

Vol No: 4

Issue No: 1

December 2018



LiveStylz
Magazine

LiveStylz

EDITORIAL BOARD

PATRON	:	Thiru.A.K.Ilango Correspondent
HON. EDITORIAL ADVISOR	:	Dr.N.Raman Principal
CHAIRMAN, EDITORIAL BOARD:		Ms.S.Manjula, M.Tech.,PG Dip.(CD&BC),NET Head of the Department Costume Design and Fashion
MANAGING EDITORS	:	Ms.S.Krithika, M.Sc., M.Phil.,SET Ms.P.M.Tharani, M.Sc.,
ADVISORY PANEL	:	Dr.N.Radhika, M.Sc., M.Phil., PG Dip (CD&BC)., Ph.D. Mr.K.V.Arunkumar, M.Sc., M.Phil., NET Ms.N.Charanya Meenu, M.Sc., M.Phil., NET Ms.C.Saranya, M.Sc., M.Phil., SET Mr.R.RajaKumar, M.Sc., M.Phil Ms.A.Deepika Priya, M.Sc., Ms. G.Yogeswari, M.Sc.,
STUDENT EDITORS	:	Ms. E.Janani, II M.Sc. (CDF) Ms. P.Saranya Devi, II M.Sc. (CDF) Ms. B.Kamali, III B.Sc. (CDF) Ms. M.Nivitha Devi, III B.Sc. (CDF) Ms. A.Santhiya, III B.Sc. (CDF) Ms. K.Menaka, III B.Sc. (CDF) Vocational

Front Cover was designed by J.MOHANAPRIYA III B.Sc. (CDF)

Back Cover was designed by B.KAMALI III B.Sc. (CDF)

CONTENTS

1.	WORLD FASHION INDUSTRY	1
2.	BANANA FIBRE	2
3.	NEW ARRIVALS	3
4.	INTRODUCTION OF SONALI BAG	4
5.	A NEW "WOOD FIBRE YARN "TECHNOLOGY	4
6.	FACTS ABOUT THE FASHION INDUSTRY	7
7.	INDIAN ETHNIC WEAR	8
8.	FASHION - AN OUT LOOK	10
9.	SPIDER SILK - KEY TO NEW BONE FIXING COMPOSITE	12
10.	CAD ESSENTIALS FOR FABRICATION	12
11.	TYPES OF FASHION	14
12.	HEXOSKIN SMART: BIOMETRIC CLOTHING	16
13.	THE CONNECTION BETWEEN SPORTS AND FASHION	17
14.	FASHION DESIGNING TERMS	18
15.	GARMENT WASHING	22
16.	FASHION MERCHANDISING	24
17.	TIPS TO BECOME A FASHION DESIGNER	27
18.	THE BEGINNING OF TEXTILES	29
19.	MAGIC LEAP - NEW CAD APP	30
20.	ORIGIN OF FASHION	31
21.	NEO MINT	34
22.	HOW TO USE VINEGAR TO REMOVE WRINKLES?	35
23.	TECHNICAL TERMS USED IN TEXTILE INDUSTRIES	37
24.	RECENT TEXTILE FACTS - 2018	39
25.	HOW INDIAN CURRENCY NOTES ARE BEING MADE?	39
26.	SMART TEXTILES / E-TEXTILES	40
27.	QMILK	42
28.	THE COTTON BALL DIET	42
29.	SOME AMAZING FACTS ABOUT SILK	43
30.	WHY IS DENIM BLUE?	45
31.	FASCINATING FACTS	45
32.	CHINO VS KHAKI	47
33.	THE REAL PEOPLE BEHIND 10 FASHION HOUSES	49
34.	UPCYCLED FABRICS	49

WORLD FASHION INDUSTRY

Fashion today is a global industry. China and Bangladesh are the biggest manufacturers of clothing, and other notable clothing manufacturing countries are Germany, Indonesia, Malaysia, India, Philippines, South Korea, Spain, and Brazil.

The “big four” centers of the fashion industry are Paris, Milan, New York City and London. Seven countries have established an international reputation in fashion: France, Italy, United Kingdom, United States, Japan, Germany and Belgium.

Belgian fashion design

In the late 1980s and early 1990s, Belgian fashion designers created a new fashion image that mixed East and West, and brought forth a highly individualised, personal vision on fashion.

French fashion design

Most French fashion houses are in Paris, which is the capital of French fashion. Traditionally, French fashion is chic and stylish, defined by its sophistication, cut, and smart accessories. French fashion is internationally acclaimed.

