

EVOLUTION OF FASHION INDUSTRY

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Abstract

Fashion is often referred to the way, we dress up but in broader terms what Fashion really means is the manner in which we do things, Appearance is one of them. It has been there since the Stone Age and has flourished with the evolution of Mankind. It has been an integral part of human lives and has been a dominant medium to express their ideologies. In Medieval ages the flags, symbols crafted on armory, how the kings and their courtiers carried themselves was nothing but Fashion. Apart from the basic usage of things in day to day life humans wanted to make them more fancy and expressive. Normal armors were replaced by armors embossed with symbols with different shades and coating i.e. gold and other elements, The Jute robes were replaced by silk robes. Even today Fashion in most Demography of the world is different from others.

Fashion where we see it today has evolved through century's long process. As per earlier fashion theorist Greeks and Chinese have played a major role in the evolution of fashion. Indian theory of evolution of fashion is that men started to cover their bodies to protect themselves from climatic condition which later on evolved and sense of dressing became a status symbol. No matter how much any individual claims to be indifferent to fashion, their sense of dressing and the way they groom themselves speaks a lot about their individuality. Evolution of fashion escalated with globalization of businesses and commercialization of Fashion industry.

INTRODUCTION

Globally Fashion as an industry is worth USD 3000 billion which is 2% of worlds GDP out of which USD 621 billion is the share of Women Clothing. To cater this big a market everyday new companies enter the Industry. Louis Vuitton Moet Hennessy, a French company is the market leader of Fashion industry, last recorded net worth of this company was 42.6 Billion Euros in 2017. The exponential growth of fashion industry is attributed to increased connectivity of people across the globe through various platforms of social networking. The ease connectivity has not only resulted in increase of market size but has made the life cycle of fashion trends shorter and more dynamic. Directly or indirectly this industry

provides employment to approximately 4% of total population.

Like any other products Retailing of Fashion is the key component. Earlier the way of retailing apparels was through road side carts or door to door selling and the product sold consisted majorly standard fit apparels. Concept of ready to wear or readymade clothing as we know it today has been around as early as 1400 BC. In Ancient Rome, garments were produced in workshops and were distributed to the soldiers and they were standard fits they were loose in fittings. With the spinning industry revolution in Victorian era large mills and factories produced fabric and garments which were similar in appearance. So most of the stores were

departmental stores with basic shelf layout. As most of the clothing was standardized the high society was more inclined towards Tailor made clothing to flaunt their social status with perfect fit tailor made clothing. That's when trial rooms came into existence and which demanded for a change in design of the clothing retail. Normal shops were then fixed with mirrors to see and try the stitched clothes and the interiors of the stores were well furnished. The people who walked into tailor made clothing stores, held high status in society the location of these stores were in posh areas of the cities.

Today if we categorize retailing in apparels there are two types of stores, Multi brand stores which have a wide range of apparels and from different brands like Max, Pantaloon, Shoppers Stop, Central etc. Another type of retail stores are Exclusive retail stores, these stores consist of product range of a single brand exclusively most of the popular and well established brands prefer to have exclusive retail outlets whenever they enter a new market. With the evolution of E commerce and online shopping more fashion brands are getting the opportunities to reach the consumers at lower price. Fashion is becoming more affordable.



Figure 1:



Figure 2:

