used to add a vintage twist to any casual look.

### ***Newsboy***

Emerging in the 19th century, these old school caps have made a big come back in the 2000s. A newsboy hat is similar to the flat cap. These round and full caps have panels and a button on top attaching the front of the hat to the brim. Gracing the heads of many affluent men and women, fashion houses have embraced the traditional men's caps. Many high street retailers also stock newsboy or baker boy caps.

### ***Flat Cap***

Popular among celebrities and television characters, flat caps come from humble roots. The flat cap was once typically worn by chimney sweepers and farmers. These stylish pieces of headwear come in wool, tweed or cotton. For extra warmth and comfort, these stiff-brimmed rounded caps are lined. Flat caps look best when paired with a smart casual style for a touch of charm.

### ***Beanie***

Once a mere winter essential, beanies have become genuinely timeless and trans-seasonal pieces. While you might not want to wear one in the middle of summer, you can pretty much rock a beanie from winter to spring. They go with a lot of styles and can easily take you from streetwear to sleek wear. These nifty knitted accessories can keep your head warm and your style hot. From chunky knitted winter woollies to stylish slouchy pieces, beanies are super versatile. We'd recommend going for one made of thin material and in a neutral color like navy or grey. This way, you can get the most wear out of it.

### ***Bucket Hat***

Bucket hats are back, and the '90s revival continues with no sign of stopping. Gaining popularity with various musical and skater subcultures, the bucket hat has gone from a humble fisherman's hat to downright cool. Made from heavy-duty cotton fabrics such as denim and canvas, or wool blends like tweed, bucket hats feature wide, downward-sloping brims, resembling an inverted bucket. They have been a street style favorite for years and are perfect when trying to create a laid-back urban look. To rock the look, try throwing on a bucket hat with a bomber jacket, high-tops, or even a jersey.

## NOTES



### ***Baseball Cap***

From snapbacks to dad hats, there are so many variations of baseball caps, but you can never go past a classic. Baseball caps started off as simple five-panel caps with adjustable straps and were worn as part of baseball team uniforms. Today, they are as much a fashion item as a piece of sportswear. A favorite of street style stars and celebrities, the baseball cap has graduated to an iconic status because of its simple and cool designs.

### ***Trapper Hat***

Warm, stylish and retro, a trapper hat should be on your winter must-haves list. Made from sheepskin suede with leather trim, trapper hats come in a variety of real and faux fur options. Modern editions of the trapper hat are available in a selection of plaids, corduroy, and various waterproof materials. These hats scream adventure and are perfect for the outdoorsman. Try rocking a flannelette shirt and blue jeans with this hat trend, instead of a shirt and tie.

### ***Boater***

The boater is another summer essential when it comes to men's headwear. This stiff straw hat with a grosgrain ribbon around its crown peaked in popularity in the early 20th century. Often worn by barbershop quartets and in period dramas, they are now a rare sartorial sight. A boater hat is ideal if you're looking to make a splash on the fashion scene this summer. They are a fun, chic, and original alternative to the Panama hat or a fedora. These flat-topped, wide-brimmed straw hats are definitely due for a comeback.

### ***Pork Pie***

After it became a recurring accessory on *Breaking Bad*, the pork pie grew increasingly popular. The men's hat was one of the most popular in the 19th century. Today, hipsters mostly wear the pork pie style, which features a cylindrical crown. It also has a flat top that is pinched around the outer edge. These hats provide a classy, modern, and artistic aesthetic.

## ***Top Hat***

There has still never been a piece of headwear as dominating or as sophisticated as the top hat. Don't panic, we're not suggesting you need to go Abe Lincoln style, but a shorter, stylish top hat will undoubtedly make you stand out in a crowd. These tall, flat-crowned, broad-brimmed hats were once the height of high-class dressing, but today they are a rarity. If you're looking for a fun and fancy way to class up your next formal event, why not try a top hat?

### **2.8.4 Types of Hats For Men and Women**

Let's find here with mentioned different types of hats for men and women.

#### ***Plain Straw Hat for Women***



The straw hat style is the most commonly seen designer hat collection. This type of hat is also called as the Panama hats which is most famously made in Ecuador. The hat has extended rim with a deep crown which makes the hat from falling down easily. The brim is also accompanied with a pair of colourful round balls which makes the hat look more attractive.

#### ***Colourful Braided Straw Hat for Women***



## NOTES

To give a plain straw hat a colourful outlook which attracts girl's eye is the main theme behind this braided straw hat. The straws are dipped in colours and braided before it is formed as a hat. This type of hat can be used as summer hat. This type of hat is an ideal beach party hat which matches well with a thin beach dress and a pair of beach sandal.

### *Crochet Hat for Women*



The crochet pattern is an elegant type of hat for women and highly time taking design which needs a lot of time and patience to create such crochet hat by oneself. To make it easier, designers have created this crochet hat easily available in the market in different colours. The colours in designing this hat can be from a mild white to a multi-coloured knitted hat design.

### *Beanie Pull-on Hat for Women*



**NOTES**

Beanie design is a unique and easy to wear hat design which is usually made from a cloth material. The design which makes it simple is adapted from the United States, wherein the brimless hat just hugs onto the head comfortable due to the brimless feature. The striking feature if this type of hat is the easy to wear design.

***Ascot Cap for Men***



Ascot hat is a traditional woollen hat design which is famously worn around the 1900's. This type of hat for men is also called as the Lip pin cotton hat. The front part of the cap is round and hard which makes it a typical winter hat. The Ascot hat suits well as a formal as a semi-formal hat for men.

***Akubra Men Hat***



Akubra is known for their bush hat which is manufactured by an Australian manufacturer. The striking feature of this men's hat is that the brim of the hat

is wide and the crown part of the hat has dents on both sides. This bush hat is famously worn by Men during a visit to the horse race since this type of hat can create a cowboy effect.

## NOTES

### *Baseball Hat*



Baseball caps are soft made from cotton material. The most commonly used colours are yellow, bottle green and red. The attractive feature of the hat is that the crown of the hat is rounded and the brim of the hat projects out and it is stiff. This type of hat is worn by both men and women most commonly in the United States.

### *Boater Hat for Men*



This type of men's hat style is also called as the Seaman's hat which is made from the Straw material. The crown part of the hat is flat and the brim is also designed

flat which makes the hat more special. This type of hat is worn along with a ribbon around the crown region. This type of hat is worn as a semi-casual hat by young boys as well as middle age men.

### ***Breton Hat for Women***



### **NOTES**

This type of hat got famous around 19th century which was traditionally worn by the Breton agricultural workers in the Northwest of France. The striking features of this hat are that the crown part is rounded and the brim is tapered upwards all the way till the crown region which gives a deep brim shape.

### ***Bucket Hat for Men***



It is also called as the Session hat or Irish country hat. This type of hat has a wide and sloppy brim which falls downwards and covers the entire forehead region. It is made from canvas or denim material. It is an ideal casual hat which goes well with a pair of chinos and a t-shirt.

## NOTES

### *Cartwheel Hat for Women*



This type of hat which got famous in 1930's and later it has now become the new trendy look hat design. The hat has a wide circular brim and a flat crown design which gives a wheel design. This type of hat is worn in an angle usually.

### *Cricket Hat*



This type of hat which got famous after the Cricket umpires wearing them. The hat is made from a medium thick cotton material with a slightly loose brim and a shallow crown part. The hat comes along with a thread which makes the hat fit steadily to the head.

## *Fedora Cap for Men*



### NOTES

The term Fedora comes from a title of the play around 1882. This type of hat has a slightly soft brim and the crown part has indentations. The indentations can be on the top centre or on the sides of the crown. This type of hat is most commonly worn by middle age men combined with a casual shirt and a pant.

## *Gatsby Hat for Men*



This type of crown is commonly worn by men due to its unique and classic design. The material used in designing this hat is quite soft as well as thick. The hat gives a baggy outlook due to rounded crown design and a bottom stuck n top centre of the crown.

## NOTES

### *Tennis Hat for Women*



This type of hat is a half hat design called as the tennis hat. The crown part of the hat is not seen instead a projecting thick rim and thin strap which helps in adjusting the hat width. This type of hat comes in different colour and material.

### *Party Hat*



As the names is already says the meaning and the usage of the hat which is during the “Party”. The material used in designing this hat is usually from shiny and glittery paper material with an additional accessory. The hat is designed in an

inverted cone shape with a thread which makes the hat to stay on the head.

### ***Peaked Hat***



### **NOTES**

This type of hat is most commonly worn by the military person, police as well as by the pilot and the ship Captain. The hat has a flat crown part which has a sloppy outlook with a thick band. The crown has a peak which is called as the Visor which makes the hat more different from other design.

### ***Chullo Hat for Men***



This type of hat used in the Andean mountain in South America people. This type of hat is made from pure wool and has two ear flaps which make the hat more distinctive from the rest. The hat has a woollen thread which helps in fastening the hat in the front below the chin.

## NOTES

### *Tribby Hat for Men*



This type of hat is a commonly worn hat by men. The most striking design is the narrow brim which tails upwards at the back part of the hat and has an indented crown. This type of hat is made from soft material.

### *Sun Hat for Women*



Sunhat is named after its design which helps in protecting women's face against heat and dust. The hat is made from jute material most commonly with multiple colours. The hat has wide and a long brim which covers the entire face most often. The colours used in designing this hat is mostly bright and attractive since this type of hat is mainly used during summer.

Wearing a simple hat can make a difference on a sunny day and by not wearing a head protector during a hot day. The hat not just protects the head against heat but also plays a major role in preventing damage to the hair and hair follicles. To make it more trendy and fashionable and moving forward with not just being a hair protector but also creating a fashion statement among the crowd is the main goal of the designers. The designers have achieved their task by creating such eye-catching designs and also using different types of material. Girls and boys can make their day more colourful by trying one such above listed types of hats.

### **2.8.5 Hair**

Hair is simple in structure, but has important functions in social functioning. Hair is made of a tough protein called keratin. A hair follicle anchors each hair into the skin. The hair bulb forms the base of the hair follicle. In the hair bulb, living cells divide and grow to build the hair shaft. Blood vessels nourish the cells in the hair bulb, and deliver hormones that modify hair growth and structure at different times of life.

Hair growth occurs in cycles consisting of three phases:

- Anagen (growth phase): Most hair is growing at any given time. Each hair spends several years in this phase.
- Catagen (transitional phase): Over a few weeks, hair growth slows and the hair follicle shrinks.
- Telogen (resting phase): Over months, hair growth stops and the old hair detaches from the hair follicle. A new hair begins the growth phase, pushing the old hair out.

Hair grows at different rates in different people; the average rate is around one-half inch per month. Hair color is created by pigment cells producing melanin in the hair follicle. With aging, pigment cells die, and hair turns gray.

### **2.8.6 HAIR ACCESSORIES**

Style your hair with different kinds of hair jewellery and accessories and grab the limelight. Browse the exclusive collection of hair jewellery and accessories online at Amazon India and take your pick.

*Featured Categories*

**NOTES**



*Bands*



*Clips*



**NOTES**

***Pins***



***Maang Tikkas***

Hair accessories come in lots of different shapes and sizes. Many are great for securing your hairstyles, some are a good way of getting your bangs off your face, and others work just as well as hair adornments. Check out THS' hair accessories definitive guide and work out which ones suit your look best.

***Jaw Clip***



A jaw clip is pretty much used as an alternative to a hair tie for keeping longer hair up and out of the way.

- **Variations:** Jaw clips come in a range of sizes, colors and styles- including really small “mini jaw clips.” There’s even diamante encrusted ones, and jaw clips with swirls and other patterns.
- **How to Use and Tips:** How to Style: Brush hair back into a ponytail and grasp with hand, twist hair and lift upwards and secure with jaw clip along the length of the twist.

## NOTES

- **Tips:** The jaw clip is a great way to get your hair out of the way if you want to wash your face or shower without getting your hair wet.
- **Suitable Hairstyles:** Jaw clips come in a range of sizes, so you're likely to find one suitable for your hair's length. Closer spaced teeth mean they're more suitable for finer hair types. "Mini jaw clips" are a great way of separating pieces of hair and going for a more casual "beachy" look.
- **Occasions:** Jaw clips work best for casual occasions- when you've got your jeans on and you're heading down to the mall or something. If you're hair's in an updo or something more formal, jaw clips can be good for the office or even a nice dinner.
- **In Our Opinion...:** Using a jaw clip to secure a ponytail and turn it into an upstyle is an easy and effective way to look quite elegant and sexy, but leave the "mini jaw clips" and the piecey look to the young kids.

### *Combs/French Combs*



These are the little plastic combs that you insert into your hair to lock it into place.

- **Variations:** Variations are mainly in size- a bigger comb obviously being a better choice for longer, thicker hair. Hand sawn combs are more hair-friendly but tend to be expensive.
- **How to Use and Tips:** How to Style: These combs are simple to use, but only when you know how. The thing is that you put them in backwards and upside down, and this is so that when you flip them over they lock your hair tight in place. After you flip the comb and wedge it into your hair, the teeth need to be facing toward the front of your head.
- **Tips:** It's easy to get a softer look by pushing the comb forward a bit and creating more fluffiness around the face.
- **Suitable Hairstyles:** Combs are great for styling medium and long hair. They're a good way of creating an updo, or getting rid of your bangs if you're growing them out. Combs are good for creating French twists and they're great for securing ponytails and making them look a bit different (eg. securing the end of your ponytail and creating a fan effect, or what's sometimes called a "topsy tail").

- **Occasions:** If you want an updo or you feel like wearing a ponytail to a more formal occasion, these are definitely the best option.
- **In Our Opinion...:** We love these combs and when coupled with an updo look very sexy in a homely kind of way- like dark chocolate and red wine on a rainy Sunday night.

### *Scarves and Head Wraps*



Generally these accessories include any kind of material that's wrapped or tied around the head.

- **Variations:** The main difference between these accessories is fabric, width, length (and how many times it's wrapped around the head), and whether or not the fabric is fitted to sit on the head- like a hat that's tied at the back.
- **How to Use and Tips:** How to Style: Scarves and head wraps are as easy as "place, wrap and tie."
- **Tips:** Scarves are worn as a style in their own right, but they're also good for preserving your hairstyle while you travel to your event- just remember not to tie them too tight.
- **Suitable Hairstyles:** Scarves and head wraps work with any length hair, and they're good for disguising **long hairstyles** too (by tucking the length underneath).
- **Occasions:** Fabric accessories that you wrap around your head, whether they're knitted, silk, brightly colored, thin, thick or extra long, always create a hippy and **boho look**. Sure, wear them at home to do a bit of housework, but if you wanna wear them outside, stick to casual events like shopping at your local flea market or sipping a latte in your nearest artists' village.

In Our Opinion...: It's hard to wear a head scarf or a wrap and really make that boho look work, so be warned...

## *Pins*

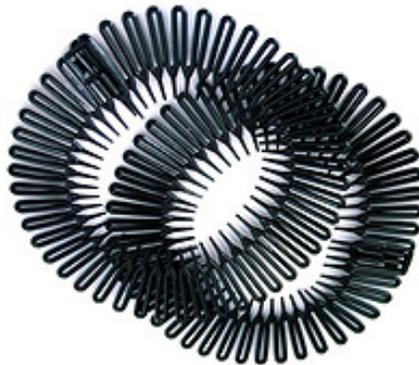
### NOTES



Pins are thin metal, curved at one end and open at the other.

- **Variations:** Hair pins come in a bunch of different sizes and colors, and they also range from plain to jewellery encrusted.
- **How to Use and Tips:** How to Style: Pins are great for securing buns and more formal styles like chignons.
- **Tips:** Pins that match your hair color are a great way to create invisible hold, but if you want some sparkle, try pins with a little ornamentation. Also, if you're using pins a bit of hairspray for some extra hold won't go astray.
- **Suitable Hairstyles:** If you're going to pin your hair into a bun, you really need medium to long hair (but if you have short hair and you'd like something like a chignon, you can always try a hair piece).
- **Occasions:** Hairstyles like buns and chignons, created by pinning the hair, are lovely for special occasions because like other **updos** they effectively show off your neck, shoulders and cheekbones. A "classic chignon" and Chanel are supposedly synonymous, and with this style the buns worn a little lower on the neck. You can also make a bun look more casual simply by selecting some pieces of hair and pulling them out for a messy effect.
- **In Our Opinion...:** We like Chanel, we like classy looks, we like chignons... so we think pins are an essential accessory for every woman.

## Stretch Combs



## NOTES

Stretch combs are kind of like a cross between combs and hair bands- in other words they are a giant hairband comb that stretches around your head.

- **Variations:** Stretch combs really only come in different colors.
- **How to Use and Tips:** How to Style: Scrape the hair back, place the comb around the head and secure it at the back. Stretch combs are an easy and cheap accessory.
- **Tips:** Don't pay too much for one!
- **Suitable Hairstyles:** Stretch combs are good with any hairstyle for keeping the hair off the face.
- **Occasions:** Unless you're a hot Brazilian soccer player (male or female), leave the stretch combs at home with the toilet cleaning accessories.
- **In Our Opinion...:** Fun and cheap, but hardly fashionable and attractive.

### *Barrette*



A barrette is used for gathering, fastening or clipping the hair; for example to hold the hair in a **half up style**, a ponytail, or to clip the bangs out of the eyes.

- **Variations:** Barrettes come in a range of sizes, and some are more decorative than the others. We particularly like bow barrettes at the moment.
- **How to Use and Tips:** How to Use: It's as simple as "grab and clip" with a barrette, and it'll even fit in your pocket.
- **Tips:** Make sure the size of the barrette suits the weight of your hair.
- **Suitable Hairstyles:** Barrettes are suitable for all hair lengths. Clip back bangs in shorter hair, or longer pieces in medium and long styles.
- **Occasions:** When placed above the eyebrow a barrette can draw attention to short hair, and a decorative barrette can be quite dressy. Pulling a little hair from the clip is also a way to create a more sassy look.
- **In Our Opinion...:** Barrettes can be subtle and invisible, and that's when we think they look best.

## *Clip/Snap Clip*

### NOTES



These are those little metal clips that come in a range of colors, and make a “snapping” sound when they close. They’re mostly worn by kids, but they can have more adult uses too.

- **Variations:** Snap clips come in a range of sizes, from tiny to small, and a range of colors too.
- **How to Use and Tips:** How to Use: Put them in your hair, and snap shut- it’s that easy and you can even do it with one hand.
- **Tips:** Snap clips are used pretty much for the same things as “mini jaw clips,” but the advantage is they sit nice and flat and a little tighter, so they have a more secure hold. If you don’t want to look too much like your tween daughter, avoid the bright colors.
- **Suitable Hairstyles:** Snap clips are good for securing pieces of hair that are any **type and texture**.
- **Occasions:** Snap clips are really for casual looks, because they’re basically about securing layers or pieces of hair that would otherwise fall out of a ponytail or half up/updo. Sport and housework are their best applications.
- **In Our Opinion...:** If you’re an adult playing some kind of sport, and you’re the type who likes color-coding, go for it. Otherwise, forget snap clips and use something else instead.

## *Elastics*



## NOTES

These are the quickest, simplest and cheapest way to get your hair out of your eyes, but they can make your hair look great too... Sometimes the simplest things are the best!

- **Variations:** “Hair elastic” is a broad term that includes scrunchies and ponytailers. A ponytailer is basically a hair elastic with something decorative (marbles or butterflies) attached.
- **How to Use and Tips:** How to Use: Using elastic is pretty much just a case of gathering your hair together and stretching elastic over it, but if you want to do it right check out how to get the perfect ponytail.
- **Tips:** Rubber bands aren’t hair elastics! If you don’t want to break your hair and inflict pain on yourself, make sure you use rubber bands coated with fabric, or “hair elastics” made especially by a hairstyling company.
- **Suitable Hairstyles:** If your hair’s long enough for a ponytail, then a hair elastic’s for you.
- **Occasions:** It’s a total fallacy to think that ponytails are just for casual occasions! No way! Making sure your hair’s smooth (using a paddle brush and running the irons over the top section of your hair) will add classiness to your ponytail. Disguising the elastic by wrapping your hair around the base of your pony will have the same effect. Scrunchies are also great for hiding your elastic, and for adding a bit of color too.
- **In Our Opinion...:** You know what? Ponytails that are all smoothed out and sleek are the best. They look sophisticated and oh so sexy. They can be a classy way for a woman to show off her lovely neck.

## *Tiaras*



Tiaras are crown-like hair accessories that come in a variety of styles and levels of detail.

- **Variations:** Tiaras can be silver and gold, and the adornment comes in a range of sizes- from a little ornate decoration to a full Queen Elizabeth style crown.
- **How to Use and Tips:** How to Style: Style your hair first and either glide the tiara into your hair, or place it on top.

## NOTES

- **Tips:** Get some advice from a professional and make sure your tiara suits your hairstyle.
- **Suitable Hairstyles:** Generally, tiaras work best with **medium hairstyles** to **long hairstyles**. In terms of which styles look best, we recommend a **hair consultation**.
- **Occasions:** Definitely formal occasions only, like proms and weddings.
- **In Our Opinion...:** If you want to wear a tiara to a formal occasion, avoid looking too showy by coupling it with a subtle dress.

### *Head Pieces*



Head pieces are decorative items (like feathers, flowers, netting and stuff) attached to clips and sometimes headbands.

- **Variations:** The obvious difference between head pieces is with the ornamentation, its size and color, its attachment (clip or pins), and the cost.
- **How to Use and Tips:** How to style: Head pieces are usually as simple as clip and go.
- **Tips:** Typically you buy this sort of thing online, and our biggest piece of advice is to make sure you see the head piece on a model so that you can gauge exactly how big it is (and avoid opening the package from the mail and being shocked that it's teeny).
- **Suitable Hairstyles:** Head pieces are suitable for all hairstyles, and especially **short hairstyles** if you want something really noticeable.
- **Occasions:** Unless you're Agyness Deyn and you're all about being «spotted» on the street, if you like the head piece stick with formal occasions like dinner parties, the races- stuff like that where you wear a frock.
- **In Our Opinion...:** Head pieces can look very 1920s and art-deco, and that's a hip look if done subtly, so we love them. For something a bit different, try one if you're going to a wedding.



### NOTES

Headbands are accessories that sit around the head, but unlike scarves you don't wrap them around your head.

- **Variations:** Headbands are always in fashion, and that's because there's a huge range to choose from. These include: ultra skinny, plait-like (for the boho look), thick (plastic or silver), combed, twist and snap or with ornamentation.
- **How to Use and Tips:** Make sure you get the right size headband for your noggin because it'll hurt if it's too small.
- **Suitable Hairstyles:** Headbands work with anything: long hairstyles, short hairstyles, big wavy or **curly hairstyles**, and **straight hairstyles**. If you want to scrape your hair back and get it out of your eyes, or separate the hair and create cool volume sections, the headband's a great option.
- **Occasions:** I'm not sure if headbands would work at formal occasions- they're more casual and definitely good if you feel like being a fashionista. Keep your eyes on the trends, cos headbands often make some kind of appearance and they're an easy and cheap way to look cool. A look that seems to come in and out of fashion regularly is a thin headband- maybe even a thin fabric headband, worn over the top of long hair making it sit flat- kind of in a hippy or military style.
- **In Our Opinion...:** Headbands are good for kids, and mums shopping with kids. But the best thing is they can be very fashionable too.

## *Sticks*

### NOTES



Use sticks instead of combs, pins and clips to secure **upstyles** that involve gathering, twisting or rolling the hair. They can also be worn purely for adornment.

- **Variations:** Hair sticks often come in pairs, and are sometimes plain (like chopsticks) or quite ornate and made from quality materials like silver, and with decorative ends and dangling ornamentation. They come in different lengths and sizes.
- **How to Use and Tips:** How to Style: If you're using the stick to secure a bun, it's important to spear the bun, collect a section of hair, lever and rotate the stick and then insert it again.
- **Tips:** If there's adornment, lever the stick from somewhere else because you risk breaking it off.
- **Suitable Hairstyles:** Sticks work to secure buns and chignons in medium hairstyles to long hairstyles. They're also a nice addition to plaits and French twists.
- **Occasions:** Decorative sticks used in updos can look great at special occasions and formal events. They can also be worn as a funky and casual alternative to clips and combs.
- **In Our Opinion...:** They come in and out of fashion, and we think they're a cool alternative to some other similar accessories.

## *Clips/Banana Clips*



## NOTES

A banana clip is the curved hair accessory that opens and is fastened at one end. It's typically used to secure updos.

- **Variations:** Banana clips, like jaw clips, come in a range of sizes, styles and prices. There's the basic tortoiseshell type, and more fancy patterned banana clips with rhinestones and diamantes.
- **How to Use and Tips:** How to Use: Banana clips can easily be used for securing the hair in a ponytail. They're also good for French twists; all you need to do is twist and tuck the hair and insert the clip on both ends.
- **Tips:** The longer and thicker your hair, the stronger and heavier the banana clip you need.
- **Suitable Hairstyles:** Banana clips work best on medium hairstyles to long hairstyles of all textures.
- **Occasions:** You can use a banana clip for a simple ponytail and we all know that a ponytail coupled with the right dress and accessories can look great at formal occasions. Banana clips also work well for a special occasion when used to create a French twist. Banana clips are good, effective devices for just getting your hair out of the way and doing some housework too.

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## 2.9 JEWELLERY ACCESSORIES

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**Jewellery** or **jewelry** consists of decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, pendants, bracelets, and cufflinks. Jewellery may be attached to the body or the clothes. From a western perspective, the term is restricted to durable ornaments, excluding flowers for example. For many centuries metal such as gold used in different carats from 21 , 18 , 12 , 9 or even lowers, often combined with gemstones, has been the normal material for jewellery, but other materials such as shells and other plant materials may be used. It is one of the oldest type of archaeological artefact – with 100,000-year-old beads made from *Nassarius* shells thought to be the oldest known jewellery. The basic forms of jewellery vary between cultures but are often extremely long-lived; in European cultures the most common forms of jewellery listed above have persisted since ancient times, while other forms such as adornments for the nose or ankle, important in other cultures, are much less common.



## NOTES



Jewellery may be made from a wide range of materials. Gemstones and similar materials such as amber and coral, precious metals, beads, and shells have been widely used, and enamel has often been important. In most cultures jewellery can be understood as a status symbol, for its material properties, its patterns, or for meaningful symbols. Jewellery has been made to adorn nearly every body part, from hairpins to toe rings, and even genital jewellery. In modern European culture the amount worn by adult males is relatively low compared with other cultures and other periods in European culture.

The word *jewellery* itself is derived from the word *jewel*, which was anglicised from the Old French “*jouel*”, and beyond that, to the Latin word “*jocale*”, meaning plaything. In British English, Indian English, New Zealand English, Hiberno-English, Australian English, and South African English it is spelled *jewellery*, while the spelling is *jewelry* in American English. Both are used in Canadian English, though *jewelry* prevails by a two to one margin. In French and a few other European languages the equivalent term, *joaillerie*, may also cover decorated metalwork in precious metal such as *objets d’art* and church items, not just objects worn on the person.

### 2.9.1 Materials and Methods



**Hair ornament, an Art Nouveau masterpiece; by René Lalique; circa 1902; gold, emeralds and diamonds; Musée d’Orsay (Paris)**

## NOTES

In creating jewellery, gemstones, coins, or other precious items are often used, and they are typically set into precious metals. Platinum alloys range from 900 (90% pure) to 950 (95.0% pure). The silver used in jewellery is usually sterling silver, or 92.5% fine silver. In costume jewellery, stainless steel findings are sometimes used.

Other commonly used materials include glass, such as fused-glass or enamel; wood, often carved or turned; shells and other natural animal substances such as bone and ivory; natural clay; polymer clay; Hemp and other twines have been used as well to create jewellery that has more of a natural feel. However, any inclusion of lead or lead solder will give a British Assay office (the body which gives U.K. jewellery its stamp of approval, the Hallmark) the right to destroy the piece, however it is very rare for the assay office to do so.

Beads are frequently used in jewellery. These may be made of glass, gemstones, metal, wood, shells, clay and polymer clay. Beaded jewellery commonly encompasses necklaces, bracelets, earrings, belts and rings. Beads may be large or small; the smallest types of beads used are known as seed beads, these are the beads used for the «woven» style of beaded jewellery. Seed beads are also used in an embroidery technique where they are sewn onto fabric backings to create broad collar neck pieces and beaded bracelets. Bead embroidery, a popular type of handwork during the Victorian era, is enjoying a renaissance in modern jewellery making. Beading, or beadwork, is also very popular in many African and indigenous North American cultures.

Silversmiths, goldsmiths, and lapidaries use methods including forging, casting, soldering or welding, cutting, carving and «cold-joining» (using adhesives, staples and rivets to assemble parts).

### *Diamonds*



**Diamonds**

Diamonds were first mined in India. Pliny may have mentioned them, although there is some debate as to the exact nature of the stone he referred to as *Adamas*;

## NOTES

In 2005, Australia, Botswana, Russia and Canada ranked among the primary sources of gemstone diamond production. There are negative consequences of the diamond trade in certain areas. Diamonds mined during the recent civil wars in Angola, Ivory Coast, Sierra Leone, and other nations have been labelled as blood diamonds when they are mined in a war zone and sold to finance an insurgency.

The British crown jewels contain the Cullinan Diamond, part of the largest gem-quality rough diamond ever found (1905), at 3,106.75 carats (621.35 g).



**A diamond solitaire engagement ring**

Now popular in engagement rings, this usage dates back to the marriage of Maximilian I to Mary of Burgundy in 1477.

A popular style is the diamond solitaire, which features a single large diamond mounted prominently. Within solitaire, there are 3 categories in which a ring can be classified into: prong, bezel and tension setting.

### ***Other Gemstones***

Many precious and semiprecious stones are used for jewellery. Among them are:

#### ***Amber***

Amber, an ancient organic gemstone, is composed of tree resin that has hardened over time. The stone must be at least one million years old to be classified as amber, and some amber can be up to 120 million years old.

#### ***Amethyst***

Amethyst has historically been the most prized gemstone in the quartz family. It is treasured for its purple hue, which can range in tone from light to dark.

#### ***Emerald***

Emeralds are one of the three main precious gemstones (along with rubies and sapphires) and are known for their fine green to bluish green colour. They have

been treasured throughout history, and some historians report that the Egyptians mined emerald as early as 3500 BC.

### ***Jade***

Jade is most commonly associated with the colour green but can come in a number of other colours as well. Jade is closely linked to Asian culture, history, and tradition, and is sometimes referred to as the *stone of heaven*.

### ***Jasper***

Jasper is a gemstone of the chalcedony family that comes in a variety of colours. Often, jasper will feature unique and interesting patterns within the coloured stone. Picture jasper is a type of jasper known for the colours (often beiges and browns) and swirls in the stone's pattern.

### ***Quartz***

Quartz refers to a family of crystalline gemstones of various colours and sizes. Among the well-known types of quartz are rose quartz (which has a delicate pink colour), and smoky quartz (which comes in a variety of shades of translucent brown). A number of other gemstones, such as Amethyst and Citrine, are also part of the quartz family. Rutilated quartz is a popular type of quartz containing needle-like inclusions.

### ***Ruby***

Rubies are known for their intense red colour and are among the most highly valued precious gemstones. Rubies have been treasured for millennia. In Sanskrit, the word for ruby is *ratnaraj*, meaning *king of precious stones*.

### ***Sapphire***

The most popular form of sapphire is blue sapphire, which is known for its medium to deep blue colour and strong saturation. Fancy sapphires of various colours are also available. In the United States, blue sapphire tends to be the most popular and most affordable of the three major precious gemstones (emerald, ruby, and sapphire).

### ***Turquoise***

Turquoise is found in only a few places on earth, and the world's largest turquoise-producing region is the southwest United States. Turquoise is prized for its attractive colour, most often an intense medium blue or a greenish blue, and its ancient heritage. Turquoise is used in a great variety of jewellery styles. It is perhaps most closely associated with southwest and Native American jewellery, but it is also used in many sleek, modern styles. Some turquoise contains a matrix of dark brown markings, which provides an interesting contrast to the gemstone's bright blue colour.

Some gemstones (like pearls, coral, and amber) are classified as organic, meaning that they are produced by living organisms. Others are inorganic, meaning that they are generally composed of and arise from minerals.

## **NOTES**

Some gems, for example, amethyst, have become less valued as methods of extracting and importing them have progressed. Some man-made gems can serve in place of natural gems, such as cubic zirconia, which can be used in place of diamond.

## NOTES

### *Metal Finishes*



**An example of gold plated jewellery.**

For platinum, gold, and silver jewellery, there are many techniques to create finishes. The most common are high-polish, satin/matte, brushed, and hammered. High-polished jewellery is the most common and gives the metal a highly reflective, shiny look. Satin or matte finish reduces the shine and reflection of the jewellery, and this is commonly used to accentuate gemstones such as diamonds. Brushed finishes give the jewellery a textured look and are created by brushing a material (similar to sandpaper) against the metal, leaving “brush strokes”. Hammered finishes are typically created by using a rounded steel hammer and hammering the jewellery to give it a wavy texture.

Some jewellery is plated to give it a shiny, reflective look or to achieve a desired colour. Sterling silver jewellery may be plated with a thin layer of 0.999 fine silver (a process known as flashing) or may be plated with rhodium or gold. Base metal costume jewellery may also be plated with silver, gold, or rhodium for a more attractive finish.

### **2.9.2 Types of Jewellery**

India is the largest repository in the world of privately-held gold. Even the poorest Indian woman possesses a gram or two of gold in the form of jewellery. This is so because Indians regard gold and silver as auspicious and no festival or ceremony is complete without at least a small piece of precious metal. Traditional dance forms in every part of India - bharatnatyam or kathakali, odissi or kathak - extensively use ornate jewellery made of gold, silver or gold-plated silver.

### *Antique Jewellery*

While the terms ‘antique jewellery’ and ‘vintage jewellery’ are used interchangeably, the difference is in the time period. Jewellery is considered to be antique when it is a hundred years old or more. A piece of vintage jewellery is at least fifty years old and in designs that are classic and never ‘go out of fashion’. Usually, antique

## NOTES

jewellery is too rare and valuable to be worn regularly, but vintage jewellery is worn as a fashion statement by people who have access to them.

We hear a lot about antique jewellery these days. Genuine antique or vintage jewellery is quite rare and not easy to come by. That is why such jewellery is expensive. When a piece of antique jewellery does become available for sale, the price you will pay is not so much for the actual weight of the precious metal it is made of and/or the gemstones it is studded with.

So, at Sree Vasavi Thanga Maligai, we make these beautiful designs available to our customers by reproducing them in gold and giving them an antique look and finish.

### ***Temple Jewellery***

Temple jewellery is the name given to the jewellery worn by Bharatnatyam dancers. This kind of jewellery is inspired by ornaments used to decorate the idols of Hindu gods and goddesses in South India. These are ornate and employ traditional motifs of peacocks, parrots, fishes or images of gods like Ganesha and Lakshmi. Temple jewellery is made in silver and then plated in gold. It is usually stone-studded using rubies, emeralds, white sapphires and pearls and includes ornate as well as simple necklaces, bangles, earrings and nose-pins, besides odyanums (waist belts), vankis (armbands) and talai saaman, jada naagam, billai, etc. (ornaments for the hair).

There are two kinds of temple jewellery in the market today - pieces made in gold and set with authentic gemstones, and gold-plated pieces made in silver and set with synthetic rubies, diamonds and emeralds. The second variety is obviously more affordable.

### ***Bead Jewellery***

A bead is a small decorative object formed into a variety of shapes with a hole pierced into it for treading or stringing. Beads are found in a wide variety of materials from paper, glass and wood to metals such as gold, silver, brass, copper, etc. Beads have been worn as jewellery the world over in virtually every culture since time immemorial.

Pearls and coral beads are organic in composition while many precious and semi-precious gemstone beads are formed of minerals. Beads are worn in strands by themselves, or used to embellish necklaces and earrings.

### ***Bridal Jewellery***

As obvious as the name suggests, when we speak of bridal jewellery, we are referring to serious jewellery, big pieces that are heavy and/or ornate. In every culture, the bride is the focus of attention in a wedding - it is, after all, her big day - followed by the bride and groom's immediate family.

In India, parents begin to collect jewellery for the bride from the time she is born.

In south India, bridal jewellery typically includes the odyanum (waist belt), kasu mala, mangai mala, nethi chutti, vanki, jada naagam, addigai, kaapu, nose-pin, metti (toe rings) anklets.

In the North, where a bride is adorned with *solah shringar* or sixteen items of adornment, her jewellery would include *maang teeka*, *baju band*, *haar*, *kangan*, *bichchu*, *payal*, rings, *jhumka*, and *kamar band*.

## NOTES

### *Fashion Jewellery*

Custom jewellery, also known as fashion jewellery, junk jewellery, fake or faux jewellery or 'fallalery', are inexpensive accessories that are used to look fashionable without costing much. These are meant to compliment a fashionable outfit or costume.

Fine jewellery is expensive and one worries about carrying them around or allowing children and teenagers to handle them. Essentially, fashion jewellery is faux jewellery and the exact opposite of fine jewellery which is made of silver, gold or platinum and/or studded with precious or semi-precious gemstones.

Cheaper metals such as nickel and pewter are used to make fashion jewellery which often has a light plating of gold or silver to give it a 'real' look.

Strictly speaking, there is a distinction between costume and fashion jewellery. Costume jewellery became popular in the West in the 1930s. Fine jewellery is expensive and has mostly been passed on from mother to daughter. For the purpose of safety, these designs were reproduced in brass and plated with gold or silver. Synthetic stones or similar stones (spinel for rubies, green onyx for emeralds, rhinestones and white sapphires for diamonds) were used in such reproductions.

### *Filigree Jewellery*

The term 'filigree' is derived from the Latin 'filum' (thread) and 'granum' (grain).

Filigree jewellery is intricately worked gold or silver jewellery with fine bead work and delicate twisted 'threads' or wires soldered to gold or silver to form artistic motifs. Commonly found in Indian and Asian jewellery, this craft form was also popular in Italy and French metalwork between 1660 and 1900.

Although filigree work has become a special style of jewellery, such work was historically considered part of the skill-set any goldsmith worth his salt would possess. In India, granulation in filigree work is called *rawa kaam*, while wire-work is called *tarkashi kaam*.

### *Handmade Jewellery*

India boasts of a long and rich tradition of beautiful hand-crafted jewellery. The craftsman (known as *achari* or *karigar*) in India makes jewellery by hand even today, with skills passed down from father to son for several centuries.

Traditionally, the goldsmith was also the craftsman and would be skilled in all jewellery-making functions from start to finish - melting the gold, designing and forming, setting stones and polishing the jewel. The process is laborious and time-consuming, and requires special tools to produce jewellery which is unique and not mass-produced. The beauty of handmade jewellery lies in the fine detail and intricate workmanship of each piece.

In India, you will see an astonishing variety of handmade jewellery - temple, jadau and kundan work, with and without gemstones, with intricate filigree work or amazing repoussé, chasing and stamping work (nakshi kaam).

In contrast to handmade jewellery is the modern machine-made or casting jewellery, where the entire process of manufacturing a piece of jewellery is mechanised and generally produced in bulk.

### ***Kundan Jewellery***

Kundan, in Sanskrit, means 'pure gold'.

When we speak of kundan jewellery, we are actually referring to a style of setting gems - usually uncut diamonds or polkis - using 24 carat gold foil.

In modern diamond jewellery, prongs are used to hold the gemstone. In kundan jewellery, 24k gold foil is used between the mount and the stone. Other gems commonly seen in kundan setting are emeralds, rubies, sapphires, spinels and pearls. Modern kundan pieces sport semi-precious stones such as tourmalines, onyx and turquoise.

Although kundan jewellery is made in various parts of the India, Jaipur is perhaps the best-known centre for such jewellery. The specialty of kundan jewellery made in Rajasthan and Gujarat is the stunning minakari or enamel work on the reverse of the jewel. Kundan jewellery made in south India does not sport such enamelling.

Due to the high cost of kundan jewellery studded with diamonds, a lot of jadau jewellery today uses flat pieces of glass instead of diamonds.

### ***Polki Jewellery***

This style of jewellery was introduced in India by the Moghuls.

Polki is the name used for uncut, flat-cut or rose-cut diamonds. These are not as thick as regular-cut and faceted diamonds (such as round brilliants) nor do they sparkle so much. It follows, then, that polkis cost less than brilliant diamonds. The polki is also called valandi and typically used in jadau/jadatar/kundan jewellery.

Nowadays, in order to make kundan jewellery more affordable and within the reach of more people, we use glass instead of polkis/uncut diamonds.

### ***Minakari Jewellery***

Minakari - derived from the Persian words mina or heaven, and minoo or the azure blue sky, is the Indian art of enamelling metal with vibrant colours and beautiful designs. It is similar to cloisonné work used to decorate jewellery. Cloisonné work has been popular since long in Western Asia, China, and some parts of Europe. What we know today as minakari enamelling is thought to have been brought to India from Iran.

The craftsman or minakar melts metal oxides with finely-powdered glass to form the desired colour. This is then applied to the surface of the metal in the chosen design and fired in a kiln to set. Minakari work is done in various centres in India

## **NOTES**

and each has its own distinct style and use of colours. For example, in Varanasi the dominant minakari colour is a dusky pink or 'old rose'. In Lucknow, greens and blues are enamelled on silver.

However the most famous and vibrant minakari on jewellery is made in Jaipur and Delhi.

## NOTES

### *Navratna Jewellery*

Navaratna is the name given to the nine gems that represent the nine planets in Indian astrology. The name is derived from Sanskrit; nava means nine, ratna means gems.

The belief is that, when worn together in a particular setting, these act as a talisman against negative effects and bring good luck to the wearer.

The nine gems and the planets they are said to represent are

- Ruby (Kempu or Manek) - Sun
- Pearl (Muthu or Moti) - Moon
- Coral (Pavalam/Pagadam or Mangal) - Mars
- Emerald (Patchai/Patcha or Panna) - Mercury
- White/Yellow Sapphire (Pushparagam or Pukhraj) - Jupiter
- Diamond (Vairam/Vajram or Heera) - Venus
- Blue Sapphire (Neelam or Shani) - Saturn
- Hessonite (Gomedakam or Gomed) - Rahu (north or ascending lunar node)
- Crysoberyl Cat's Eye (Vaiduryam or Lahsunya) - Ketu (south or descending lunar node).

From a purely aesthetic point of view, jewellery sporting the navratnas solve many a fashion quandary. With the entire rainbow of colours in one ornament, navaratna jewellery can be worn with almost any dress, for casual or formal occasions, depending on the size of the piece.

### *Earrings*



**NOTES**

A piece of jewellery adorning your ears is called an earring. It is via piercing the earlobe or getting a clip on. Earlobe piercings are more commonly referred to as an earring. If the piercing is on the upper part of your external ear, they're called cartilage piercings. They also come in a variety of materials like steel, glass, silver, gold, etc. They're also available in a wide range of shapes and sizes like hoops, studs, etc.

***Necklace***



Necklaces are a piece of jewellery that adorns your neck. They've been around for quite some time and are considered to be a way of being a status symbol because of being made from precious stones and metals. The band or the chain is usually what makes a necklace, but sometimes there is something suspended from the chain like a locket, pendant, chain or a stone.

***Bracelet***



## NOTES

A bracelet is a piece of jewellery worn on the wrist. There is a variety of bracelets based on the function. If worn for personal preferences, it's a bracelet or a fashion accessory with charms or fun colours or shapes. But bracelets for medical purposes state what you have along with instructions or numbers. If it is a single, inflexible loop, it's called a bangle. If it's worn on the ankle, it's called an anklet, etc.

### *Cuff Links*



These are pieces of jewellery used to secure the cuffs of a shirt. Cufflinks can be made from different materials such as glass, leather, metal, stone, etc. Cufflinks are specifically for shirts with button holes on their cuffs with no buttons.

### *Rings*



A ring is a round band worn on the finger. There is a wide range of rings like bracelets, earrings, neck rings, toe rings, etc. but only a hand ring is considered a ring, made from different materials like gold, silver, platinum, etc.

### 2.9.3 Different Types of Uses Materials in Jewellery

#### *Aluminum*

Some costume jewelry and artisan pieces contain aluminum, either on its own or in combination with other metals. It is silver-colored and has an attractive sheen. With anodizing technology, it can be colored in bright, pretty shades.

Because of its unique properties, aluminum has several advantages when it comes to jewelry:

- Aluminum is very malleable, so artisans can form it into gorgeous shapes. It is often used for cuff bracelets, elaborate bib necklaces, delicate earrings, and more.
- Compared to many other options, aluminum is affordable. According to the USGS, it is the second most common metal on the planet.
- This metal is stable and does not tarnish or corrode when exposed to most daily activities. You can wear it in water.
- Aluminum is a lightweight material, making it perfect for large items like wide cuff bracelets.

It's important to note that because it is so malleable, aluminum jewelry can be fragile and prone to warping. Additionally, a very small number of people may be allergic to this metal.

#### *Brass*

Brass is a common choice for costume jewelry, since it has an attractive gold color and offers an affordable alternative to precious metals. Made from a combination of copper and zinc, the properties of brass can vary depending on the amount of these two metals used in its production. The proportion of copper and zinc can also affect how jewelers can use the metal in their products.

Brass is a great jewelry metal for the following reasons:

- Brass is ideal for casting, which is creating jewelry from molds. Many costume pieces are created this way.
- It is a very strong material, which means that costume jewelry products made with brass are durable.
- Brass is extremely affordable, since it does not contain precious metals.
- In general, brass won't corrode with regular use. However, depending on the copper content, it may turn green over a long period of time. Unlacquered brass may require polishing from time to time, but many jewelry manufacturers apply a clear lacquer to avoid this problem.

There are a few important safety considerations when it comes to brass jewelry. Although today's brass jewelry is mostly lead-free, some vintage brass pieces may contain small amounts of lead. Lead can be toxic to children and adults. Additionally, brass may also contain nickel and aluminum, so people with metal allergies may want to avoid it.

## NOTES

### ***Bronze***

Similar to brass, bronze is an alloy of multiple metals. Often, it contains copper, tin, and zinc. This pretty metal has a warm, brownish-gold tone that works well with a variety of stones and materials.

Bronze has many advantages when used in costume jewelry:

- Bronze is great for detail work, so you'll find gorgeous and delicate jewelry in this material.
- It is affordable, making it ideal for inexpensive fashion pieces.
- Bronze is strong and durable.

On the downside, bronze has a tendency to tarnish or change color. Because it usually contains some nickel and aluminum, it can bother people with metal allergies. Older bronze jewelry may also contain dangerous quantities of lead.

### ***Copper***

The warm reddish glow of copper makes it a gorgeous choice for artisan jewelry, and it has a number of properties that also make it a practical option.

Copper a popular choice and has many advantages:

- Copper is extremely easy to work with. It was actually the first metal worked by jewelers in ancient civilizations.
- Copper is affordable, compared to gold and silver. However, it is more costly than alloys like brass and bronze.

There are a few disadvantages to this lovely metal. Copper tends to oxidize over time, so its color will darken. Additionally, it can turn the skin green when worn for long periods. Although this is not an allergy to the metal, some people find it disconcerting.

### ***Gold***

Gold is one of the most versatile and lovely metals for jewelry. There are many reasons for this top-notch status, including the following:

- Gold is incredibly malleable. Jewelers can craft it into almost any shape.
- In addition to the traditional warm yellow tone, there are actually several different colors of gold.
- Gold is among the most precious and expensive metals on the planet.
- Solid gold is hypoallergenic; however, some gold alloys can bother people with metal allergies.

It's important to note that most jewelry isn't created from solid gold, which is too soft. Gold comes in different karats or purities, each of which has advantages for the consumer. Additionally, because gold is such a costly metal, many pieces are gold-filled or gold-plated. This means that a layer of gold is applied over a less expensive base metal. Items that are gold-filled have a much thicker layer of gold than pieces that are gold-plated.

## ***Niobium***

Niobium is an element on the periodic table, and it is silver-colored. It accepts anodization, so niobium jewelry components come in a huge array of colors, such as blue, red, pink, and many more. According to the Royal Society of Chemists, niobium has many properties that make it useful for jewelry:

- Niobium is corrosion-resistant, which makes this type of jewelry a practical choice.
- This metal is hypoallergenic. In general, niobium jewelry won't bother people with metal allergies.
- It isn't a precious metal, so it's more affordable than gold, silver, and other choices.
- Niobium is strong. It's a component of alloys used in jet engines, oil rigs, and other industrial applications.

Niobium is common in smaller jewelry pieces like rings and earrings.

## ***Palladium***

Palladium is a white precious metal that is becoming a popular choice for jewelry. There are a number of reasons to consider this metal for jewelry purchases:

- Palladium is durable, which makes it a good choice for rings and other frequently-worn jewelry.
- It is more affordable than gold or platinum.
- Palladium is lighter in weight than platinum, which means it can be used for substantial pieces.

Palladium is hypoallergenic; however, most palladium jewelry is an alloy of 95% palladium and 5% other metals. Depending on what other metals are used, allergies could be an issue for sensitive people.

## ***Pewter***

Pewter is the fourth most popular metal used in jewelry. As an alloy of tin and copper, pewter has a soft silver color.

There are a number of reasons it is great for jewelry:

- Depending on the finishing process, pewter can be matte or shiny. Manufacturers can also apply chemicals to darken it for an antique appearance.
- Pewter is easy to work with and has a low melting point. This means that jewelers can craft a wide variety of detailed items from this metal.
- This is an affordable choice for costume jewelry and artisan pieces.

If you're considering pewter jewelry, there are a few potential disadvantages to keep in mind. For example, pewter can be prone to denting and damage, since it is so soft. Additionally, vintage pewter jewelry often contains lead, which is toxic. Modern and vintage pewter may bother people with metal allergies.

## ***Platinum***

As one of the most desirable jewelry metals on the planet, platinum is a popular choice for fine jewelry, including engagement rings.

### **NOTES**

Many properties give platinum its high status among jewelers and consumers:

- Platinum has a beautiful white color that does not corrode or require polishing.
- This metal is rare and very valuable.
- One of the strongest metals on the planet, platinum is excellent for jewelry that needs to last a lifetime.
- Platinum works well in many different jewelry designs.

Because it is so rare, platinum is one of the most expensive choices for jewelry. Because this metal is quite soft, jewelry-grade platinum is usually an alloy of 95% platinum and 5% other metals. Depending on the other metals, this can cause problems for metal-sensitive people.

## ***Silver***

Silver is another beautiful white metal used in jewelry. Silver is extremely malleable. Because it is so soft, you'll almost never encounter pure silver jewelry. Instead, you'll see sterling silver, which is 92.5% silver and 7.5% other metals.

You may also encounter silver-plated and silver-filled pieces. These items feature a layer of silver on the surface of the piece. Silver-plating creates a very thin layer, which is easily damaged. Silver-filled items are more durable, since they have a thicker layer of silver.

## ***Stainless Steel***

Stainless steel offers an affordable choice for people who love silver-toned jewelry. Stainless steel is an alloy of iron, chromium, nickel, titanium, copper, and other materials. There are many reasons to consider this metal for your jewelry purchases:

- Stainless steel resists corrosion. This means that it's a great choice if you'll be exposing your jewelry to chemicals and daily wear.
- Compared to precious metals, stainless steel is far less expensive.
- Stainless steel is quite durable when compared to many other metals.
- You'll find many items in stainless steel, including rings, earrings, watches, bracelets, and more.

Those with metal allergies may find stainless steel problematic. Since nickel is often included in the alloy, it's best to avoid stainless steel if you are sensitive to metals.

## ***Titanium***

Titanium is another beautiful and affordable choice. There are lots of advantages to this silver-colored metal:

- This metal is 45% lighter than steel, making it a great choice for substantial jewelry pieces.

**NOTES**

- Titanium is durable and strong, so it's a good choice for items you plan to wear often. It doesn't bend easily, and it resists scratching and abrasion.
- Jewelry pieces crafted from titanium resist tarnishing, so you won't have to perform a lot of upkeep on these items.
- Titanium is affordable compared to precious metals like platinum and gold.
- You can purchase pure titanium jewelry or titanium alloys that contain other metals. If you have a metal sensitivity, pure titanium is a great choice.

Titanium's biggest disadvantage is that it is difficult to work. This means that it isn't easy to resize titanium rings or other size-specific pieces, and it also means that many artisan jewelers hesitate to dabble in this material.

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## 2.10 SUMMARY

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Our love affair with scarves is unlikely to end anytime soon. We are enchanted with their multitudes of forms and the possibilities seem endless when it comes to pattern and print. From a blooming floral design to an indulgent woven pashmina, they morph with each season and our relationship with these scarves develop because as well as being a much-adored fashion accessory they also provide comfort, protection and modesty. Whether one is wearing a trendy headscarf as a fashion statement or as a belt, wrist tie or handbag accessory it will forever have a permanent in every woman's wardrobe.

The fact that gloves have been widely preserved within museum collections indicates our appreciation of the important role gloves have played throughout history. Gloves were once highly symbolic garments used to convey important social messages. Since the twentieth century, however, this has changed. Within the contemporary fashion discourse gloves assume a limited role and function. Their status has been reduced to utility and they are worn only as means of protection. It is highly unlikely that gloves will ever assume the symbolic significance they once had in the past.

One of the main defects of the early watches was the variation in the torque exerted by the mainspring; that is, the force of the mainspring was greater when fully wound than when it was almost run down. Since the timekeeping of a watch fitted with a verge escapement was greatly influenced by the force driving it, this problem was quite serious. Solution of the problem was advanced almost as soon as the mainspring was invented (about 1450) by the application of the fusee, a cone-shaped, grooved pulley used together with a barrel containing the mainspring. With this arrangement, the mainspring was made to rotate a barrel in which it was housed; a length of catgut, later replaced by a chain, was wound on it, the other end being coiled around the fusee. When the mainspring was fully wound, the gut or chain pulled on the smallest radius of the cone-shaped fusee; as the mainspring ran down, the leverage was progressively increased as the gut or chain pulled on a larger radius. With correct proportioning of mainspring and fusee radii, an almost constant torque was maintained as the mainspring unwound.

Umbrella, a portable, hand-held device that is used for protection against rain and sunlight. The modern umbrella consists of a circular fabric or plastic screen

stretched over hinged ribs that radiate from a central pole. The hinged ribs permit the screen to be opened and closed so that the umbrella can be carried with ease when not in use.

## NOTES

Umbrellas in ancient Egypt, Mesopotamia, China, and India were used to protect important persons from the sun. They were often large and held by bearers, and they served as marks of honour and authority for the wearer. The ancient Greeks helped introduce umbrellas into Europe as sunshades, and the Romans used them to protect against rain. The use of umbrellas disappeared in Europe during the Middle Ages but had reappeared in Italy by the late 16th century, where they were regarded as marks of distinction for the pope and clergy. By the 17th century the use of the umbrella had spread to France, and by the 18th century umbrellas were common throughout Europe. A small, dainty umbrella used for shading women's faces from the sun became known as a parasol and was a standard element of fashionable women's outdoor attire in the 18th and 19th centuries. The traditional construction of umbrellas using cane ribs was replaced in the 1850s by modern umbrellas using a very light but strong steel frame. Men in the West began carrying umbrellas for personal use in the mid-19th century. Men's umbrellas were generally black, but in the 20th century men's as well as women's umbrellas were made in a variety of bright and colourful designs.

Jewellery is a variety of small ornaments worn for various reasons. It can be attached to the body or your clothes. Jewellery is made using various types of metals, each for specific occasions. There are different types of jewelry to adorn every part of your body, from bracelets to toe rings. People from both sexes, whether it's a grown man or a child, wears jewellery varies based on their culture. Women have been the most consistent when it comes to adorning jewellery, regardless of age and culture. You can always store your jewellery in a gorgeous jewelry box. Let's take a look at the types of jewelry.

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## 2.11 GLOSSARY

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- Foam tap: a small foam pad placed under the ball of the foot to push the foot up and back if the shoe is too loose.
- Heel grip: used to prevent the shoe from slipping on the heel if the fit is not perfect
- Overshoes or galoshes: a rubber covering placed over shoes for rain and snow protection.
- Shoe bag: a bag that protects shoes against damage when they are not being worn.
- Shoe brush and polishing cloth: used to apply polish to shoes.
- Shoe insert, insole or inner sole: orthopedic or regular insert of various materials for cushioning, improved fit, reduced abrasion or to keep shoe fresh and increase its durability. These include padding and inner linings. Inserts may also be used to correct foot problems.

## NOTES

- Shoe polish: a waxy material spread on shoes to improve appearance and glossiness, and provide protection.
- Shoe stretcher: a tool for making a shoe longer or wider or for reducing discomfort in areas of a shoe.
- Shoe tree: placed inside the shoe when user is not wearing it, to help maintain the shoe's shape.
- Shoehorn: can be used to insert a foot into a shoe by keeping the shoe open and providing a smooth surface for the foot to slide upon.
- Shoelaces: a system used to secure shoes.
- Snow shoe: a wooden or leather piece that increases the area of ground covered by the shoe.
  
- Cotton – Cotton hats are usually quite durable and often packable and crushable. They come in a wide variety of colors and are usually softer.
- Wool Felt – Felt is created by rolling and pressing wool and applying moisture and heat making the fibers mat/interlock together and creating the felt fabric. It is soft and can come in just about any color.
- Straw – There are a great many varieties of straw used to make hats. They vary in strength, fineness, durability, and color. Raffia is a straw used to make many packable and crushable hats, and straw from the toquilla palm is used for Panama hats. Most any straw can be woven into a hat but the best ones are handpicked for evenness of color, texture and pattern. Paper/Toyo – Made from Twisted, woven paper creating a fiber that is surprisingly strong, cost effective, and light. Not good to get wet or used in rain. Wool Felt – Felt is created by rolling and pressing wool and applying moisture and heat making the fibers mat/interlock together and creating the felt fabric. It is soft and can come in just about any color.
  
- Fur Felt – Fur felt is created in the same manner as wool felt but from finer and softer materials. Most fur felt hats are created from rabbit, beaver and hare pelts. Fur felt is incredibly soft and when you hold/touch one you can feel the difference in quality from wool felt.
- Polyester - I have rarely seen hats made of 100% polyester, they are usually combined with cotton. These hats tend to be very durable, though they do not breathe as well as other fabrics.
- Toyo/Paper-braid – Toyo or paper-braid hats are constructed of finely woven paper material. The paper is woven into strands just like straw and then formed into the desired style. They have been increasing in popularity due to their reduced cost and reasonable durability. While this material can withstand quite a bit, it is still not as strong as straw or raffia and also is more difficult to steam back into shape once crushed. This is certainly a material to keep away from water.

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## 2.12 REVIEW QUESTIONS

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### NOTES

1. Explain the creativity and inspiration and deals with Frame Bags.
2. Discuss the High heel sandals footwear.
3. Write the short notes on Women's Casual Shoes.
4. Explain the Lightweight women's canvas shoes.
5. Discuss the Fedoras and Panama Hats
6. What to look for in a watch?
7. Explain the Foldable umbrellas.
8. What is Bold Letters Printed Umbrellas?
9. Explain the Different Types of Bow Ties.
10. Discuss the Sports Eye Wear.
11. What Are the Different Types of Eyeglasses?
12. How to Use and Tips of Jaw clip.

# 3

## HANDBAGS

### NOTES

#### STRUCTURE

- 3.1 Learning Objective
- 3.2 Introduction
- 3.3 Anatomy of a Bag
- 3.4 Design Development
- 3.5 Material and Construction
- 3.6 Student Activity
- 3.7 Creating a Mock Piece
- 3.8 Summary
- 3.9 Glossary
- 3.10 Review Questions

### 3.1 LEARNING OBJECTIVE

After studying this unit you should be able to:

- Explain the meaning and definition of Anatomy of a Bag.
- Describe the fashion of bags deliberately changed from one generation to the next.
- Enumerate the skills required for Leather bags.
- Explain the meaning and significance of Clutch & Handheld Bags
- Explain the procedure of handling the Cotton Canvas Material and Construction in bags.
- Describe the technology for modify Nylon Material and construction in bags.
- Give meaning and significance of Bulk Bag Manufacturing Process.
- Describe the Mock Felted Handbag.

### 3.2 INTRODUCTION

The term “purse” originally referred to a small bag for holding coins. In many English-speaking countries it is still used to refer to a small money bag. A “handbag” is a larger accessory that holds objects beyond currency, such as personal items.

## NOTES

American English typically uses the terms purse and handbag interchangeably. The term handbag began appearing in the early 1900s. Initially, it was most often used to refer to men's hand-luggage. Women's bags grew larger and more complex during this period, and the term was attached to the accessory. "Pocketbook" is another term for a woman's hand bag that was most commonly used on the East Coast of the United States in the mid-twentieth century.

Men's purses were revived by designers in the 1970s in Europe. Since the 1990s, designers have marketed a more diverse range of accessory bags for men. The names **man bag**, **man-purse** and **purse** have been used. The designs common in the U.S. are typically variations on backpacks or messenger bags, and have either a masculine or a more unisex appearance, although they are often more streamlined than a backpack and less bulky than a briefcase. These bags are often called messenger bags or organizer bags. In many other countries, it is common for men to carry small rectangular shoulder bags, often made of leather. The leather satchel is also common. Men's designer bags are produced by well-known companies such as Prada, Louis Vuitton, Coach, and Bottega Veneta in a variety of shapes and sizes. The global men's bag and small leather goods trade is a \$4-billion-a-year industry. Sales of men's accessories including "holdall" bags are increasing in North America.

A **handbag** is a medium-to-large bag typically used by women to hold personal items. It is often fashionably designed. Versions of the term are 'purse', 'pocketbook', 'pouch', or 'clutch', terms which suggest rather smaller versions.

Content of handbags might include such items as wallet/coins, keys, mobile phone, cosmetics and jewellery, books/e-books, pen and paper, food and beverage such as a water bottle, pepper spray and other items for self-defence, tampons and other feminine hygiene products, contraceptives, tissues and infant care products, or a hairbrush.

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### 3.3 ANATOMY OF A BAG

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A **handbag**, commonly known as a **purse** in North American English, is a handled medium-to-large bag used to carry personal items.

If there is ever a time that you want something as effort and efficient as it is stylish, it's when you're looking for a bag that can be used as an airline carry-on. You need pockets for tickets, passports, glasses, wallets, and other travel essentials, yet it needs to also be sturdy enough to handle those more cumbersome travel necessities such as tablets, books and magazines, and potentially even another, smaller handbag.

While there are plenty of options on the market that are marketed as "travel" totes, these tend to have more of a "luggage" look to them, and are often made from nylon, which tends to look a bit more casual. For those who are looking for something a bit more designer, the search can be a bit more fraught. But fear not handbag shoppers, your perfect designer carry-on bag does exist out there somewhere, you just have to find it. To help you along in your search, we've compiled three features that we consider essential for any airline carry-on, designer or otherwise.

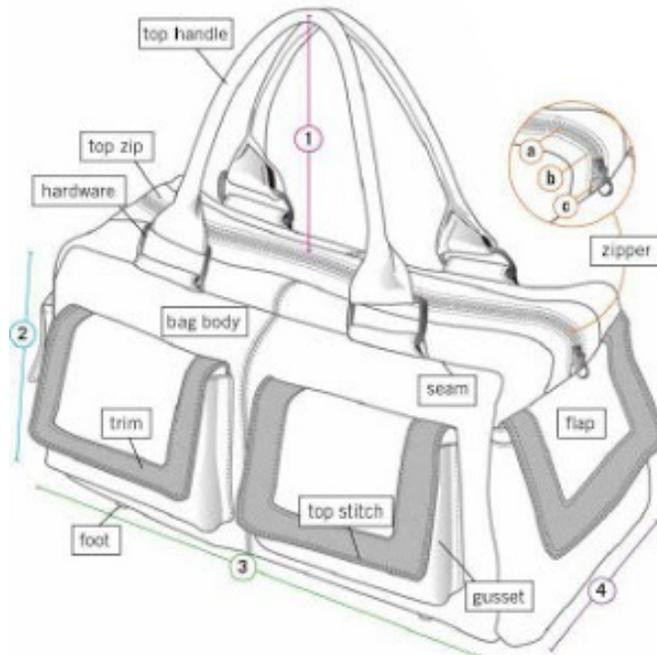
**NOTES**

1. **A Bit of Structure and a Reinforced Base and Handles:** Whether you decide to go with a leather bag or fabric, your airline carry-on is going to be carrying a lot more weight than your average day-to-day handbag, so it is essential that it is structurally up to the job. Inspect the stitching; make sure that all of the design elements that are weight-bearing are reinforced.
2. **Inner Compartments:** Make sure that the bag you choose has at least one zippered inner pocket or compartment. Things that you absolutely cannot lose (i.e. your passport, wallet, and tickets) should have a secure place in your bag where they won't fall out.
3. **But Not Too Many Compartments:** We know, sounds contradictory, right? But how many times have you "lost" an airline ticket, wallet, or lipgloss because you swore that you put it in the side pocket of your purse, only to embarrassingly discover later that you put it in the side pocket that is exactly identical and opposite to the one you were so sure you remembered? Bags with dual-sided identical pockets and multiple compartments are a recipe for stress; faffing-about in airports, holding up the line, and giving yourself a small heart attack every time you "lose" something. Look for bags with a big open center (perhaps a single divider is ok), and a finite amount of pockets that do not have identical ones on the opposite side. You will save yourself endless amounts of energy-wasting searching if you put the same items in the same places, every time.

NOTES



3.3.1 THE ANATOMY OF A HANDBAG



1. **Drop:** Measure from the height of the top handle (in the middle of the handle) down to the top seam of the bag body.
2. **Height:** Measure from the center top seam of the bag to center bottom seam of the bag.
3. **Length:** Measure the front of the bag from the bottom left seam to the bottom right seam.
4. **Width (often referred to as the Gusset):** Measure from the front side seam to the back side seam.

\*Keep in mind that handbag sections often taper or widen, so it is a good idea to specify any size variations of the section that you have measured.

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### 3.3.2 ANATOMY OF A BAG: HERMÈS

The Constance is a constant. An iconic counterpart to its well-known cousins the Birkin and the Kelly, this leather shoulder bag is undoubtedly one of Hermès' most essential pieces, synthesizing the classicism of the legendary accessories house with a youthful joie de vivre and on-the-go spirit.

Created in 1969 and named after the newborn daughter of its designer, Catherine Chaillet, the Constance has stood the test of time, attracting wearers as diverse as Jackie Onassis, Mary-Kate Olsen, and Anna Dello Russo. Marked by an unmistakable silver "H" closure and prized for an adjustable shoulder strap that easily takes it from day to evening, the Constance is realized after fourteen hours of intensive hand craftsmanship and staggering attention to detail. Constance, the girl, grew up to become a celebrated journalist and literary critic. Constance, the bag, has similarly aged well, losing not an ounce of its grace, chic, or contemporary function.

Available in a range of colors, it is the latest chapter in the Constance story and yet another testament to the genius of Hermès.

The Constance Cartable by the numbers: Almost 50—Number of parts the Veau Box is cut into 14—Hours of craftsmanship required to realize a single bag 6—Amount of individual pieces of hardware 1—Number of Hermès artisans hand-crafting each bag

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## 3.4 DESIGN DEVELOPMENT

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The handbags designed and manufactured by the company collaborators are both functional and fashionable. The materials used are leather, canvas, sheepskin, tiger skin, crocodile skin, alligator skin, rabbit hair, and so on. They have provided many types of stocked handbags such as clutch bag, wristlet bag, baguette bag, flap bag, tote bag, envelope bag, fringe bag, shoulder bag, doctor bag, convertible bag, barrel bag, canteen bag, bucket bag, hobo bag, satchel bag, back bag, and so on. This collaborative handbag brand as re-creation in sustainable innovation is one of the prestige fashion bags in South Korea and pursues simplicity, timeless chic, and exquisite colour in its aesthetic concept as a modern, luxurious, and new class.

A handbag design slated for re-birth can follow a similar collaboration process and the entire life cycle of the product is vital in both instances (Lee and DeLong 2016c,

## NOTES

2018). However, there are some important differences from the apparel previously slated for re-birth. For example, the materials of the fashion handbag are harder to redesign because they are more rigid in structure and sometimes less resilient and thus more difficult to reuse. Fashion handbags going through re-birth design are one type of bag used for upcycling. Wang (2014) characterised the types of waste materials used in upcycling for various types of bags: (1) textiles such as truck covers, placards, signboards, remnants of cloth, clothes, military uniforms, blankets, tents, parachutes, fire hoses, seat belts, car sheets, plane seats, and coffee sacks; (2) plastic including doggie bags and plastic bags; (3) leather such as old leather garments, remnants of leather shoes, a belt, car sheets, waste furniture, and gymnastic gear; (4) paper such as magazines, catalogues, and coated newspapers; (5) tires such as inner tubes that are developed into glossy high quality leather-like fabrics (Wang 2014).

### 3.4.1 Key Product Design Challenges:

#### *Balance and Positioning on Different Body Sizes*

To ensure weight remained balanced and the whole bag sits correctly on a variety of body sizes was a key challenge. One minor change could affect other aspects and make the product uncomfortable on certain users. An iterative prototyping process was required to test out ideas with runners and cyclists.

#### *Unique Strap Arrangement and Chest Buckle*

Changing the way a back pack's straps traditionally run over the shoulders and down the body presented a complex challenge. A buckle that is easy to attach, allows for chest expansion when breathing, and sits comfortably on the chest plate for men and women was developed. Many different connection mechanisms and shapes were explored. As with the above, the buckle plays a key role in maintaining the correct angles and positioning on the body.

Furthermore the buckle needed to be easy to take on and off. Whilst looking appealing. This resulted in a complex plastic molded design and padding combination.



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**Buckle system allows for comfortable chest expansion when breathing deeply**



**Breathing in / chest expansion is not compromised due to flex in the buckle system**

### ***Collapsible Suspension System***

Designing functionality that allowed the sprung and damped suspension and hip belt to collapse down so that the bag can sit upright on the floor or desk. Of course all the weight of the bag runs through this system and this therefore presented a challenge for us not to compromise the structural integrity in any way. Further complications came from the frame and suspension components being curved to fit the body. This meant there was no direct straight line route to slide parts. In the end a rotationally moulded curved slider tube and lock system was designed and incorporated in to the suspension geometry.

### **3.4.2 The dawn of the modern handbag**

The introduction of public train travel in the Nineteenth-century revolutionised bags. More people were travelling across the country and the word 'handbag' was coined to refer to the luggage that these tourists carried by hand.

Some of today's best-known designer names, including the iconic Louis Vuitton, started life as Nineteenth-century luggage makers.

The growth in available fabrics and demand for bags for the career woman led

to an exponential increase in the accessory's popularity in the roaring twenties. Workingwomen often used large handbags, such as the Boulevard bag, or even female suitcases, which were worn around the shoulder.

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The Second World War saw a military look influence female fashions. Bags became larger and more practical and the drawstring made a comeback.

In the 1960s and 1970s, youth culture was in full bloom. The rules surrounding what constituted appropriate dress relaxed significantly and a plethora of bag designs became popular. Materials like PVC, wicker and even carpet were used, reflecting the carefree liberal attitude of the decade.

By the end of the 1970s, shoulder bags made a comeback, complete with pockets, zips and other functional features. These ultra-practical bags aimed to equip women for anything that the new feminist world might throw at them.

### 3.4.3 TRACING THE BAG THROUGH THE CHAPTERS OF TIME

Notably, the bag which may be the oldest bag preserved in history is from “the Man from Hauslabjoch,” or “the Tyrolean Iceman.” This nickname was given to a well-preserved natural mummy. The man reportedly lived between 3400 and 3100 BCE.

He was found near the Similaun Mountain on the border between Austria and Italy. The Iceman has the oldest known bag which dates back to more than 5000 years ago. With this in mind, the invention of the bag was as monumental as the invention of the wheel to be sure.



The oldest bag preserved in history is from “the Man from Hauslabjoch,” or “the Tyrolean Iceman.”

Before being mentioned in literature, the bag was found depicted in Egyptian hieroglyphs. Waist pouches were the style and it was trendy to carry a bag around the hip. While looking at the text of other ancient civilizations, the Bible specifically identifies Judas Iscariot as a “purse carrier.” Therefore, in ancient times, the bag was also known as a pouch. Constructed out of durable leather or precious cloth and overall, the pouch stored valuables such as coins.



Storing coins in ancient times, the bag was also known as a pouch.

### *14th and 15th Century*

In the 14th and 15th centuries, bags that exclusively carried coins were called ‘purses.’ These purses were essential, as pockets in clothing were not developed just yet. In the 14th century and without pockets in clothing, a purse was attached to a girdle belt and it dangled from the waist.



Attached to the girdle, purses dangled at the waist throughout the 14th and 15th century.

These girdle pouches were ultimately a collection of dangling valuables. These valuables were specific to the wearer. For example, one would carry the holy rosary, jewels, embroidery, a Book of Hours or a clasp or chain to suspend keys. Among some of the more eclectic dangling items were even daggers.

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**Girdle pouches effectively carried dangling valuables.**

Throughout the 14th and 15th centuries, men and women attached ‘purse pouches’ to themselves at the waist. Also known as “Hamondeys” or “Tasques,” these ornate drawstring purses were very much in fashion. Ultimately, the drawstring purse distinctively hung from the girdle on a long cord. Each purse varied according to the fashion, status, and lifestyle of the wearer.



**Purse pouches varied according to the lifestyle of and status of the wearer.**

The Dark Times of the Medieval ages gave way to the manufacturing of curious portrayals on purses. Medieval purses were not only used as a coin purse. They also were closely associated with marriage and betrothal.



**The manufacturing of the bag gave way to many interesting designs.**

As a result, they commonly showed embroidered love stories. Interestingly enough, this connection is deduced from a parallelism between the handbag and the womb and fertility.



**Embroidered love stories linked to betrothal and marriage was a popular theme.**

## NOTES

**NOTES**

Up until this point in history, pouches, purses, and bags were used primarily for practical reasons. One practical example would be holding food for falcons or gaming purses which were also known as “chaneries.” Even in regards to ecclesiastical matters, the bag or purse found a way to be of service. In church, purses held relics or corporals such as line cloth in mass.



**The bag found a way to be practical in nearly all areas of life, even prayer.**

***The 16th and 17th Century***

Fashion dramatically changed in the 16th and 17th century. Rather than wear girdle pouches outside and on the belt, women began to wear their girdle pouches under their skirts. Most notably during the Elizabethan era, women’s skirts expanded to enormous proportions. So much so that the pouch was inevitably getting lost in all that fabric and had to make a definitive move.



**The fashion of bags deliberately changed from one generation to the next.**

**NOTES**

Notably, in this chapter of history, the fashion of bags strayed once again from the last generation's preference, evolving to the next generation's ideals. In this case, going from hanging purses on the outside to hanging long embroidered drawstring purses under skirts and breeches. Thanks to which, this step in the evolutionary process led to pockets.

Similarly, men picked up on the inside trend. They began to wear leather pockets inside their breeches which they called bagges. Somewhere in the midst of this switcheroo, pockets were developed! In sum, one generation's change of perspective of where they thought to carry a purse, actually may have spurred the very idea of pockets being sewn inside of pants. As a result, the bag, in essence, continued to increase its range, versatility, and capacities as it went on to become more dynamic and innovative.



**The versatility of the bag made it adaptable to the changing times.**

Again, necessity and demand invented a new form of the bag known as the sack. The sack was a bag that peasants and travelers might wear. These large satchel-like leather or cloth bags were worn diagonally across the body. The sack bag was specifically better suited for carrying larger items especially in regards to longer distances.



**The sack was born out of necessity and demand helping travelers travel more.**

## NOTES

In addition, messenger bags arose in this time period by distinctively catering to the needs of the working class. All in all, with the need to carry larger documents and items, the well-crafted messenger bag became in demand. Larger than any bag or purse up until that point, the messenger bag, as well as the sack, were chiefly bags of service.



**Gucci Tian GG Supreme Messenger Bag; Messenger bags of the past catered to the needs of the working class.**

Indeed, bags alter to serve their user therein optimizing their wearer's way of life. At least, such was the case with "swete bagges" which are bags that are filled with sweet-smelling material. In a time when personal hygiene was grim and grimy, swete bagges were stuffed with sweet-smelling herbs and spices. For instance, lavender or perfumed balls of cotton. In the long run, swete bagges were also stored with clothes and linens and used for aromatherapy.

The bag continued to be highly functional and had many different nicknames and uses. Purses were often used as decorative containers for gifts, such as money, perfume, or jewels. Notably, toward the end of the century, purses became more sophisticated, evolving from a simple drawstring design to more innovative shapes with dynamic materials.



**Purses often held valuables such as money, perfume and jewels.**

**NOTES*****The 18th Century***

As the times change, so do the opinions and preferences of the people in that time period. While the 17th century had a hankering for fuller skirts and multiple layers, the 18th century had an acquired taste for more slender and narrower dresses. These more modern slender dresses meant that pockets were ultimately discarded. Consequently, the handbag sprang forth again and the English coined them “reticules” or “indispensables.”



**The English affectionately nicknamed the handbag “reticules,” or “indispensables.”**

Pockets did make a comeback in the 1840s though, yet handbags and purses remained. The textile industry was booming with the Industrial Revolution and this fostered the manufacturing of many new fabrics and patterns. Thus, the bag experienced various make-overs with new styles and designs. The times also saw an immense amount of change with the introduction of the railroad.

The bag has always found a way to become relevant. With this in mind, the bag is an accommodating chameleon uniquely serving its wearer. For instance, in 1843, there were 2,000 miles of railway lines in Great Britain. The traditional purse had to adapt so as to become helpful to commuters too.



**Pictured above: Saint Laurent Classic Duffel Bag; Hand-held luggage bags held larger items and therein catered to commuters.**

The needs of commuters essentially changed the overall design of the bag. For example, the bag now needed the capacity to hold larger items. The bag was indeed ever-evolving, uniquely taking into account the times and how best to serve them.

**NOTES**

On the whole, the lexicon “handbag” emerged to describe the new hand-held commuter luggage bags. Notable modern bags that many people know and love today, in fact, started out as luggage manufacturers in the 18th century. For instance, the Hermes bag was founded in 1837 by Thierry Hermes, a harness and saddle maker.



**Pictured above: Hermes Verrous Chaine Bag, Many modern bags that people know and love today started off with origins from handbag luggage designers.**

***1900-1920s***

From 1900 to 1920s, a variety of bags were of use and in high fashion. Amongst the most popular bags were small “reticules”, as well as Dorothy bags which were also called “Dotty” or “Marriage bags.” Overall, these bags most commonly accompanied women on fashionable outings like to a play or a date.



**Bags typically accompanied women on fashionable outings.**

In general, the bag served all socio-economic classes, especially in regards to working women who tended to use larger bags such as the Boulevard bag, leather shopping bags, and even briefcases. Worn about the shoulder, these bags were of high-fashion at this time. The features entailed inside the bags were depictive of

the times, such as when the newly invented pound note replaced the gold sovereign in 1914. Handbags adapted and quickly featured folders for the newly invented pound note.



**The Boulevard bag, leather shopping bags and even briefcases were of high-fashion in the 1900's – 1920's.**

After World War I, the bag notably saw a much more relaxed reform. For example, a type of handleless clutch bag called the “pochette,” became a thing. In this case, it was often decorated with dazzling geometric and jazz details. Most importantly, the way women carried the bag inherently changed. With this specific design, women had to tuck the pochette under their arms.



**The way in which a woman carried her bag always seemed to change to accommodate their preference at the time.**

In this time period, the rules for color coordination became more relaxed as well. With this in mind, novelty bags, such as “doll bags” became in fashion. With doll bags, the bag was dressed exactly like the wearer.

Current events also certainly influenced the evolution of the bag. For example, the discovery of King Tutankhamun’s tomb in 1923 ultimately inspired Egyptomania. As a result, the bag began to reflect more exotic motifs.

## NOTES

## NOTES



**Egyptomania saw the bag reflect more innovative and dynamic patterns.**

### *The 1930s*

At this point in time, the bag has morphed from a coin purse to a handbag to a messenger bag to a briefcase. Most importantly, most of the bags that are in use today were already invented. Let's do a review of the bags, up-to-date. There's the classic handbag which had a handle and a clasp frame. Then, there was the clutch which was a variation of the pochette. There was the satchel, the shoulder bag and the briefcase along with occasional combinations of the above.



**The clutch was a variation of the pochette and it was held under the arm.**

Seemingly, texture and manufacturing attributes were the only details left to be stylized. For instance, the 1930s saw the Art Deco style arrival. This particular style specifically highlighted abstraction. Just like any time period which experiences new industrial materials, the bag integrates them as well within its design. In this particular case, plastic and zippers were introduced to the bag.

### *The 1940s*

A more militarized look arrived in the interface of the bag directly as a result of WWII. Thus, the smooth contours of the past fell by the wayside and a more capable look developed. This improvement inspired an aura of self-sufficiency to the bag, as its dimensions became larger, squarer, and more practical. In the long run, frivolity features like mirrors, leather, and zippers were sparsely used due to rations.

Rather wood, plastic, and rayon become integrated into the bag's design echoing the necessity to be frugal along with the times. For example, the homemade

drawstring bag became so popular because it was a bag which could be inexpensively created. In the time of war, the bag was re-engineered to serve its fundamental baseline value of inexpensively serving necessity.



**Homemade drawstring bags became popular as they could be made inexpensively.**

Particularly on the battlefield, Great Britain utilized bags which therein matched their outfits. The bags chiefly carried their gas masks.

With men deployed at war, more and more women entered the workforce. Thus, reinventing the handbag to functionalize once again as a shoulder bag. After the war, the shoulder bag became elusive though patiently awaiting its reappearance in the 1970s.



**Mansur Gavriel Bucket Bag; The shoulder bag specifically supported women as they carried their items into the workforce.**

### *The 1950s*

By and large, the post-war economic boom of the 1950s saw a revitalization of the bag. The bag became a cult symbol, one that was toted around. In this time which saw more consumerism, chic designers were idolized: Vuitton, Hermes, and Chanel.

### NOTES

**NOTES**



**In the 1950s, notable designers were all the rage and the bag became a cult symbol.**

Moreover, accessorizing and color coordinating were coveted and held on a moral pedestal. Most certainly, this indicated a decade of femininity in which a very small bag implied beauty and sophistication. Post-war, women and their bags were therein encouraged to reassume the female status quo of femininity and submission. For further clarification, review Christian Dior's style which was introduced in 1947. It mainly emphasized long skirts and tiny waists.



**Bags in the 1950s reflected the female status quo as it embodied femininity and submission.**

***1960s-1970s***

Thanks to the 'Rise of the Youth Culture,' conventionalism and dress code was questioned. On the whole, long skirts dramatically shortened into mini-skirts. In addition, a small and dainty shoulder bag emerged which complimented the mini-skirt. Dangling on a long chain or a thin strap, the small handbag accommodated itself once again to the winds of change. Indeed, the "swinging" fashion was hip with the times as the bag essentially explored free expression at large.

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**Pictured above: Chanel Boy Bag; The ‘Rise Of The Youth Culture’, saw the bag change to accommodate the ‘Swinging Times.’**

Essentially, the style of bags and their fabrics are always being influenced by the times. With this in mind, the 1970’s fascination with India and Goa saw a unique cultural explosion in the evolution of the bag. As a result, larger satchels and fabric shoulder bags evolved. Notably, rather than manufactured designers, eclectic bags became more in fashion. For instance, Afghan coats and bags, patchwork and embroidery became big hits. Former army shoulder bags also became very popular, to say the least.



**In the 1960s, rather than designer bags, eclectic bags became more in fashion.**

Once the 1970s ensued, the bag experienced a rejuvenation of self-expression. As if being dynamic and versatile wasn’t already a part of a bag’s intrinsic composite, the bag experienced a bold, expressionistic awakening. Specifically, psychedelic patterns and “flower power” imbued energy into the fabric of the bag which was unprecedented. The end of the 1970s saw the slung shoulder bag return and with it came lots of buckles and zippers. All of which indicated that women and their bags were ultimately fit and ready for the dawn of the age of feminism.

**NOTES**



**Women and their bags embraced the age of feminism.**

***1980s-1990s***

The 1980s saw a surge in active consumerism. The bag quickly morphed to accommodate purchasing power, providing logos bold enough to indicate the priorities of the owner. For instance, health and fitness sports bags such as Nike duffel bags, book bags, and totes to match athletic shoes were all the rage at this time. In this time, the calculator was introduced as well. As a result, bookbags and even the briefcase specifically featured a pocket which was exclusively created to hold this new invention.



**The bag quickly morphed to accommodate purchasing power.**

In 1985, the black nylon knapsack was the first totally unisex bag introduced and created by Miuccia Prada. In this bold move, a bag was, at last, discovered to be genderless. However, the brightest bag lady of the 1980s was the rise of Vera Bradley's classic quilted handbag. In sum, the Bradley collection reached over \$1

million in sales in just three years alone. So it seems, the more a bag distinctively caters and delivers, the bigger the return-on-investment is overall.

Handbags



**The 1980s saw the rise of Vera Bradley’s classic quilted handbag.**

## NOTES

By the early 1990s, imposter bags or counterfeits became a thing. So much so that small designer bags with giant Hs and CCs were all over London and New York. So began the age of “knock-offs”, in which only a trained eye could really tell a real bag from a fake.



**The age of “knock-offs” meant that the buyer had to discern if the bag was a fake.**

### *The Twenty-First Century*

The styles and fabrics of the Twenty-First Century are particular to be sure. For example, bags are made with waterproof canvas, space-age synthetics, and faux reptile skins. Certainly reflective of the times, the bag continually mimics relevant trends with fashion.

**NOTES**



**Overall, the bag distinctively reflects the changing times.**

Such as the transparent nature of social media exemplified in “see-through bags.” Overall, in a see-through bag, the purse both exposes and holds the contents simultaneously. In sum, manufacturers created a bag with transparent materials encapsulating the age of TMI or in other words, too much information.



**Pictured above: Goyard St. Louis Tote; The adaptability of the bag is versatile, to say the least.**

Overall, the variety and adaptability of the bag are the very components which allow its evolution to creatively persist. By all means, the versatility of the bag and the span of history it has traversed fashions beyond currency. By and large, the bag is as valuable as the past, the present, and future that it adapts to carry.

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## 3.5 MATERIAL AND CONSTRUCTION

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### 3.5.1 Materials

When researching materials to build the bag from, I kept gravitating towards the combination of waxed canvas and leather. Waxed canvas is a rugged, water-resistant material originally developed for fisherman and navy sailors back in the 1800s to keep them dry and warm. Not only is it durable and functional, but it also ages beautifully with use and wear.



Ugmonk leather products over the past few years and have learned about the different types of leather in the process. Most bags produced overseas use cheap bonded leather or faux leather that breaks down quickly with use. If you've ever purchased a cheap wallet or belt and had the outer layer start to peel off and crack, then you know exactly what I'm talking about. We chose to use full-grain vegetable tanned leather (similar to our other leather products) that is super durable and will hold up for many years of heavy use. The leather starts off a little stiff but softens over time and conforms to the individual use pattern. For example, if you tend to carry the bag on the same shoulder the strap will smooth out and form to that particular shape. Unlike most things, these materials actually get better with use and wear.

### NOTES

### 3.5.2 Leather

#### NOTES



#### ***What is Leather?***

Leather is one of the oldest materials used in bag making, due to its durability, strength, and abundance in wildlife resources. Even with the recent creation of vegan leather made from Polyurethane (PU) synthetics and a shift in consumer consumption to non-animal based leather goods, leather made from animal skin remains a popular choice for many people.

With animal based leather, there are over 24 types of animal skins that are commonly used to make leather in leather goods and accessories, with cattle skin being the most widely used.

#### ***Advantages of Leather bag***

A high-quality leather bag will last for years and will actually look more refined with age. Especially compared to using vegan leather alternatives that are made of plastic, full-grain leather is more durable and will last longer.

#### ***Disadvantages of Leather bag***

A full-grain leather bag, compared to other types of fabrics commonly used is much heavier due to the volume of leather required to make a bag. This is why you see many fashion focused brands creating popular bags that combine other common bag fabrics like Nylon with high quality leather trims to that you can still get a polished and sophisticated look, which is much lighter (and hopefully more affordable) bag.

Another disadvantage of full-grain leather bags is that they require more care and personal treatment in order to maintain their quality over time.

Leather bag care tools like a leather cleaner, leather conditioner, or cream polish are used frequently in order to keep a bag looking new and without blemishes.

#### ***Kind of Bags are Commonly Made From Leather***

Leather bags are commonly featured in many types of everyday or travel bags, but they're often the most expensive type of bag due to the costs associated with using

high quality top grade leather like full grain leather (hides that have not been sanded, buffed, or snuffed.)

Top grade leather is also quite common in **small leather goods, like card holders or key cases**, because use they typically don't require as much leather yardage as bags do.

### *Backpacks*



Like this Kastrup Leather Backpack from Want Les Essentiels.

### *Clutch & Handheld Bags*



Like this Soft Croc Box Bag by Alexander McQueen.

### *Waist Bags*



Like this waist bag from Porter x White Mountaineering.

*Shoulder Bags*

**NOTES**



Like this Blue Mini Bucket Bag by Mansur Gavriel.

*Crossbody Bags*



Like this Canteen Crossbody by Coach.

*Larger Travel Bags*



Like this Weekender 3.0 by Killspencer.

## Wallets & Purses

Handbags



Like this Diagonal Bicolor Large Flap on Chain by Celine.

NOTES

## Small Leather Goods



Like this Multicard Holder Wallet by Common Projects.

## 3.5.3 Cotton Canvas Material and Construction



What is it? Cotton Canvas is an inexpensive and slightly heavyweight rough woven cotton material. It's great for use in all types of bags, from casual totes to cross body bags.

## NOTES

### ***Pros & Cons of Cotton Canvas Bag***

Most of the cotton canvas bags you'll find are quite affordable and depending on the material finishing, there can be a layer of water-resistant material added on top of the canvas to make it weather resistant (coated canvas).

Canvas bags are also comparatively lightweight and easy to clean. While other types of bags like a leather bag require a more intensive care and maintenance process, cotton canvas bags can be cleaned with liquid soap and cold water.

Cotton canvas bags, especially ones that come in lighter colors like white or grey can tend to get dirty more easily. Depending on the quality of the material and construction, they can also wear down faster than other materials like ballistic nylon or full grain leather.

### ***Kind of Bags are made from Cotton Canvas***

Cotton canvas bags are some of the most common bags that you'll see people wearing. Because of the low manufacturing cost to make cotton canvas, bags in this range are normally low to moderately priced, although you'll also occasionally see high end luxury brands use cotton canvas with a mix of leather trims.

### ***Backpacks***



**Like this Cotton Canvas Backpack from Muji.**

*Shoulder Bags*

Handbags



Like this Cotton Canvas Tote Bag by Aubin & Wills.

*Larger Travel Bags*



Like this Cotton Canvas Duffle Bag by Herschel.

NOTES

### 3.5.4 Nylon Material and Construction

#### NOTES



**Right: The Classic Backpack by ISM made of half nylon packcloth, half leather**

Nylon, along with cotton canvas and leather is another popular material often seen in a range of backpacks. Since Nylon is a synthetic material, there have been many variations made for different bag types, those include:

#### ***Nylon Packcloth***

A smooth and shiny nylon material that has a slick hand feel often seen in backpacks, daypacks and designer backpacks, like the Prada Nylon backpack.

#### ***Ripstop Nylon***

A lightweight nylon fabric that is much more durable than nylon packcloth and is known for its resistance to tearing. It has a signature “grid” pattern.

#### ***Ballistic Nylon***

A thick and durable synthetic nylon fabric that is easy to clean and is therefore often used in functional travel bags, and softside luggage. Tumi became well known for their professional looking but also extremely durable ballistic nylon backpacks and luggage.

#### ***Backpacks & Daypacks***



**Like this Nylon backpack with leather trims from Theory.**

*Shoulder & Crossbody Bags*

Handbags



Like this Under Armour Cordura Regiment Backpack.

NOTES

*Luggages*



Like this softside luggage from Samsonite.

**3.5.5 Cordura Materials**



Cordura is a very durable and strong material, originally created and designed by DuPont for his own products. Because it's an "air treated" rough nylon fabric, it is water repellent as well as abrasion and puncture resistant, due to the high denier count and dense weaves.

## NOTES

### ***Pros & Cons of Cordura bag***

Bags made from Cordura will last for a long time and will withstand much heavy damage, even in harsh weather conditions.

However, because the material costs are higher than that of other fabrics like Cotton Canvas, Cordura made backpacks will be more expensive compared to other bag materials.

### ***Kind of Bags are Made from Cordura***

Since Cordura is famous for its strength and durability, bags made from Cordura are normally functional bags like backpacks and daypacks.

### ***Backpacks & Daypacks***



Like this Under Armour Cordura Regiment Backpack.

### ***Larger Travel Bags***



Like this Cordura Black Duffle Bag by Supreme.

### 3.5.6 Denim Material

Handbags



### NOTES

Denim, though originally used in workwear or jeans, is now also quite popular with bags since it creates a stone-washed effect that many designers like to use.

#### *Backpacks*



Like this Denim Backpack by Rebecca Minkoff.

#### *Shoulder & Crossbody Bags*



Like this Denim Mini Flap Bag by Chanel.

### 3.5.7 Straw Materials

#### NOTES



Straw is one of the oldest materials for bag making and is more commonly used today for beach bags like totes or crossbody bags. It can be woven into the bags for a timeless look that's also easy to clean.

#### *Shoulder & Crossbody Bags*



Like this Summer Tote by Tory Burch.

#### *Neoprene (Synthetic Rubbers)*



Denim, though originally used in workwear or jeans, is now also quite popular with bags since it creates a stone-washed effect that many designers like to use.

Handbags

***Kind of bags are made from Neoprene—Backpacks***



Like this Dakota Backpack by Dagne Dover.

**3.5.8 Mesh**



Mesh fabric is mostly made of nylon or polyester and is a lightweight, thin, and strong material that can be made in a variety of styles depending on the bag.

***Small Goods***



Like this nylon mesh pen case by Muji.

NOTES

### 3.5.9 Vegan Leather

#### NOTES



Vegan leather, also known as faux leather is generally made of plastic (Polyurethane) but it can also be made from other types of synthetic materials. It's not as durable as real leather and will start to show signs of wear and tear within a year but it is water resistant. Because of its man-made properties, you can also find a wider variety of colors with vegan leather bags.

#### ***Kind of Bags are made from Vegan Leather***

Because vegan leather is made from plastic and not real leather, it's on average 3x – 5x cheaper to produce the same yardage of material, making vegan leather bags great for low to medium priced bags, backpacks, or small leather goods.

#### ***Backpacks, Shoulder Bags, Leather Goods***



**Like this vegan leather bucket bag from Mat & Nat.**

### 3.5.10 Materials Used in Handbag Construction

Various types of fabrics and materials is used in handbag construction.

The following is a small list of some of the popular materials used.

#### *Fabrics*

- **Cotton:** Cotton fabric comes in a variety of colors, prints, weight and textures. It is easily cut, quilted and embellished.
- **Faux Fur:** Fax fur has a nap and all the pattern pieces must be cut facing the same direction.
- **Leather and Suede:** Leather and suede is made from animal skin.
- **Linen:** Linen fabrics have a loose weave and wrinkle easily unless fused with a interfacing or backed with batting and quilted. Linens can be pre-washed but it better to dry clean them.
- **Polyester and Blends:** Polyester and Blends is very easy to care for. They can be pre-washed with very little shrinkage.
- **Rayon:** Rayon Fabric is versatile in texture, color and sheen. It can have the drape and luster of silk and is best dry cleaned.
- **Silk:** Silk comes in different weights from sheer chiffon to slubby dupioni.
- **Tapestry:** is a textile with a loose weave but it can be fused with interfacing to stabilize.
- **Velvet and Velveteen :** Both fabrics have a directional nap and must be cut in the same direction.
- **Lining Fabrics:** There are various types of lining fabric in various colors and textures they add a professional look to the inside of the bag.

#### *Stabilizers*

All apart of creating a great looking handbag is the use of the proper stabilizer .

There are many types of stabilizers available on the market today.

- **Example of stabilizers used in handbag making is:** Cotton batting, silk batting, polyester batting, fleece, fusible interfacing, fusible web. Spray adhesives.

#### *Handbag Bottom*

Plastic canvas or hard cardboard is used for bag support.

#### *Handles and Hardware*

- Purchased Handles such as; wood, plastic and bamboo Handles
- Cording and beaded handles
- Webbing and fabric Handles
- Hardware for handles such as Drings.
- Metal handbag / Purse Feet

## NOTES

## NOTES

### Closures:

- Magnetic Snaps
- Loop and Button
- Zippers

### Embellishments:

- Buttons
- Beads
- Asian tokens
- Gems and Jewelry
- Tassels, charms and many other types of things can be used to add dazzle to

a handbag you are only limited by your imagination.

### Glues and Adhesives:

- Iron-on adhesives
- Adhesive sheets
- Fabric glues
- Gem and Jewelry Glues
- White glues
- Decoupage glue

### Tools:

- Cutting Tools; scissors, leather shears, rotary cutters
- Cutting boards, self healing mats
- Grommets, eyelets and setters
- Metal Punch
- Pliers

### Sewing techniques:

- Simple stitches
- Basting
- Top stitching
- Edge stitching
- Blanket Stitch

### *Other types of Handbags*

- **Cigar Box Purses:** -A cigar box purse is a purse made from real wooden cigar boxes . Each cigar box purse is handcrafted using unique design elements.
- **Crocheted Purses:** Crochet is a needlecraft. All that is needed is a hook and a ball of thread or yarn. Using a crochet stitch beautiful handbags can be crafted.
- **No Sew Purses / Handbags:** Fleece is a popular fabric used in no sew handbags.

- **Wooden Purses:** Wooden purses are made from various types of wood and comes in different shapes and sizes. They are decorated by covering in fabric, paint, painting of pictures and or decoupage.

**NOTES**

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**3.6 STUDENT ACTIVITY**

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1. What is Anatomy of a Bag? How does it differ from other bag and explain materials uses in handbag?

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2. What is a Leather bag? How does the work of leather bag and which types materials uses in bag?

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**3.7 CREATING A MOCK PIECE**

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Historically, most designs have been made of leather or other natural materials. Current technologies allow synthetic polymers such as polypropylene to replace natural materials - these can easily be moulded or woven, and made in exotic colours or even translucent. Interesting, semi-rigid shapes can be moulded from the class of polymers known as elastomers (rubbers); polychloroprene (also known as neoprene) is one of these materials used in recent designs.

The steady drive for environment protection and sustainable enterprise over the last two decades has resulted in a growing market for reusable grocery bags. The bags come in a wide variety of fabrics and materials. Each has its strengths and drawbacks.

Choice often comes down to the unique requirements of one’s business. Determining what is the difference between polypropylene, nylon, and polyester reusable bags will ultimately lead to the decision on which one will work for your business brand and your overall business message.

The following is a look at the more popular materials used for reusable grocery bags.

**3.7.1 Cotton**

Cotton bags can be made from organic cotton (grown without pesticides), recycled cotton (reclaimed cotton scrap) or traditional cotton (chemically treated, raw and natural). Cotton comes in different densities with denser varieties being heavier. Conventional cotton canvas bags are denser and therefore costlier than lighter cotton bags.

Advantages of reusable cotton bags include the soft smooth texture, strength, durability, biodegradability, wide availability and ease of washing. Its drawbacks are its susceptibility to moisture damage, high cost of production and shipping, and shrinking from machine washing.

## NOTES

### ***Polypropylene***

Polypropylene is a versatile resin polymer. Its low cost of production and relative durability has seen nonwoven polypropylene regarded as one of the best materials for reusable bags. The polypropylene is measured in grams per square meter (GSM), a gauge of the density and weight of the material. Bags with higher GSM are stronger and more expensive.

People who prefer woven polypropylene grocery bags usually cite their strength, resistance to chemical corrosion, ease of wiping clean, low porosity, diversity of color options and the flexibility in brand printing. Its major disadvantages are that it's non-biodegradable, it's made from petrochemicals, it isn't soft to the touch and it's unsuitable for machine washing.

### ***Nylon***

Nylon is a synthetic polymer that was initially produced as a substitute for silk in fabrics. Nylon fabric is typically found in track pants, some tights, lightweight jackets, pantyhose, swimwear, umbrellas etc. More recently, it has found application in reusable bags thanks to its ease of maintenance.

### ***Polyester***

If you took time to examine the labels on your clothes, one type of fabric is likely to come up more than most: polyester. Polyester is a polyethylene terephthalate (PET) polymer, the same material used to make drink bottles. It was invented in 1941 but really gained traction in the 1970s when it took over disco wear by storm. Polyester would thereafter be disparaged as the fabric for cheap suits but its reputation has steadily improved as quality and application increased.

Polyester reusable bags are versatile, water resistant, do not crinkle easily and are foldable. On the flip side, the bags are made from plastic, the material doesn't break down easily upon disposal, and heavy use leads to wearing off of any branding ink on its surface.

### ***Hemp***

Hemp is not only drought tolerant but also thrives without the need for fertilizers or pesticides. An acre of hemp yields 3 to 6 tons of fiber while needing little water to grow. Hemp fiber is long, strong and durable. It's great for making organic reusable bags.

Hemp reusable bags are extremely strong (it's multiple times stronger than cotton), durable, rot resistant, soft and smooth to touch, can be machine washed, 'break in' with repeated use (in a similar way to leather) and can be combined with other materials such as recycled PET or cotton. On the downside, hemp usually

has to be imported in much of the Western world which adds to the overall cost of the bags.

### 3.7.2 The Bulk Bag Manufacturing Process Step by Step

The bulk bag manufacturing process consists of a series of steps that apply regardless of the design or customer specifications. Whether bags need to be made square, tall, overbuilt or cost effective, each bag must undergo cyclic testing for SWL and safety factor compliance. For products that require a low moisture transfer rate, bags can be treated with laminate to improve the moisture barrier. Before bag construction begins, however, the material must be woven and cut. The process of manufacturing bulk bags can be broken down into the following 11 steps.

#### *Extrusion*

The first step involves extrusion, where a mix of virgin ingredients are melted and shaped into tapes of specific measurements. The ingredients used in this process include polypropylene (PP) granules, small amount of calcium carbonate, ultraviolet inhibitors and possibly color pigmentation. At this stage, the tensile durability of the tapes is determined. The tapes are loaded onto industrial bobbins in preparation for the weaving stage.

#### *Weaving*

The tapes formed from the PP granules are loaded onto weaving looms. Here, the polypropylene fabric that forms the body for a bulk bag is woven into shape. The resulting material is strong enough to carry a vast array of industrial products and consumable goods. However, it's "breathable," and thus subject to the passage of moisture. In addition to providing material for bulk bags, the woven PP material is also used for loading and discharge components.

#### *Moisture Proofing — Optional*

Depending on the specifications of a customer, the fabric can be treated with a special laminate that renders each bag moisture-resistant. Moisture resistant is accomplished with lamination coating and is essential for bulk bags used in the transportation of granular products, as well as for any product that must never be exposed to moisture.

Regular, un-laminated polypropylene material consists of tiny strands with microscopic gaps within each weave. In essence, the material is breathable, and this can be a good quality for the transportation and storage of various materials, but ill-suited for select products. For example, sugar and salt should never be exposed to water, including water that gets sucked from the moisture in the air.

Alternately, laminated bulk bags are convenient for the transportation of light powdery products, such as flour, that could otherwise sift through the woven gaps of polypropylene material when moved or shaken. During a mass flour shipment, the loss could be substantial. With laminate-coated bulk bags, flour stays contained until it reaches its final destination.

## NOTES

## NOTES

### ***Cutting***

The polypropylene fabric is fed into a slicing machine, where it's cut into shapes of specific measurements. The measurements are determined by whether the sides, edges or bottoms are being produced during a given operation. The process by which the measurements are made is automatic, which ensures exact lengths for each cut. Whether a line of bulk bags needs to be square, tubular or vertically rectangular, the appropriate cuts are made at this stage.

### ***Printing***

Once the pieces of the polypropylene fabric have been cut into shape, they are fed into a printing machine. Here, impressions are made on the fabric. If a company has a brand name or logo that they want to be applied to a line of bags, the printing occurs at this stage. Depending on the brand in question, an assortment of colors may be implemented. For the best possible impressions, a heavy-duty printer is necessary for this process.

### ***Webbing***

The handle pieces of bulk bags are made during this stage. Here, heavier tapes of polypropylene fabric are spun into webbing material. Strips of this material are then cut to precise measurements, which are determined by the size of the bags in production. These strips form the handles, or lifting loops, of each bag. On most bulk bags, the webbing strip lines the seams along each of the four sides, with handle loops above each end.

### ***Sewing Unit***

At this stage, the various pieces that comprise the bulk bag — including both the square and rectangular pieces of polypropylene fabric, as well as the heavier lifting-loop strips — are put together with an industrial sewing machine. Bulk bags are sewn together in mass quantities by a team of trained hands under the watchful eye of technical supervisors. Each seam must be straight, tight and secure, with no creases or bends along any of the sides or bottom ends.

### ***Inspection***

Once a line of bulk bags has been sewn together, each bag is inspected by quality control inspectors. The purpose is to ensure each bag meets the required standards of strength and durability for a product line of bulk bags. If any bags are found to be insufficiently sewn, they are removed.

### ***Burst Test***

A select number of bulk bags enter into a testing ring to see whether the bags meet the Safe Working Load (SWL) test. This step helps ensure the bags in production are strong enough for their ultimate purpose. In most cases, this step is performed in advance of a general production of bulk bags. Once a production has been completed, the burst test is once again carried out on random bags to ensure the SWL is met.

## ***Packing***

Now that a mass production of bulk bags has been completed, the bags are compressed and grouped into select numbers for distribution in bulk quantities. The compression is done in a bale press, the results of which allow for the neat and easy packing of the bags.

## ***Storage***

With everything completed, the baled and packed bulk bags are sent to a storage room. The bags await their dispatch to various customer locations. Once received by a customer, the packed bulk bags are ready to be opened and put to use, whether the intended purpose is for the transportation or storage of building materials, rubble, food products or chemicals.

### **3.7.3 Mock Felted Handbag**

Lazies, One of all-time favorite creations is this gorgeous mock-felted Chloe Handbag. Not only do we love the limey greens and earthy undertones of this delicately furry yarn, but the whole thing is also a big fat cheat. And we love a good cheat that bypasses convention. And today, we are going to tell you how we did it.

Here we are at the end of what we think of as ‘yarn’ season. For me, crochet is a cold-weather craft because a project usually rests on me as I crochet, creating warmth that’s better suited for winter than summer.

At the end of yarn season, we have leftovers, scraps, extras that were purchased as just-in-case or overages. What to do with all this yarny goodness? Mix crafts with small projects and build your embellishment stash.

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## **3.8 SUMMARY**

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Throughout the 14th and 15th centuries, men and women attached ‘purse pouches’ to themselves at the waist. Also known as “Hamondeys” or “Tasques,” these ornate drawstring purses were very much in fashion. Ultimately, the drawstring purse distinctively hung from the girdle on a long cord. Each purse varied according to the fashion, status, and lifestyle of the wearer.

