



Designing A Multi-Wearable and Multi-Occasion Ready To Wear Collection

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ABSTRACT

The research aims to understand the evolving nature of Fashion, particularly in the Ready to Wear segment through its current standing in the Indian market. It furthermore evaluates its position in the COVID-19 and post COVID-19 Pandemic era. The research aims to understand trends and forecasts that will dictate the present and post-pandemic fashion scene, particularly focusing on topics of sustainability through Multi Occasionality and multi wearability. This paper, follows an analytical method of research that eventually takes on an experimental route in creating ready to wear fashion for a post-pandemic market that promotes versatility and capsule wardrobe culture along with newness and freshness. The research concluded that through the years, Ready to Wear fashion has developed into a far more diverse category, that goes beyond core essentials. The effect of the COVID-19 pandemic on Ready to wear collections has been found to be remarkable in a way that changes the entire dynamic for this category. It has even had a significant impact on the buyer's psychewhere we can see the change in pre pandemic, during pandemic and post pandemic.

KEYWORDS: COVID-19, Ready to Wear, Multi Occasion, Multi Wearability

I. INTRODUCTION

On January 22, 2022 the Covid-19 Pandemic was declared creating a standstill in the entire world. When it was declared a public health emergency by the World Health Organization, global supply chains in various industries not only in India halted. Lockdowns were imposed across nations and people were restricted at their homes. Initially the fashion industry was also disrupted but new ideas and innovations helped the industry prevail.

Lockdowns and travel restrictions influenced the consumers behavior in terms of

spending especially in the fashion sector. Consumers became more conscious about what there were buying and where they were spending. Categories like athleisure and loungewear saw its market share almost double while categories like formal wear and occasion wear saw their market share decrease. The consumers behavior indicated that they were looking for more wellness and comfort products.

Post pandemic categories like athleisure and loungewear categories continue their strong hold in the market share but casual wear and occasion wear have seen growing steadily. With the lockdown being lifted and travel restrictions being rescinded consumers are once again shopping for work as well as travel. Though the pandemic mood of comfort remains, it has given rise to the casual wear category especially for work. Trends like glamour has supported it thus giving new shape to the Ready-to-Wear Segment.

The Ready to wear segment has also seen changes during the Pandemic and post the pandemic. With the pandemic slowing down operations worldwide, and sustainability coming into focus use of technology came into being. Softwares like Adobe Illustrator, Adobe Photoshop, CLO3D etc., came into use more heavily than before. These softwares helped not only in conceptualization of the design but also in pattern making. With applications like these giving accurate results dependence on paper patterns could be reduced thus helping the planet by saving paper. With sustainability in trend this could help us do a small part in saving the planet.

II. METHODS

2.1 Problem statement

The COVID-19 Pandemic has brought about a major change in the way one views fashion. Due to the Pandemic the Ready to Wear segment slowed down considerably giving rise to multiple



other segments. Ready to Wear designers in India post pandemic have had to change their outlook by creating fashionable looks through few garments. Consumers have felt the effects of the pandemic very strongly giving rise to newness along with a global awareness on the ripples created due to the pandemic.

2.2 Research objectives

- To analyze the evolution of Ready to Wear, especially during the COVID-19 Pandemic.
- To study the new consumer consciousness, post the pandemic of the fashion industry.
- To understand the rise of multi wearability and its increasing footprint in the industry
- To explore the effect of multi wearability and multi occasionality on the consumer psychology.
- To design and develop multi wearable and multi occasional designs for a Ready to wear line.

III. RESEARCH METHODOLOGY

The research is of an exploratory nature and involves both Primary and Secondary Data Collection. It undertakes a predictive analytical approach in its study of trends and forecasts, wherein reports from forecasting agencies have been studied and analyzed. Furthermore, a number of journals, articles and reports on the impact of the COVID-19 pandemic have been explored for their theoretical perspectives. Secondary Data from books and websites has been compiled and studied to better understand fashion sustainability and slow fashion. Design development through exploration of Laser cut motifs and digitally created patterns contribute to the Primary Data collection, wherein a Ready-to-Wear Design Collection is conceptualized.

IV. STUDIES

4.1 Evolution of Ready-to-wear as a Category

Ready-to-wear fashion was introduced in the 20th century. Women from the upper class would generally make tailor made outfits while women from the lower middle class would alter and adjust their garments as per the new style. With Ready to Wear becoming widely popular the demand for affordable and fashionable clothing motivated designers and department stores to manufacture apparel in bulk. Although it started in the US it soon spread across the world with each region having its own distinct style. Yves Saint Laurent was the first designer to launch a full Pret-a-Porter Collection 1966 in Rive Gauche his first Ready to Wear

boutique in Paris⁽¹⁾. In today's times high end fashion and ready to wear fashion collections are presented at fashion weeks by fashion houses at multiple cities including – London, New York, Paris etc.

However, when the Covid 19 Pandemic hit the world. Ready to Wear fashion considerably slowed down. With consumers restricted to their homes fashion became less glamorous and more functional. Fashion houses presented their collections digitally giving rise to new means of technology like CLO3D etc., being used. With sales decreasing and consumer awareness increasing sustainability and comfort has come to the forefront. Consumers have had time to introspect at their lifestyles and wish to bring healthy changes to their lives.

Post Pandemic, with most of the restrictions being lifted worldwide, consumers are looking forward to Ready to wear fashion but still keeping comfort in mind.

4.2 New Consumer Consciousness post Covid-19 Pandemic

The COVID-19 Pandemic created a standstill in the world. The Fashion industry was also hit but online shopping surged. Industry revenue dropped and consumer preferences were changing. During the Pandemic consumers had the time to look into their wardrobe. They had time to think and realized that they needed far less fashion as they had no occasions to wear it. Post Pandemic consumer preferences once again change. Although industries were once again opening up, consumers have shifted from formals in the weekdays to casual wear in the weekdays as well. With comfort playing a major role, casual wear was coming at the fore front. The other trend which seems to rise is the revival of glamour. After coming out of the pandemic consumers want something positive and comfort blended with glamour seems to be the next perfect trend⁽²⁾.

4.3 Rise of Multi-Wearability and its growing footprint in the industry

Multi Wearability that is mix and match has always been a part of the consumer's wardrobe. This was always done from the consumer side pre pandemic. During the pandemic everything came to a standstill. Consumer's fashion preferences had shifted and they looked for more comfort products. They wanted soothing items as they were always at home. Post Pandemic preferences again shifted with consumers leaving their homes and once again going to work, travelling etc., they wanted to show



who they had become and explore their personality. They wanted their garments to show that same versatility as it had before but there was a shift. Previously consumers themselves would do the mix and match but now designers, themselves are creating ranges with multi wearability at the prime focus. By launching capsule collections, they have targeted a young working audience who wish to try and experiment with various types of apparel.

4.4 Digital Pattern Making and its impact

In fashion the key trend which has risen is sustainability. Although sustainability involves using natural fibers and slow fashion techniques to reduce carbon footprint with the ever-growing demand in the clothing industry it has become difficult to follow these norms. With the incorporation of tech in the industry certain elements like pattern making can be made more sustainable by using Digital pattern making. In the industry Patterns are generally created with paper and every time there is a change in measurement or design a fresh pattern has to be created resulting in generation and usage of lots of paper. We know that 24 trees are cut to make 1 ton of standard office paper⁽³⁾. Thus, thousands of trees are cut to make paper. Digital Pattern Making eliminates this. There are multiple softwares which not only make the pattern digitally but also tell us how the garment would look after construction. Therefore, this would not only bring down the cost of the garment

but also improve the complete look and reduce wastage

V. DESIGN DEVELOPMENT

Here, the researcher explores silhouettes that focus on multi wearability and multi occasionality thus employing techniques like Digital Pattern Making and laser cutting that create patterns and surface design with less time, effort and still creating a beautiful design. The theme of the collection is centered around the versatility of the lotus flower and through it hopes to imbibe multiple looks like we get from the flower as it proceeds during the day.

5.1 Laser Cutting

The post-pandemic markets, are forecasted that laser cutting would be majorly used during the 2022/2023 seasons. Multiple designers like Iris Van Herpen have already been using laser cutting in their designs as an integral part. The motifs are floral inspired but geometric in nature and thus seek to give both a softness and strong, fluidity and rigidity in the design. The motifs developed for this collection are made keeping the multi wearability and multi occasionality in mind, and thus are created using digital pattern making. Digital pattern making is known for accurate results and minimum wastage in terms of paper resources and even fabric cutting.

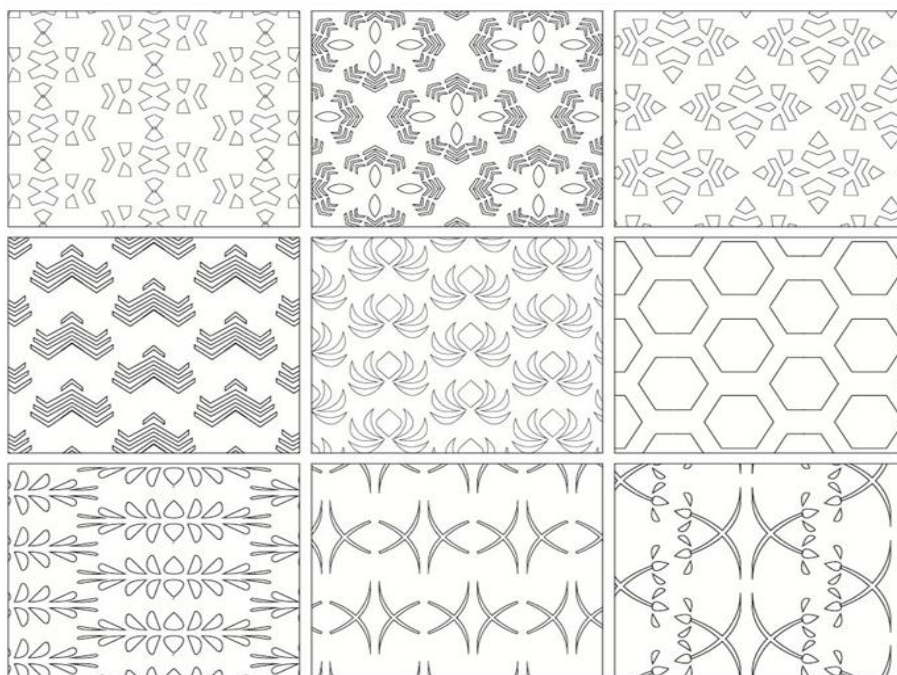


Figure 1: Lotus inspired Laser cut Motifs



The motifs have been created keeping the lotus flower in mind and the designs are varying in nature like – geometric, deconstructed and soft. The laser cut is done on jacket like structures to produce a see-through effect giving an illusion to the observer of what the person is wearing through the colors from the inner garments.

5.2 Digital Pattern Making

Digital Pattern Making is all about creating patterns digitally. This is a growing space because of its speed, precision, shareability, space saving and sustainability. These patterns are created using modern soft wears like adobe illustrator and provide accuracy much required for the ready to wear space. The silhouettes can be positioned as a capsule collection, thereby giving consumers the choice of wearing at multiple occasions.