The modern purse, clutch, pouch or handbag came about in England during the Industrial Revolution, in part due to the increase in travel by railway. In 1841 the Doncaster industrialist and confectionery entrepreneur Samuel Parkinson (of butterscotch fame) ordered a set of travelling cases and trunks and insisted on a travelling case or bag for his wife’s particulars after noticing that her purse was too small and made from material that would not withstand the journey. He stipulated that he wanted various handbags for his wife, varying in size for different occasions and asked that they be made from the same leather that was being used for his cases and trunks to distinguish them from the then-familiar carpetbag and other travellers’ cloth bags used by members of the popular classes. H. J. Cave (London) obliged and produced the first modern set of luxury handbags, as we would recognize

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them today, including a clutch and a tote (named as 'ladies travelling case'). These are now on display in the Museum of Bags and Purses in Amsterdam. H. J. Cave did continue to sell and advertise the handbags, but many critics said that women did not need them and that bags of such size and heavy material would 'break the backs of ladies.' H. J. Cave ceased to promote the bags after 1865, concentrating on trunks instead, although they continued to make the odd handbag for royalty, celebrities or to celebrate special occasions, the Queen's 2012 Diamond Jubilee being the most recent. However, H.J. Cave resumed handbag production in 2010.

In the 21st century, both men and women alike strap or sling a hands-free, genderless bags over themselves every day. On the whole, they may do so without knowing which time period in history the style hails from. Or moreover, how that bag is, in fact, entirely reflective of the times.

Full-grain leather also has the advantage of giving any leather bag or accessory a polished and sophisticated look that isn't seen in other bag materials. From **backpacks**, to **handheld bags**, to **shoulder bags**, to **wallets and purses**, you can very easily elevate the look of an outfit with a classy leather bag.

Nylon reusable bags are durable, strong, lightweight, readily foldable, easily dyed and water resistant. They are however non-biodegradable, petroleum-based and acquire a crumpled unpleasant appearance under heavy use.

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### 3.9 GLOSSARY

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- **Baguette:** a small, narrow, rectangular shape purse, resembling a French loaf of bread (baguette).
- **Barrel:** shaped like a barrel or closed tube, usually with shoulder-length straps.
- **Bowling bag purse:** a popular 1990s "retro" style for younger women, modelled after American bags used to carry bowling balls.
- **Bucket bag:** a round bag, shaped like a bucket, medium-size or large, with shoulder straps and a drawstring closure.
- **Clutch:** a handbag without handles with detachable chain strap, rectangular in shape, often an evening bag but used during the day as well.
- **Doctor's bag:** also known as a Gladstone bag, modelled after a Victorian era doctor's bag for making housecalls.
- **Drawstring:** a purse that closes with a drawstring at the top, may have wrist- or shoulder-length straps, popular as an evening bag style.
- **Half-moon:** shaped as a half-moon.
- **Hobo:** medium-size crescent-shaped bag with a top zipper and often a slouch or dip in the centre; a modern, casual silhouette.
- **Kiondo:** a handwoven handbag made from sisal with leather trimmings. It is indigenous to Kenya.
- **Lighted:** a handbag with a lighting system which has been attempted since the 1950s without success until recently when in 2011 the first successful lighted handbag was brought to market.

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- **Messenger bag:** one long strap worn across the body, inspired by bags worn by urban messengers to deliver business mail, a modern silhouette.
- **Minaudière:** a small rectangular evening bag, usually hard-bodied, sometimes held inside a soft fabric bag that serves as a sleeve.
- **Muff:** a winter bag made of real or faux fur, wool or velvet that has zippered compartments and a slip opening for hands.
- **Pocketbook:** small purse, rectangular shape.
- **Pouch:** small bag such as a pocket, teabag, money bag, sporran, etc.
- **Reticule:** also known as a *ridicule* or *indispensable*, was a type of small drawstring handbag or purse, similar to a modern evening bag, used mainly from 1795 to 1820.
- **Saddlebag:** shaped like a horse saddle, may have equestrian motifs and hardware to emphasize the design.
- **Satchel:** a soft-sided case usually of leather.
- **Tote bag:** medium to large bag with two straps and an open top.
- **Trapezoid:** shaped as a trapezoid, usually made of stiff material.
- **Wristlet:** a small handbag with a short carrying strap resembling a bracelet.
- **Piece Good:** Material that a bag is mostly composed of, for example pie, fabric, etc.
- **Trim:** Any material that is used as an accent or decoration.
- **Top Handle:** A type of handle not long enough to go over the shoulder, it allows the bag to be held in the hand or in the crook of the elbow.
- **Seam:** The line where piecegoods are stitched together.
- **Top Zip:** A type of zippered main closure that runs along the top of the bag body.
- **Hardware:** Any metal, plastic or jewel that acts as a connector, closure, clasp, or decoration.
- **Bag Body:** The central and largest compartment of the handbag.
- **Flap:** Portion of the bag or pocket that reaches over the top of a gusset, usually closing the top opening of the gusset.

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### 3.10 REVIEW QUESTIONS

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1. Explain the creativity Balance and positioning on different body sizes of Bags.
2. Discuss the dawn of the modern handbag.
3. Write the short notes on Homemade drawstring bags.
4. Explain the Rise of the Youth Culture of bags.
5. What is Leather?
6. Advantages of having a leather bag?
7. Disadvantages of having a leather bag?
8. What kind of bags are commonly made from leather?

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9. Pros & Cons of having a Cotton Canvas bag?
10. What kind of bags are made from Cotton Canvas?
11. What kind of bags are made from Nylon?
12. What kind of bags are made from Cordura?
13. What kind of bags are made from Straw?
14. What kind of bags are made from Vegan Leather?

## 4

## FOOTWEAR

## NOTES

**STRUCTURE**

- 4.1 Learning Objective
- 4.2 Introduction
- 4.3 Anatomy of a Footwear
- 4.4 Design Development
- 4.5 Material and Construction
- 4.6 Student Activity
- 4.7 Creating a Mock Piece
- 4.8 Summary
- 4.9 Glossary
- 4.10 Review Questions

**4.1 LEARNING OBJECTIVE**

After studying this unit you should be able to:

- Explain the meaning and definition of Anatomy of a Shoe.
- Describe the fashion of footwear and The Anatomy of an Athletic Shoe.
- Enumerate the skills required for leather footwear.
- Explain the meaning and significance of Eyelets and Shoe Lacing System.
- Explain the procedure of handling the Fashion Footwear & Accessories.
- Describe the technology for modify of Designing Footwear.
- Given the meaning and significance of Footwear Materials.
- Describe the Common materials used to make footwear.
- The importance of consumer insights for Footwear.

**4.2 INTRODUCTION**

The upper of a shoe consists of all parts or sections of the shoe above the sole. These are attached by stitches or more likely moulded to become a single unit then the insole and outsole are attached. The upper of the shoe consists of the vamp (or front of the shoe), the quarters (i.e. the sides and back of the shoe), and the linings.

Many shoes incorporate a toecap into the upper of the shoe. Toecaps are either stitched over or completely replace the distal superior aspect of the vamp and can

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be made into a decorative features referred to as toe tips. The toe box refers to the roofed area over and around the part of the shoe that covers the toes. The function of the toe box is to retain the shape of the forefoot and allow room for the toes. The height and width of the toe box is dictated by shape of the last used to construct the shoe. Certain types of non-athletic and athletic footwear will offer extra depth in the toe box.

Patent laminated leather is leather coated with a sheet of pre-formed plastic thicker than 0.15 millimetres but less than half the total thickness of the finished material. It has the same mirror-like finish as patent leather and is sometimes known as «patent coated leather».

This group of materials also includes leather coated with metal powder or leaf - for example silver, gold or aluminium.

If leather is covered by a sheet of pre-formed plastic thicker than 0.15 millimetres, but more than half the total thickness of the finished material.

The power of footwear and clothing is extraordinary, from its function as an incredibly important cultural identifier to its ability to communicate with the spirit world. Alaskan people's footwear, clothing and tools reflect their ancient values, evolving lifestyles and contact with outsiders. Whether the clothing is created from warm caribou or bird skins, water repellent sealskins or waterproof intestines and fish skins, it is most always superbly designed and sewn. It provides shelter from the arctic environment, proclaims the identity and homeland of the wearer and seamstress, is a creative work of art, and enables individuals to communicate with the spirits in a manner critical to their survival. In return, animal spirits reveal themselves in flickering glimpses.

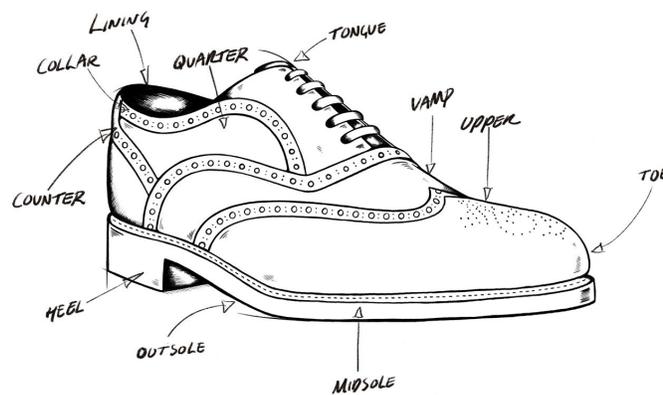
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## 4.3 ANATOMY OF A FOOTWEAR

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### 4.3.1 Anatomy of a Shoe

The following is a list of terms used to describe the structure of a shoe and its component parts. Some terms refer to parts that all shoes have such as the sole, while other terms may only apply to certain types or style of shoe.



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**Upper:** The entire part of the shoe that covers the foot. The upper of a shoe consists of all parts or sections of the shoe above the sole. These are attached by stitches or more likely moulded to become a single unit then the insole and outsole are attached. The upper of the shoe consists of the vamp (or front of the shoe), the quarters (i.e. the sides and back of the shoe), and the linings.

- **Vamp:** The section of upper that covers the front of the foot as far as the back as the join to the quarter.
- **Toe (or Toecap):** A piece of leather (or other material) that is stitched or glued to the toe of a shoe. This helps to reinforce this often strained area, but it can also make for a nice graphic accent.
- **Tongue:** The flexible piece of material that sits underneath the laces and quarter of a shoe. This helps to spread the pressure of a shoe's closure across the foot.
- **Collar:** The top edge of the quarter, where you insert your foot (called the 'topline' on a dress shoe). It is often padded for extra comfort.
- **Counter:** A piece of material forming the back of a shoe to give support and stiffen the material around the heel.
- **Quarter:** The back part of the upper, typically beginning where the vamp finishes, and wrapping around the heel. If the shoe is whole cut, the quarter and vamp will be the same piece of material. In most shoes, however, they are two separate pieces of leather.
- **Heel:** The thick piece of leather or rubber that's attached to the sole of a shoe to raise and support the back of the foot. Dress shoes tend to have a separate heel piece, which can be replaced if necessary.
- **Midsole:** The layer of material located under the insole but over the outsole providing the shoe's main support and cushioning components.
- **Outsole:** The piece of hard material on the bottom of the shoe. This can be leather - which is more breathable but also more vulnerable to moisture and water damage - or rubber - which offers some protection against the elements, but is less formal.
- **Gentleman's Corner:** Developed in the 1930s, this involved slicing off the instep of the corner of the heel to prevent men's trouser hems catching on their shoes. We colour ours for a distinctive Sweeney touch.

### 4.3.2 The Anatomy of an Athletic Shoe

What are the different parts of an athletic shoe? The anatomy of a shoe might not be something you prioritize when shopping for new athletic shoes, but familiarizing yourself with certain terms could help ensure you're choosing the best fit for your individual feet and biomechanics. Whether you are buying running shoes or walking shoes, they have terminology in common. Let's dissect basic shoe anatomy.

## *Shoe Upper*

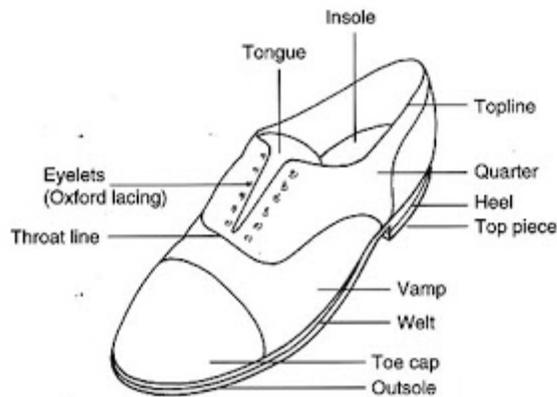
### NOTES



The shoe upper is the fabric or leather portion of the shoe that encases your foot. It is sewn or glued to the midsole. Another important part of the shoe upper is the toe box, which houses your toes and allows them send force forward. If the toe box feels tight and you often end up with blisters around your toenails, you would likely benefit from wide-fit shoes that offer a wider toe box.

Shoe uppers often have elements stitched on for reinforcement or just for style. To avoid irritation from these, some shoes have them molded on without seams inside. Look for seamless designs if irritation is a problem for you.

### *Vamp*



The vamp covers the top (dorsum) of the foot (includes the tongue piece) and superior aspects over the toes. The toe puff is reinforced and serves to give the shoe a shape as well as protect the digits. The vamp is often made of more than one piece creating a decorative pattern. There are various types of vamps suited to different styles of shoes.

### *Quarters*

Quarters are the complete upper part of the shoe behind the vamp line covering the sides and back part of the shoe. The top edge of the sides and back of the quarter

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describes the topline. In athletic shoes the topline is usually padded and referred to as a collar. The medial and lateral sections join in a seam at the posterior end of the shoe. In Oxford style lacing shoes, the eyelet section is formed by the superior part of the quarter (while the underlying tongue is part of the vamp). In the Gibson style the lacing segment forms part of the vamp. The heel section of the quarter is frequently reinforced with a stiffener to help support the rearfoot. In boots the quarter is referred to as 'top'. In the bal method of construction, the front edges of both quarters are stitched together and covered with the back edge of the vamp (Rossi,2000,p8). In the Blucher bal method the quarter panels are placed on top of the vamp, and the front edges are not sewn together. In comparison with the Bal method, the Blucher bal method permits the fitting of a larger foot girth by broadening the throat of the shoe.

A convalescent shoe (open to toe) is a variation on the Blucher method in which the lacing extends to the front edge of the vamp. In athletic shoes the vamp and quarter panels are often one continuous piece of nylon or leather with additional leather pieces added to reinforce critical areas of the shoe. Reinforcement added to the region of the medial longitudinal arch are termed the saddle if it is added to the outside of the shoe or the arch bandage if it is added to the inside of the shoe.

The counter is a component of the quarter that stabilises the hindfoot in the shoe and retains the shape of the posterior portion of the shoe. Counters are usually made from fibreboard or heat moulded plastic. Foxing (Rossi 2000, p68) is an additional piece of leather that covers the counter externally. Sometimes a counter will extend medially to support the heel and prevent prolonged pronation. In some children's shoes and athletic footwear the stiffener is extended on the medial of the arch to provide an anti-pronatory wedge.

### *Linings*

In quality shoes the quarters and vamps are lined to enhance comfort and durability. Linings may consist of various materials i.e. leathers, fabrics, and manmade synthetics. The lining on the insole segment is called 'the sock' and may be full-length, three-quarter or just the heel section. Many linings are made of synthetic material and are usually confined to the quarters and the insock.

### *Throat*

The central part of the vamp just proximal to the toe box. The throat is formed by the seam joining the vamp to the quarter i.e. throatline. The position of the throat line depends on the construction of the shoe, for example a shorter vamp and longer quarters define a lower throat line. This gives a wider lower opening for the foot to enter the shoe. The throat is defined by the connection of the rear edge of the vamp and the front part of the quarter. The location of the throat will vary with the design of the shoe. Because the vamp and quarter panels are often one piece in the athletic shoe, the throat is at the eye stay. This refers to the point where the lacing is attached to the vamp. The throat of the shoe dictates the maximum girth permitted by the shoe.

- **Materials:** For athletic shoes, the upper is usually made of breathable mesh fabric. You may see leather or synthetics that imitate leather for walking shoes, comfort shoes, trail shoes, and boots. Waterproof uppers have a liner

of Goretex or similar material. Oddly enough, there are people who have shoe allergies to the materials used in various shoes, such as the glues, adhesives, leather tanning agents, and dyes.

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### *Midsole*



The midsole is between the outer sole (which contacts the ground) and the shoe upper. It is made of a variety of materials and elements to give the shoe various characteristics of cushioning, support, and flexibility.

- **Materials:** Midsoles of athletic shoes are usually made of ethyl vinyl acetate (EVA) and polyurethane. Different colors of materials show the different densities. In general, the denser and more supportive polyurethane is gray, with the lighter and cushier EVA in white. The more gray they have, the more support they offer. The more white you see, the more flexible and cushioned your shoes are.
- **Cushioning:** The midsole also contains other cushioning elements such as gel and encapsulated air.
- **Support:** Motion control shoes and stability shoes may have a thermoplastic urethane (TPU) medial post to add extra stability and control overpronation.

### *Outer Sole or Outsole*



The shoe sole, found on the bottom of an athletic shoe, is where the foot meets the ground. It is usually made of carbon rubber, blown rubber or a combination

of both. Carbon rubber is stiffer, lasts longer, and may be used in the high-wear areas of the sole, with the softer blown rubber in other areas.

## ***The Sole of the Shoe***

The term sole derives from 'solea' a Latin word meaning soil or ground.

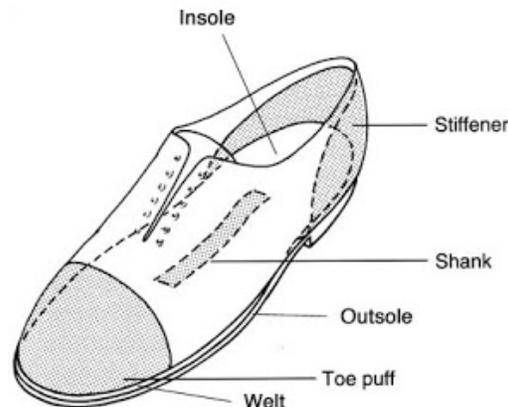
### ***Insole (Inner Sole)***

A layer of material shaped to the bottom of the last and sandwiched between the outsole (and midsole) and the sole of the foot inside the shoe. The insole covers the join between the upper and the sole in most methods of construction and provides attachment for the upper, toe box linings and welting. This provides a platform upon which the foot can operate and separates the upper from the lower. The insole board is necessary in shoes that are constructed using cemented or Goodyear welt techniques because it is the attachment for upper and lower components. The majority of insole boards are made of cellulose and are treated with additives to inhibit bacterial growth. Athletic footwear will often have a sockliner, a piece of material placed over the top of the insole board (glued in position or removable).

### ***Outsole***

This is the outer most sole of the shoe, which is directly exposed to abrasion and wear. Traditionally made from a variety of materials, the outsole is constructed in different thickness and degrees of flexibility. Ideal soling materials must be waterproof, durable and possess a coefficient of friction high enough to prevent slipping. Leather has poor gripping capabilities and synthetic polymers are much preferred. There are also an infinite variety of surface designs. Extra grip properties can be incorporated in the form of a distinctive sole pattern with well-defined ridges. Alternatively they can be moulded with cavities to reduce the weight of the sole. These cavities need to be covered with a rigid insole or can be filled with light foam to produce a more flexible sole. In some cases two or more materials of different densities can be incorporated into the sole to give a hard wearing outer surface and a softer, more flexible midsole for greater comfort. Synthetic soling materials will off the physical property of dampening down impact levels (shock attenuation).

### ***Shank***



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The shank bridges between the heel breast and the ball tread. The shankpiece (Rossi 2000, p154) or shank spring can be made from wood, metal, fibreglass or plastic and consists of a piece approximately 10cm long and 1.5 cm wide. The shank spring lies within the bridge or waist of the shoe, i.e. between heel and ball corresponding to the medial and lateral arches. The shankpiece reinforces the waist of the shoe and prevents it from collapsing or distorting in wear. The contour of the shank is determined by heel height. Shoes with low heels or wedged soles do not require a shank because the torque between the rear and forefoot does not distort the shoe.

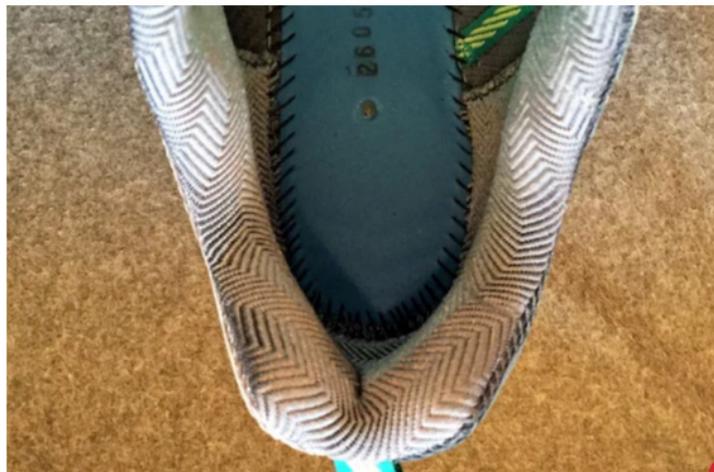
### *Heel*

The heel is the raised component under the rear of the shoe. Heels consist of a variety of shapes, heights, and materials and are made of a series of raised platforms or a hollowed section. The part of the heel next to sole is usually shaped to fit the heel, this is called the heel seat or heel base. The heel breast describes front face of the heel. The ground contact section is called the top piece. Heels raise the rear of the shoe above the ground. A shoe without a heel or midsole wedge may be completely flat. When the heel section sits lower than the forefoot the style is called a 'negative heel' .

### *Welt*

The strip of material which joins the upper to the sole. Most shoes will be bonded by Goodyear-welted construction. Some shoes use an imitation welt stitched around the top flat edge of the sole for decorative purposes, but it is not a functional part of the shoe.

### *Lasting*



The shoe lasting is the final layer between the midsole and the insole or sock liner. It is where the upper is attached to the sole. There are different types of connection, with Strobel lasting being the most common in athletic shoes. If you remove the sock liner, you can usually see the stitching of the upper to the last.

***Insole or Sockliner*****NOTES**

The insole or sock liner is a thin foam layer or insert inside the shoe above the midsole and lasting. It protects your foot from rubbing against the seams or glued connection of the lasting to the upper. It is often removable and you may want to replace it with the insole of your choice or an orthotic or arch support.

***Heel Counter***

The heel counter is rigid support at the back of the heel above the sole. It is encased in the back of the upper. It provides stability to the movement of the heel.

## *Heel Collar*



### **NOTES**

The heel collar or heel cuff surrounds your ankle at the top of the shoe. It keeps the shoe in place. The collar is usually thicker than the rest of the upper and may be padded for extra comfort.

The heel collar often extends farther up the back of the ankle and may have an Achilles notch to support the Achilles tendon. It may have a finger loop to allow you to pull the shoe on more easily.

## *Shoe Tongue*



The tongue of the shoe is attached to the shoe upper under the lacing and eyelets. It protects the top of the foot from rubbing against the lacing system. It may be padded to provide extra comfort, or it may be very thin (as seen in minimalist shoes). In trail shoes, the tongue is often fully attached to each side of the shoe to prevent trail debris from getting into the shoe.

The shoe tongue may have slits and a flap or a sewn piece to allow you to thread your shoelaces through it at the midpoint of the tongue. This is used to help keep the tongue in place and from slipping from side to side.



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The lacing system allows you to customize the fit of the shoe. The number and arrangement of the eyelets allow more or less adjustment. Eyelets that extend further into the heel collar allow you more flexibility in getting a secure lacing using various lacing techniques. Shoelaces may be round or flat and have some degree of elasticity.

### **4.3.3 Fashion Footwear & Accessories**

Fashion footwear and accessories players are looking for opportunity in 2018, following a soft 2017. We expect fashion footwear sales in the U.S. to improve slightly and fashion accessories, such as bags and jewelry, to contract a bit more. But, there are and will continue to be successes in both markets if brands and retailers focus on comfort, convenience, and curation.

#### ***Comfort***

Comfort is not just an added benefit anymore – it's a necessity. Consumers have grown accustomed to wearing activewear and sneakers, and they don't want to give up that comfort when they are wearing boots or dress shoes. Closing out 2017, the women's active/leisure and comfort brand segments together grew seven percent in an overall flat women's fashion footwear market. In addition, women's designer continues to be a key growth area – led by sneakers, as well as fashion boots and mules with low-mid heels. And, particularly in the men's space, the bridge segment is being driven by brands that have incorporated athletic and comfort elements into their dress and casual styles. This momentum in sport leisure and comfort will continue into 2018.

In accessories, the idea of comfort has manifested itself in the growth of backpacks for adult wearers over the age of 25, particularly for work and travel (or anytime).\* In 2018, we will see more convertible styles, and new entrants into the market will steal share as the major players in the bag market fall behind in terms of innovation.

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### ***Convenience***

Function and versatility is top of mind (think Instant Pot!). Similar to their housewares and technology, consumers are also looking for their footwear and accessories to do more than one thing, or to perform in a variety of conditions. Consumers will place value on features such as weatherproofing, ability to style multiple ways (i.e. adjust the boot shaft height or straps), and year-round relevance.

### ***Curation***

Expect tighter assortments. Retailers are looking to keep demand high and inventories under control. Personalization options will increase in footwear, bags, and jewelry. But, on the opposite end of the spectrum, direct-to-consumer start-ups like Allbirds, Rothy's, and Away offer very focused selections of feature-rich products, meant to appeal to broad target audiences by solving problems that they didn't even know they had. More established brands need to sharpen their stories.

In 2018, consumers will be asking, "What have you done for me lately?" And in response, footwear and accessories brands and retailers must be thinking about how their products will fit into and enhance everyday life. Messaging and shopping experiences that address this focus will be critical. Consumers are willing to spend, but they want their dollars to go further. If you can demonstrate more than one of the three C's, you'll be on track to take share.

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## **4.4 DESIGN DEVELOPMENT**

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### **4.4.1 Designing Footwear**

CAD/CAM in the footwear industry is the use of computers and graphics software for designing and grading of shoe upper patterns and, for manufacturing of cutting dies, shoe lasts, and sole moulds. CAD/CAM software is a PC-based system, which is made up of program modules. Today, there are 2D and 3D versions of CAD/CAM systems in the shoe industry.

Computer aided design was introduced in the shoe industry in the 1970s. Initially, it was used primarily for pattern grading. It enabled manufacturers to perform complex grading relatively easily and quickly. CAD systems today have been developed with a much wider range of functions. Logos, textures and other decorations can be incorporated into product designs of both the uppers and soles to help reinforce branding on all areas of the model. It automates routine procedures, increasing speed and consistency whilst reducing the possibility of mistakes. CAD data can now be used effectively for a wide variety of activities across footwear manufacturing business. CAD/CAM generates data at the design stage, which can be used right through the planning and manufacturing stages.

Latest improvements in the CAD/CAM technology are:

- Graphics capabilities and interconnectivity have improved enormously,
- Software developments have progressively made systems more intuitive and easier to use,

- With 2D sketch and paint modules, a serviceable sketch can be produced and then colour and texture can be added.
- 3D systems enable the last and design to be viewed from any perspective and several angles even simultaneously.

With CAD/CAM software, footwear manufacturers can cut their time to market dramatically and so increase market share and profitability. In addition, the power and flexibility of the software can overcome restrictions to the designer's creativity imposed by traditional methods.

CAD/CAM software can be used to generate machining data for shoe sole models and moulds. Shoe sole mould makers are able to strengthen their capabilities of mould design and production techniques to meet the market demands for shorter product life cycle, quality improvement and handling versatile pattern design. This helps especially sports shoe producers to manufacture products rapidly and to introduce them earlier than their competitors.

3D CAD/CAM is the core technology for shoe sole mould in the footwear industry and develops towards specialization.

Benefits of CAD/CAM in the mould manufacturing are:

- Total modeling for rapid generation of design concepts and variations,
- Reverse engineering from existing models or parts,
- Easy design modification and morphing capability,
- Completely accurate designs regardless of complexity,
- Group grading of soles and uppers,
- Advanced decorating techniques,
- Realistic onscreen visualization,
- Rapid generation of molds from product designs.

### ***New Technology in Last Design***

The first stage in the footwear manufacturing process is the production of the last. In pre-first world war Europe, lasts were often made from cast iron. As the war started to use up significant amounts of metal, wood was used more often and became the preferred material from 1919. This was often maple, sourced from Canadian forests that in many cases were owned by the last manufacturers themselves. Copy lathes allowed lasts to be produced rapidly following the creation of a correctly-sized model.

There was no significant further change in the way lasts were made until the Second World War when the first commercial plastics started to be made. Following the end of the war, brittle thermoplastics were used to make lasts until the early 1960s. At that time, polyethylene was used for the first time, which proved to be a durable and tough material. Later, injection moulding speeded up the process, with a roughly-shaped block being turned down to an accurate last. Between 50 per cent and 60 per cent of the material was cut away during this process, but this was reusable.

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Today, manufacture of lasts is a fast process. Computerized digitizing allows for the scanning of a model last so it can be reproduced accurately on the screen. The software can be used to manipulate the last in digital form, altering such elements as the heel height or adding an allowance for an insock. Data stored in a program can be used to cut accurate lasts quickly, with modern machinery allowing a number of different sizes to be formed at the same time. In addition, digitized last information can be shared by e-mail between last manufacturers around the world. The last making was once a craft needing the trained skills of a foundry worker and a carpenter.

At the beginning of the 20th century, cast iron lasts were made in a number of sections which were then often fixed together with interlocking pins. This allowed for the last to be taken apart in order to remove it from the partly-finished footwear without causing too much damage.

### *The Arrival of Alternatives to Leather*

Animal skins have long been used by man as a protective covering. When skins were first tanned to produce leather, this new material combined a level of water resistance with good insulation and wind resistance, water vapour permeability and high absorbency, as well as being flexible enough to be formed and set into the desired shape.

Demand for good-quality leather, along with rumors of a potential shortage, led some companies to explore the possibility of producing an affordable alternative to this traditional material, which could match the properties of leather. After the Second World War, a wide range of synthetic materials derived from the petrochemical industry appeared on the market. Inexpensively made, these had consistent properties. An early attempt to produce a leather-like material involved bonding a textile base to a polymeric coating. One of the first of these was PVC polymer coated fabrics (PVCCFs), which gave an imitation of the flesh and grain of the leather. Such early materials had good abrasion resistance, but low water vapour permeability, poor flex crack resistance and were cold to the touch.

Polyurethane coated fabrics (PUCFs) were developed in the 1960s and were an improvement on PVCCF. Originally, the materials were made by casting a polyurethane film, which was then stuck to the fabric base with an adhesive tie coat. These materials had more of the feel and appearance of leather, and also had a degree of water vapour permeability.

Further advances were made by using a brushed fabric as the substrate to give improved appearance and handle. One of these developments was coagulated PUCF, in which an organic solvent solution of PU was applied to a brushed fabric. It was then immersed in a non-solvent for coagulation, which resulted in the formation of a porous structure. This increased both the flexibility and water vapour permeability and gave a more leatherlike appearance.

Poromerics (micro porous synthetic leather substitutes) were developed in the 1960s and 1970s and were intended to be an improvement over coated fabrics. They were defined by SATRA in their introduction as 'a man-made shoe upper material,

which is generally similar in nature and appearance to leather and, in particular, has comparable water vapour permeability’.

The application of coated fabrics was limited by the properties of the knitted or woven base fabrics. Poromerics used a nonwoven fabric impregnated with the polymer (usually PU), thus producing a more leatherlike material. A wide range of poromerics with diverse structures was developed. The nonwoven substrate offered the closest simulation to the fibre structure of leather but required significant levels of the binder. The aim was to increase the degree of interweaving and reduce the need for impregnation. Advances continue, with the development of micro-denier fibres, which are being used to produce materials with characteristics much closer to leather.

Later developments include the use of hydrophilic fibres to enhance comfort by producing more absorbent materials, permeable but abrasion-resistant topcoats to mimic the grain, new impregnation techniques, hydrophilic PU formulations and water-based systems.

As well as being selected for the majority of footwear uppers, the leather had been the material of choice for solings until it initially encountered serious competition from rubber in the 1930s.

At first, soles were cut from natural crepe rubber – a material formed from natural latex tapped from rubber trees – which has low levels of resistance to solvents and oils, but is both durable and flexible.

Quite soon thereafter, units were being made from vulcanized natural rubber compounds formed using heat and pressure. Vulcanized synthetic rubbers such as styrene-butadiene rubber were then developed, as was rubber reinforced with high-styrene resins (resin rubbers) which provided hard, thin sheet solings that were leather like in both feel and appearance.

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## 4.5 MATERIAL AND CONSTRUCTION

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### 4.5.1 Footwear Materials

The footwear materials you select for your shoe design are what make your shoemaking ideas come to life! You will find the shoe pattern is not the critical or special feature, the footwear materials are! Learning how to specify footwear materials is critical when you are learning how to make shoes! If you want to learn how to become a shoe designer, you must know how to spec footwear materials. You have an infinite menu of material choices and colors to create your footwear masterpiece. Rich leathers, silky mesh, or high-tech synthetics, take your pick.

The shoe designer must take great care to pick the right materials that can stand up to the demands of shoemaking. The demands for footwear performance and manufacturing must be met. A beautiful material that rips during the lasting operation or fades in sunlight can't be used! So let's learn how to select footwear materials.

## 4.5.2 Factors for Shoe Design Materials

### NOTES



When you select footwear materials for your projects the shoe design brief should help guide your choices. The design brief defines the type of shoe you are making: a ballet slipper for a dancer or work boots for lumberjacks? What is the best sneaker material? What are the best running shoe materials? Are these going to be inexpensive or premium shoes? With your design brief in hand and some background knowledge, you can select the right materials suitable for your shoe design.

The most common materials for shoes are leathers, textiles, synthetics, rubber, foam, and plastic. Each has its specific uses in footwear. Depending on your design, each material will have a place in your shoe. Material selection is one of the fundamentals of shoe design. Let's take a quick tour of these common materials.

### 4.5.3 Leather for Shoes



Cow leather is the most common material used for making shoes. It is durable, flexible, stretchable and is available in many styles, colors, and prices. It is truly a great material, you can make beautiful functional and fashionable shoes.

Real Leather is alive! Not really, but the character of leather changes as it wears. A fine leather shoe breaths and conforms like no other shoe. A handmade leather shoe can be a masterpiece of a shoemakers craft. But, leather does have some drawbacks. It can be heavy, hot, and susceptible to water absorption and damage if not treated. Water-resistant and water-proof treatments add cost. Leather is a relatively expensive material when compared to fabric or other man-made materials and must be treated with care during shoe manufacturing.



Because leather hides are from individual animals, each is a different size and each will have scars, imperfections, even brands that must be avoided when cutting. This uncut material is called cutting loss. For leather, cutting loss is at best 5% of a hide, for the highest quality shoes, shoe leather cutting loss can be 15%. That's 15% of the material cost being thrown away.

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Depending on the import rules for your country, leather is often a lower duty rate. Shoes made with 51% leather surface area are around 9% import duty. A textile shoe can be 20% of the FOB price + .90, that's a high duty rate! (depending on the country of origin).

### 4.5.4 Textiles for Shoes



Textiles for shoes come in a huge variety of colors, weaves, knits, fibers, and denier. Denier is how thread weight is measured. 1 denier = 1 gram per 9000 meters of thread. Typical denier is 110D for very lightweight fabric, 420D and 600D are common in shoe fabrics. Footwear textiles come in many fiber types including cotton, wool, nylon, polyester, polypropylene, rayon, lycra, and many others. Each has its own look and physical properties.



Textiles are a miracle material for shoes! With an infinite variety of weaves, colors, patterns and special features, textiles have a special place in footwear design. You will find textiles inside and out on footwear and even on the bottoms. Man-made polymer fibers such as nylon and polyester are lightweight and durable. Lycra is stretchable and cotton canvas is a must for vulcanized construction and has a look all its own.

Depending on the import rules for your country, textiles are often a higher duty rate. Shoes made with 51% textile surface area are sometimes 20%. A textile shoe costing less than \$12.50 USD will be 20% +.90 duty! (depending on the country of origin). However, there is a trick, by molding textile on the sole of the shoe you can avoid the high duty rates!

#### 4.5.5 Synthetics for shoes



Whatever you call it, synthetic, synthetic leather, PU leather, or just PU, this material is another must-have for modern sports shoes. This class of material offers the shoe designer a huge variety of colors, textures, and features at a wide range of prices. It was once considered to be cheap junk not suitable for high-quality shoes, times have changed! These man-made materials are often a composite made of two layers. A backing layer made of woven or non-woven polyester fibers combined with an external surface by “dry” lamination process or by liquid “wet” processes. Many of the least expensive synthetics have a fibrous woven backing with PVC skin made by a wet process. The surface on these may not be 100% smooth and the shoe will show wrinkles and creases. This material is the cheap stuff found on inexpensive shoes.

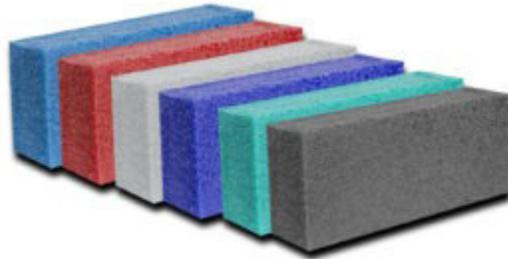


High-end leather starts with a water-resistant microfiber PU backing. This backing has a smooth surface, cuts cleanly, and can be dyed to match the surface materials. A microfiber style backing can be ordered in .5 to 2.00mm thicknesses, has some stretch, and can have a water-resistant treatment. On top of this backing, the skin can be applied.

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Polyurethane plastic film .2 to .5mm thick is made in a separate operation and the two layers are then rolled together with heat and pressure. PU outer skin is then printed, embossed, scuffed or polished to create one of the millions of surface options. The largest PU maker has hundreds of different embossing patterns that can be applied to hundreds of different surfaces. If you can meet the order volume required, you can pick any color you want!

### 4.5.6 Foam for Shoes



There are many types of foam used to make shoes, here we are going to review the types of foam found in the uppers of shoes. Generally, foam is divided into two types, “Open Cell” and “Closed Cell” foam. Open cell is exactly what it sounds like, the plastic compound that makes up the foam cells is open, air and water are free to enter and exit the foam just like a dishwashing sponge. Closed-cell foam is exactly that, individual cells are closed or sealed not allowing the foams internal gas to escape.

#### ***Open-Cell Foam***

Open-cell foam is generally softer, these foams are made of Polyurethane plastic. This type of foam is commonly known as “KF or KFF” foam. Open-cell foam is available in different densities and in almost any thickness and color. Open-cell foam is used in the tongues and collars of shoes. Thin sheets of PU foam are used to back fabric in most shoes uppers. PU foam allows the stitches to sink in and gives mesh some extra support while reducing wrinkles.

Reticulated foam is the most open style of foam. This type is often used for ventilation features.

#### ***Closed-Cell Foam***

Closed-cell foam is generally denser. Midsoles of shoes are all made from closed cell foam. Midsole foam is covered the article Outsole Design. Common Closed cell foams include EVA (ethyl vinyl acetate), PE (Polyethylene), SBR Styrene butadiene rubber), PU (Polyurethane), Latex, and Neoprene are the most common types. Each has its own properties. EVA foam is used for backing mesh materials, 2mm sheet EVA will make the fabric waterproof. Neoprene and SBR are used when elastic properties required. Latex is common for collar linings. PE foam is very light but not so durable so its use is limited.

### 4.5.7 Common materials used to make footwear

Products covered in this chapter can be made of any material except asbestos, which is classified in heading code 6812. Examples of materials commonly used in footwear include:

- rubber
- plastics
- leather, composition leather and fur skin
- textiles - including felt and non-wovens
- plaiting materials
- wood
- cork

Rubber and plastics include woven fabrics and other textiles with a visible external layer of one of these materials.

#### ***Plastic Sheeting***

This is any flat material made of plastics. It may be shaped by gluing, sewing, welding or moulding (vacuum forming).

#### ***Cellular Plastic Sheeting***

This is a type of plastic with many cells throughout the material. Cells can be open, closed or a mix. It's commonly used in manufacturing footwear classified under heading code 6402. It's often used as a substitute for leather and described as 'imitation leather', 'synthetic leather', 'PU (polyurethane) leather', 'vinyl leather' or 'PVC (polyvinyl chloride) leather'.

#### ***Textile Material***

This is any flat material made of woven or knitted textile fibres. Textile fibres include plastic strips less than 5 millimetres wide.

#### ***Artificial straw and other plaiting materials***

These materials are classified as textiles if they're made of:

- materials classified under heading code 5308 - yarn of other vegetable textile fibres, paper yarn
- materials classified under heading code 5404 - synthetic monofilament of 67 decitex or more and of which no cross-sectional dimension exceeds 1 millimetre, strip and the like (for example artificial straw) of synthetic textile materials of an apparent width not exceeding 5 millimetres

Footwear made of materials normally classified under heading code 5404 is classified under heading code 6404. But if the width of the fibres or strips is more than 1 millimetre (for synthetic monofilament) or more than 5 millimetres (for strip and the like) then the material is treated as 'other material' and the footwear is classified under heading code 6405.

Neoprene is a cellular rubber with many cells throughout the material. Cells can be open, closed or a mix. It's normally covered on at least one side by knitted textile fabric. Water sports footwear is often made from neoprene.

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### 4.5.8 Leather, composition leather and patent leather

Leather is the hide or skin of animals such as:

- cows and other bovine species
- goats and kids
- sheep and lambs - without their wool
- swine
- reptiles like snakes and crocodiles

Patent leather is leather coated with a varnish, lacquer or pre-formed plastic sheet. It has a shiny, mirror-like surface. The varnish or lacquer used can be pigmented or non-pigmented and may be based on:

- vegetable oil that dries and hardens - linseed oil is normally used
- cellulose derivatives like nitro-cellulose
- synthetic products (including thermoplastics) - polyurethane plastics are normally used

If pre-formed plastic sheet is used to coat leather, it's usually made from polyurethane or polyvinyl chloride (PVC).

The surface of patent leather isn't necessarily smooth. It could be embossed - maybe to imitate crocodile skin - or artificially crushed, crinkled or grained. But it must still have a shiny, mirror-like finish.

To be classified as patent leather, the thickness of the coating mustn't be more than 0.15 millimetres.

This group of materials also includes leather coated with pigmented paint or lacquer to give a metallic sheen. These paints and lacquers consist of pigments like mica, silica and similar flakes in a binding substance like vegetable oil that dries and hardens, or plastic. Leather treated like this is known as 'imitation metallised leather'.

### 4.5.9 Footwear parts and accessories

Footwear parts are classified under heading code 6406. They can be made out of any material except asbestos under heading code 6812.

Footwear parts classified under heading code 6406 include:

- Parts of uppers, like toe caps and vamps, that aren't attached to an outer sole. They can be stitched, glued or attached in some other way to an inner or middle sole, or insole.
- Pieces of leather that have been cut approximately to the shape of an upper.
- Stiffeners - these are pieces of hard material like plastic that are inserted into a shoe or boot between the heel or toe section and its reinforcement or lining.

They're designed to give these areas greater strength and rigidity.

- Inner and middle soles and outer soles with no other shoe parts attached to them. If an outer sole does have another shoe part attached, it's treated as a complete item of footwear and classified according to the material from which the outer sole and shoe part are made.
- Arch supports and insoles.
- Heels - these can be any type and made of any material. They could be designed to be glued, nailed, or screwed on. Heel parts, like top pieces, are also included.
- Studs, spikes and other similar items for sports footwear.

Two or more footwear parts assembled together are also classified under heading code 6406 as long as they don't essentially form a completed item of footwear. This is the case whether they're attached to an inner sole or not.