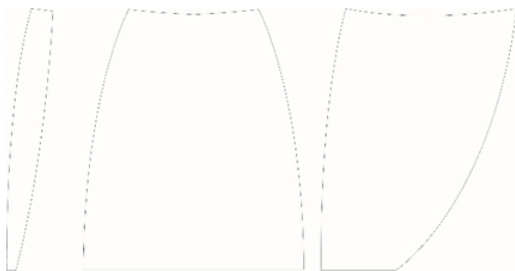


Figure 2: Paneled Skirt pattern



Figure 3: Paneled Shirt pattern

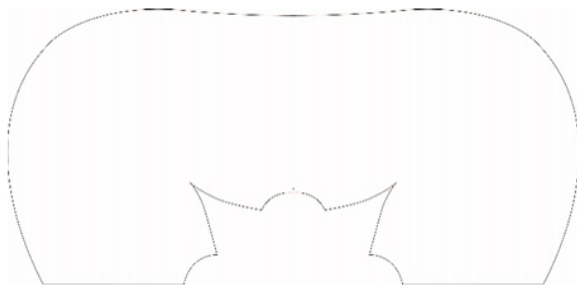


Figure 4: Cape pattern

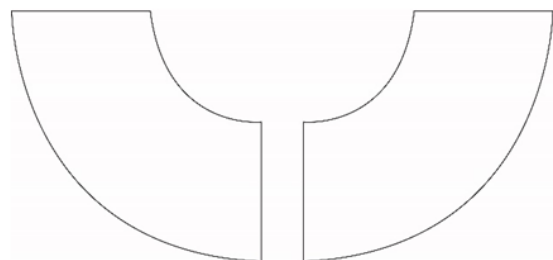


Figure 5: Paneled Skirt pattern

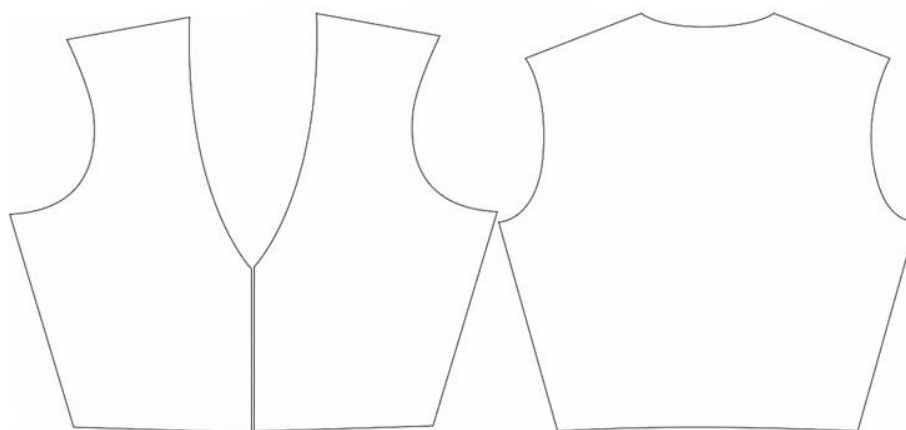


Figure 6: Boxy Vest pattern

5.3 Proposed Range Plan

Together with the Laser cutting and Digital Pattern Making, the researcher proposes the following range plan and multi wearable ensembles for a Ready-to-wear Collection:



Figure 7: Corset with Box Pleat Skirt & Corset Belt attached laser cut Skirt Jacket

Figure 8: Red Bustier Dress & laser cut Mandarin Collar

Figure 9: Corset with Paneled Skirt & Mandarin collar laser cut Cape



Figure 9: Halter Neck Dress & Corset Belt Attached laser cut Skirt

Figure 10: Corset illusion Top with Elastic Waistband Skirt and Boxy laser cut Vest



Figure 11: Range Plan

VI. CONCLUSION

With the pandemic being a wake-up call to all in the fashion industry, the industry has seen unprecedented changes in a very short time. From sustainability to use of tech ready the industry has adapted very well and is continuing to evolve. The ready-to-wear segment has evolved through the years from flowy to fitted garments. Consumers are preferring garments which can easily be mixed and matched thus not only giving a new look by each mix and match but also creating looks for multiple occasions.

Consumers during and post the pandemic have introspected in their fashion lifestyle and thus are looking to buy minimum ensembles but with freshness with each look. With sustainability also in the rise usage of digital pattern making can make a difference in the entire process in making the garment thus reducing wastage.

To conclude, the ready to wear segment has reached a point where it can further incorporate technology to make the industry more sustainable and create more freshness. This Ready-to-Wear collection brings freshness and newness to start the change.

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