Fittings that can be worn inside footwear are also classified as footwear parts under heading code 6406. These include:

- removable insoles
- hose protectors
- removable internal heel cushions

#### 4.5.10 Shoe Construction

Up to 30 individual parts can be used to make a shoe. Shoe construction has hardly changed since the 19th century. Premium shoes are made of a number of quality materials. As such, they are high-quality overall products, ones that guarantee years of satisfaction for their owners.

Depending on the particular production method used to make a given men's shoe, the shoe can consist of up to 30 parts. The phrase "shoe construction" truly refers to a painstaking, complicated process. From the top lift to the toe cap, each component of a men's shoe is assembled in succession.

#### **A shoe is made of two main parts: a shaft and a base**

Fundamentally, a shoe consists of two main parts: a shaft and a base, which are combined during shoe construction. That being said, premium men's shoes are really distinguished by a multitude of smaller details and reinforcements. Said details are what make premium men's shoes attractive for retailers and consumers alike.

There is also some variation among different types of men's shoes. For example, a quality men's shoe with a smooth surface should ideally appear to consist of a single piece. The number of components involved in the shoe production process cannot even be counted at first glance. Harmoniously combined, they ensure perfect shoe fit. Wearing premium shoes also makes a valuable contribution towards maintaining healthy feet. Surprisingly, a look at shoe history reveals that the construction of classic types of men's shoes has hardly changed since the 19th century.

If you are interested in learning how to correctly wear quality shoes, you ought to take a look at an overview of the currently-accepted dress code. Provided you are taking good care of your shoe leather, you can enjoy your men's shoes for a long time.

## NOTES

### **4.5.11 Sketch provides a more detailed look at shoe construction**

#### ***Lining Leather***

Vegetable-tanned leather that is used to line the shoe. This leather should be soft and highly breathable; usually, calfskin or kid leather are used. During shoe construction the lining leather is stitched to the shoe upper from the inside of the shoe.

#### ***Counter***

A reinforced piece of leather that sits where the lining and outer shaft meet at the rear of the shoe. The counter serves as a continuation of the heel, holding the foot firmly in place within the shoe.

#### ***Toe Cap***

A 1-to-2 millimetre-thick piece of leather that sits between the shoe upper and the leather lining. Provides the toe of the shoe with an elegant shape, preserves said shape, and protects the foot from forces outside of the shoe.

#### ***Outer rear piece/Inner rear piece (Quarters)***

These are the two rear pieces of the shaft that surround the opening of the shoe and meet the lacing at the front.

#### ***Rear Strap***

A strap that is stitched onto the heel seam. Extends from the upper edge of the shaft to the bottom edge of the shaft. The rear strap conceals and reinforces the heel seam, and also serves as reinforcement at the heel.

#### ***Slip-On Strap***

A strap that runs along the lining seam down the length of the shoe. Protects the inner lining seam and makes the shoe easier to put on.

#### ***Welt***

This strip of cowhide creates the supporting structure of the shoe. On average, the welt is 60 centimetres long and 3 centimetres wide. It holds the shaft, insole and sole together.

#### ***Filler***

Elastic material such as cork or felt is used to fill the hollow between the insole and the midsole. This material is known as the filler. Over time, the filler is moulded

by the warmth of the wearer's foot as well as by his weight distribution across his foot, both of which lead to the formation of an individual footbed. At the same time, the filler muffles the wearer's tread and protects his foot from heat and cold.

### ***Outsole***

The bottommost sole layer on a men's shoe. Elegant models feature a sole that is about 5 millimetres thick. The outsole makes direct contact with the ground. The outsole is usually made of vegetable oak pit-tanned leather, which is particularly abrasion-resistant and waterproof. The outsoles on more affordable shoes, though, can also be made of rubber, synthetic material or wood.

### ***Insole***

A roughly 2.5 to 3.5-millimetre-thick leather layer that extends from the toe of the shoe to the heel. The foot rests upon the insole—as a result, the insole significantly influences wearing comfort and the way the foot feels. Because of this, it is important that the insole be made of high-quality, vegetable-tanned cowhide.

### ***Shank***

The shank is composed of the metal sheet and its cover, and is situated between the insole and outsole. It extends from the middle of the heel to the beginning of the front of the foot. In addition to supporting and guiding the foot, the shank preserves shoe form.

### ***Metal Sheet***

This is a circa 10-centimetre-long and 1.5-centimetre-wide sheet of steel that lies in the hollow created by the welt and the insole, between the heel and the ball of the foot. The metal sheet is shaped to fit the curve of the sole and steadies the foot during wear, while simultaneously preventing the heel from wobbling.

### ***Mid-Outsole***

A soft leather cover that stretches over the insole. On the side facing the foot, the mid-outsole ought to be abrasion-, discolouration-, and perspiration-resistant. The length of the mid-outsole varies by shoe type—it can cover the entire length, three-quarters of the length, or even a mere quarter of the length of the insole.

### ***Heel tip***

A piece of oak-pit-tanned leather cut out from the heel to ensure heel stability.

### ***Piping***

This 2-centimetre-wide and 3-millimetre-thick strip of leather is nailed to the insole and outsole to serve as a foundation for the heel and/or insole. On Goodyear-welted shoes, the piping is held in place by wooden nails. On double-stitched models, the piping is held in place by stitching.

## **NOTES**

## NOTES

### ***Top Lift***

The uppermost leather layer of the heel, which comes directly in contact with the ground, is known as the top lift. Made of leather, it often features an abrasion-resistant edge made of rubber or metal. Very occasionally, the top lift is made entirely of rubber.

### ***Shoe Upper***

The leather used to make the shaft of the shoe, or the outside of the upper part of the shoe. Usually chromium-tanned and made from calfskin. Hiking and climbing shoes typically feature a cowhide upper. The upper is usually 1.2 millimetres thick.

### ***Reinforced Toe Puff***

A roughly 4-centimetre-wide strip of a piece of the same leather used to make the upper that is affixed to the shaft between the upper leather and leather lining, and between the toe cap and counter. The reinforced toe puff prevents the leather upper from stretching out, and also guarantees a stable form on both sides of the shoe.

### ***Rubber Ridge***

The rubber ridge is a circa 2-to-4-millimetre-thick profile made of synthetic material that is added to the underside of the insole at a later stage of construction. On Goodyear-welted men's shoes, this is where the shaft and welt are stitched together. Hand-sewn shoes, on the other hand, do not have a rubber ridge. On those types of the shoes, the edge is directly worked out from the material of the insole, which is significantly more durable than that of their Goodyear-welted counterparts.

## **4.5.12 Complete Guide To Dress Shoe Construction Terms And Footwear Terminology**

Talking about dress shoes – whether it's what defines a certain style, what makes one shoe superior to another, or just an understanding of what's on your feet – requires at least a fundamental knowledge of the construction of classic footwear.

So let's break one down from the ground up – literally. We'll walk you through each component – what it is and what it does – layer by layer, starting with the sole.

- **Outsole.** Ok, more specific than the sole, which is actually made of a few layers itself, we'll start with the outsole. When you turn your shoe over, the outsole is what you see. It's the part that hits the ground running – literally. Classically made out of leather, you can also find options in rubber, crepe, and other synthetics. The shape of the outsole (or the entire sole) is called the last, which determines the profile of the entire shoe.
- **Heel Stack (or block).** Part of the outsole, the heel stack is pretty self explanatory. In classic leather soled shoes, the heel is formed from extra layers

of leather that lift the heel of the foot. With synthetic soles, this can be made from a block of rubber or other synthetic.

- **Footbed Filler.** The layer in between the outsole and the insole is the footbed filler. It's never seen, but is crucial to the feel of a shoe. Quality shoes have a cork filler that forms to the wearer's foot over time creating a unique and personalized fit.
- **Shank.** Most dress shoes also include a metal shank that lies between the outsole and insole directly forward of the heel. The shank gives structure and support to the arch of the foot.



## NOTES

- **Insole.** The insole is the layer you see inside the shoe. It is almost always made of leather, although some more casual styles will use a textile layer. The insole covers all those pieces that lie directly above the outsole.
- **Welt.** The welt is a strip of material and subsequent stitching that connects the outsole to the insole and seals in all of the other sole components. The welt can be constructed in a variety of ways, with the Goodyear Welt being arguably the most popular due to its durability and weatherproofing, but other stitches like the Blake welt offer a more streamlined appearance. Cheaper, mass-produced shoes are glued rather than stitched, which provides an arguably significantly lower level of quality.
- **Upper.** The upper is another self-explanatory term, and refers to all of the combined components above the sole – basically, all of the following comprise the upper part of the shoe.
- **Quarters.** The portion of the upper that starts at the laces and runs under the ankle bone and around the back of the heel. Quarters secured under the vamp are referred to as closed lacing, while quarters stitched over the vamp are open lacing, a distinction that differentiates oxfords and derbies.

## NOTES



- Vamp. The portion of the upper that covers the instep, usually secured under the quarters and over the tongue. Additionally, the very top portion of the vamp that runs right below the lacing and quarters is referred to as the throat.
- Toe Cap. Another optional component, not found on styles like whole-cut shoes, the toe cap is an additional layer of leather stitched over the toe that provides additional strength and durability as well as a decorative appeal. Sometimes this layer is found beneath the upper and out of sight, in which case it is referred to as a 'puff.'



- Backstay. A short strip of leather that runs up from the sole at the heel and connects the quarters of each side.
- Saddle. A leather strip that runs over the instep, reaching down the sole on either side of the foot. Occasionally this piece is made from a contrasting color of leather or fabric.

- Eyelets. The holes punched in the leather along the instep to allow the insertion of the laces.
- Lining. The lining is a layer of leather stitching into the inside of a shoe, and is the piece that comes in direct contact with the wearer’s foot (or sock). Usually made of a softer, more pliable leather for comfort.
- Foxing. Foxing is an optional component of trimming that runs around the ankle opening, usually found on brogues and wingtips.

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## 4.6 STUDENT ACTIVITY

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1. What is Anatomy of a Shoe? How does it differ from other shoes and explain materials uses in Footwear?

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2. What is a Factors for Shoe Design Materials? How does the work of leather shoes and which types materials uses in footwear?

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## 4.7 CREATING A MOCK PIECE

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### 4.7.1 Make a One-Piece Moccashoe



This might be the easiest way ever to make a great-looking shoe! This “moccashoe” is composed of one piece, with a flap that folds over the foot. Stitch a bottom sole on, stitch the body of the moccasin to the flap, and stitch the heel. You’re done! A lace or a leather thong around the topline can gather the moccashoe close to your foot.

These would make great “earthing” shoes if you add a leather sole – or none.

Even though this is a moccasin design, it’s not just for wearing to shuffle around the house. When you add a street-sturdy sole to it, you have a “moccashoe” that’s wearable as you go out the door. Compare it to “minimalist” shoes that are advertised as being great to have on cruises when you want to change out of your painful stilettos – and they cost \$175.00 – these could be made for free!

## NOTES



This shoe is totally ecological if you make it from leather items from thrift stores, and if you use non-toxic cements. And, they will be locally made, with your good energy.

### ***Materials***

- leather or felt – These can be made from thrift store goods, 3-4 ounce/square foot purchased leather, 2 mm commercial wool felt, felted wool coats or blankets, or hand-made felt. They might need to be lined with the same or similar leather.
- soling – A bottom sole is not necessary, but of course having an additional layer of protection under foot will result in a longer-lasting shoe. Motorcycle inner tubes, which are thin but wide enough for adult shoes, and are available at no charge from most shops, thin natural rubber (available in my store), or an additional piece of leather can be used as soling.
- thong – You will need a thin strip of leather or other material to thread through openings along the topline. You can tie it over the instep or at the heel – or insert an elastic band or shock-cord so they are easy to slip on and off.

### **4.7.2 Mock Croc Is the Footwear Texture of Fall**

Fake it till you make it...or just fake it all together. Trendy faux reptile footwear looks luxe without the exotic price tag and the texture has taken the fashion world by storm. But mock croc is much more than just a trend—it reflects the shift in our buying habits. Consumers are more aware of what we buy and where it comes from, looking for products that are ethically sourced with minimal environmental impact. Fashion houses have taken note.



**Croc-Embossed Leather Knee Boots**

This summer has been marked with some rather, well, “cheap” fashion trends— seashell earrings, beaded bags, and flip-flops to name a few. For fall, though, expect things to be a little more polished. This is especially true when it comes to shoes. From nouveau pumps to modern strappy sandals to crystal-embellished heels, there are a number of shoe trends on the lineup that are set to elevate any look. There is one that will make you look wealthier than you are. This, my friends, is the mock-croc trend.

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## 4.8 SUMMARY

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Though footwear is considered as lifestyle enhancement product, the manufacturers and retailers have failed to understand this. Still the traditional segmentation patterns are followed in this industry, which include materials used for construction of the footwear, usage patterns and demographics. It becomes evitable that the manufacturers and retailers have to re-work on their segmentation strategies in order to understand the fine nuances of the consumers.

Bags, luggage, and small personal accessories must meet the demands of busy lifestyles, offering fashion along with functional elements – lightweight materials, multiple straps to keep hands free, and pockets to organize tech and other daily essentials are the kinds of features consumers will be seeking. The designer market will not be immune to these demands.

Wooden lasts also were designed to be broken down, with removable ‘scoop blocks’ held in place by screws or brass springs. Today, plastic lasts are normally hinged to allow removal after the shoemaking process, although in the Far East, lasts are very often made of solid polyethylene to speed up the process.

In the early part of the 20th century, a well-made last would stay in use for 25 years and may have remained in an individual shoe being manufactured for three to six months. Because of this, a lot of lasts was needed. Today, a typical shoe stays on a last for a maximum of 20-30 minutes, due to the use of a heat-setting process during footwear production.

Uppers are made in a variety of different materials, both natural and synthetic. Leather became the obvious choice because it allowed air to pass through to and from the skin pores (breath) keep feet at a constant temperature. The plastic properties of animal skins mould shoe leather to the foot beneath. The ability for leather to crease over flexor surfaces further facilitates the function of the foot. Ironically synthetics used as uppers display elastic properties, which mean shoe uppers never quite adjusts to the foot shape in the same way as natural leather. Synthetics are cheaper to mass-produce and are now found in most footwear. Synthetic surfaces provide waterproofing and most leather today has synthetic components. An alternative shoe cover is cotton corduroy woven fabric which provide lightweight breathable surfaces.

## NOTES

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### 4.9 GLOSSARY

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- **Aniline Leather:** It is the most natural leather with minimal resistance to soiling. Generally, soft and tanned animal hides, such as Napa, are subject to dying in a drum with aniline dyes exclusively. Aniline dyes are translucent and water-soluble dyes that bring out the natural markings, scars, and wrinkles in the hide.

It develops a natural patina over time. As this process is suited to only high-quality animal hides, it is one of the most expensive leathers in the world. It also needs regular upkeep.

Common Uses: Making luxury accessories such as wallets, bags, jackets, and sought-after furniture.

- **Semi-Aniline Leather:** Semi-aniline leather consists of a light surface coating with a small amount of pigment. Thus, it is stronger than aniline leather but maintains its natural look. It also exhibits stain resistance to some extent.
- **Antique Grain Leather:** Also called as distressed leather, it is a type of leather treated to get the rugged appearance of antique or vintage leather. More often than not, the leather surface gets applied with an uneven or partially rubbed-off contrasting top-coat revealing a pale underlying color. This weathered look often tends to attract most shoppers, especially when shopping for leather accessories and furniture.

Common Uses: Making accessories such as wallets, bags, belts, and jackets.

- **Chrome-Free Leather:** Chrome-free leather is made from alternative tanning processes such as vegetable tanning or aldehyde tanning. The environmental pollution resulting from the chrome-based tanning process has compelled many governments and tanneries to adopt these chrome-free tanning processes. The processed leather has almost all the chrome-tanned leather qualities such as higher shrink resistance, more resilience, and flexural strength. Further, there are no toxic effluents degrading the environment.

Common Uses: Making infant shoes and automobile accessories.

- **Chrome Tanned Leather:** Chrome-tanned leather uses chromium salts (chromium sulfates) for tanning the leather instead of vegetable tannins or aldehyde chemicals. Chrome tanned leather is supple, resilient, moderately durable, and has better water resistance. You can use a variety of dyes to produce leather with several different vibrant colors.

However, chrome tanning has extremely grave environmental costs, especially in developing countries. The lack of proper recycling measures often allows the toxic wastewater to seep into the groundwater supplies and also affect the soil. Also, chrome leather is not suitable for patterning and stamping, owing to its supple nature.

Common Uses: Making products that don't require stiffness or structural toughness such as jackets, bags, gloves, and upholstery.

## NOTES

- **Corrected Grain Pigmented Leather:** While preparing corrected grain pigmented leather, manufacturers subject the hides to sanding and buffing to remove imperfections such as scars and bite marks. Manufacturers often emboss the treated surface with artificial grain and sprayed with a sealer top-coat. This coating lends a more plastic feel to the leather.

The look of corrected grain leather may vary considerably, depending on the embossing and pigmentation process. There are different grades of corrected grain leather. Normally, less corrected grain means better leather quality. It is perhaps the most widely-used leather around the world.

Common Uses: Making jackets, handbags, messenger bags, accessories, footwear, and furniture.

- **Pigmented Leather:** A polymer surface coating, containing certain pigments, is applied to produce the desired look and properties. Due to its durability, pigmented leather is often used to make furniture and car upholstery.
- **Crust:** Crust leather is tanned and dried, but not dyed. Depending on the tanning process, it is called either chrome crust or vegetable crust. However, crust leather is not processed until it is dyed. It has all the physical properties including size, thickness, fullness, looseness of grain, and grain damages.
- **Awl:** A small pointed tool used for marking holes in leather.
- **Back Height:** The height of the back of the shoe in the achilles area.
- **Back Seam:** The seam at the back of the shoe.
- **Ballet Flat:** A style of flat shoe where there is a simple closed upper which encloses the foot. Often there is a small bow which sits on top of the vamp.
- **Closing:** This is the industry term used for stitching the uppers together.
- **Clicking:** This is the industry term used for cutting out the pieces for the upper and lining.
- **Clicking Knife:** A traditional shoemaker's knife used for cutting the uppers and linings. I also use the clicking knife for lots of other processes involved with shoemaking.
- **Counter:** A type of stiffener which is inserted within the upper, cupping the heel area to give shape and structure to the shoes.
- **Court Shoe or Pump:** A style of heeled footwear where there is a simple closed upper which encloses the front and back of the foot.
- **Cutting Mat:** A flexible type of mat that can be used for a range of arts and crafts endeavours.
- **Dart Back Seam:** A type of stitched seam that will create a nice curved shape around the heel area of the upper.
- **Derby:** A style of footwear where the laced up panel of the shoe is sewn on top of the vamp.
- **Dividers:** A measuring compass with a screw used for patternmaking.
- **Feather Edge:** The ridge running around the bottom edge of the lasts but also the bottom edge of the shoe.

## NOTES

- **Folding Allowance:** An addition of usually 5mm to the toplines of the pattern where you will need extra leather to fold the topline over for a neat edge.
- **Folding Hammer:** A small handheld hammer with a flat head on one side to flatten out seams and folded edges.
- **Handheld Drill:** A power tool primarily used for making round holes, in the case of shoes it will be used to attach the heels.
- **Heat Gun:** A power tool that blows hot air. You can use your hair dryer instead but it'll take much longer to heat up.
- **Heel:** When describing the heel as a shoe component this is the block or stilt which holds up the height of the shoe. Heels come in all shapes and sizes and have a huge influence over the style of the shoe.
- **Heel tip or Top Piece:** Fits onto the bottom of the heel and protects the heel from wear.
- **Hole Punch Tool:** A tool used to cut out uniform holes in materials. It normally has a range of hole sizes to choose from on its turning head.
- **Insole:** The insole is the heart of the shoe and sits beneath the foot. During the lasting process the lasting allowance of the upper is wrapped around the last and attached to the bottom of the insole holding the shoe together.
- **Insole Sock:** Also known as 'insock', an additional piece of material, often with padding which is added to the shoe at the very end of the making process. They serve to cover up the insole board, screws/staples that attach the heels and they add comfort to the shoes.
- **Last:** A shoe-shaped block that the shoe is built around. They come in left and right pairs and are normally made of plastic or wood. Lasts will determine the heel height, shape and size of the shoes.
- **Lasting:** The process of stretching your uppers over the lasts to form them into shape.
- **Lasting Allowance:** An addition of usually 20mm to the feather edge of the pattern where you will need extra leather to wrap around the bottom of the last.
- **Last Bottom Pattern:** The pattern which fits the bottom of the last, it is normally used to trace out the insoles.
- **Leaf or Tail:** The piece of material which covers the underside of the heel.
- **Lining:** The lining is the part of the upper which sits inside the shoe and is in contact with the foot.
- **Notch:** A small cut out 'V' shape which is marked on the lasting allowance on the inside edge of footwear patterns and pieces. It is generally a universal symbol used in footwear that determines whether it is the right foot or left foot. In footwear factories there can be several different notch symbols on the lasting allowance which also determine which size the upper is.
- **Nylon Tape:** A type of self-adhesive tape which is made from nylon and has little-to-no stretch in it. It is used to reinforce seams or within straps to prevent them stretching out.

- **Oxford:** A style of footwear where the laced up panel of the shoe is sewn underneath the vamp.

Footwear

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## 4.10 REVIEW QUESTIONS

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NOTES

1. Write an essay on Designing of the shoe.
2. Explain the Common materials used to make footwear.
3. Explain the creativity Balance and positioning on Shoe Upper.
4. Discuss the Outer Sole or Outsole.
5. Write the short notes on Insole or Sockliner.
6. Explain the Rise of the Synthetics for shoes.
7. What is Foam for Shoes?
8. Advantages of Footwear parts and accessories?
9. Disadvantages of Shoe Construction?