German fashion design

Berlin is the centre of fashion in Germany (prominently displayed at Berlin Fashion Week), while Düsseldorf holds Europe’s largest fashion trade fairs with Igedo. Other important centres of the scene are Munich, Hamburg, and Cologne. German fashion is famed for its elegant lines as well as unconventional young designs and the great variety of styles.

Italian fashion design

Milan is Italy’s fashion capital. Most of the older Italian couturiers are in Rome. However, Milan and Florence are the Italian fashion capitals, and it is the exhibition venue for their collections. Italian fashion features casual and glamorous elegance.

Japanese fashion design

Most Japanese fashion houses are in Tokyo. The Japanese look is loose and unstructured (often resulting from complicated cutting), colours tend to be sombre and subtle, and richly textured fabrics.

Chinese fashion design

Hong Kong clothing brand Shanghai Tang's design concept is inspired by Chinese clothing and set out to rejuvenate Chinese fashion of the 1920s and 1930s, with a modern twist of the 21st century and usage of bright colours. As of today, there are many fashion designers in the region of China, Hong Kong and Macau.

By
S.VARUN
II B.Sc. CDF (Vocational)

BANANA FIBRE

As the fashion industry heads towards a future where textile resources are scarce, natural fibres such as cotton, which remains a resource-intensive material, and petroleum-based fibres like acrylic, polyester, nylon and spandex remain high in demand. In this new series, the sustainable alternatives and textile innovations are currently being pursued all over the world. Banana is used to produce fibre that could make textile products like tea bag, sanitary napkin, floor and wall mats, recently Japan used this fibre to make yen bank notes, car tyres and many more. People have been making fibres out of banana stems since the early 13th century, in Japan. But using banana trees as a source of fibre to make textiles declined as other fibres such as cotton and silk from China and India became increasingly popular. But now banana fibre is making a comeback in the fashion industry.

Green Banana Paper is used to make wallets and the raw banana fibres are used to create hand woven items such as purses and laptop bags. While Green Banana Paper avoids using

chemicals whenever possible, fabrics made from banana fibres are soft and supple, as well as breathable and a natural sorbent. They tend to have a natural shine to them as well and are often compared to silk. In addition, banana fibre is now seen as a sustainable alternative to cotton and silk. Banana fibre, which is said to be nearly carbon neutral, is also often compared to hemp and bamboo, although it is not as durable as the former fibres.

By
D.PRIYA DHARSHINI
II M.Sc. CDF

NEW ARRIVALS

Personal space protector

Personal space protector was designed by Nancy Tilbury and is called as spike jacket. Sensors inside detect when someone comes too close and starts flashing.

Bio-fabrics

Carole collet mixes science and textile manufacturing to create biology- inspired material. The plant-like bio lace design here imagines what plant would look like if were genetically engineered to grow textiles.

Colour-shifting shirt

Kerri Wallace created a shirt that responds to body heat.

Body –sensing wool

Design studio Nunoerin added sensors and LEDs to felted wool, so it could deduct conductive stuff.

By
K.THANGA KRISHNAN
III B.Sc. CDF

INTRODUCTION OF SONALI BAG

Sonali bag is invented by Bangladeshi scientist, Dr.Mubarak Ahmad khan. It is made from jute fibre and it looks like transparent polythene bag. But it is bio-degradable. It protects from hazardous effect of polythene goods.

The new jute – made bag used as handy as poly bag has huge potential for successfully ending the use of polythene and saves the environment. It is biodegradable so that environment won't be polluted by this product.

The production of Jute in Bangladesh is more but its uses are not enough than its production. Therefore it can get much positive feedback from user. Because of being transparent, it looks like polyethylene and hence attractive.

By
M.SANGEETHA and R.DHARANI
III B.Sc. CDF (Vocational)

A NEW "WOOD FIBRE YARN "TECHNOLOGY

Spinnova, a spin off from VTT Research Centre of Finland, has developed a new, 'wood fibre yarn technology 'that turns wood fibres directly into yarn, without the use of complex chemical processes. The yarn manufacturing method consumes 99% less water and 80% less energy than cotton. Based on the technology, the amount of wood used annually in Finland would be enough to replace the world's entire cotton production. This unique technology could revolutionize both the textile and forest industry.

No harmful chemicals or energy or water consuming steps are required, compared to the viscose process, which is used to create rayon fibre. The method resulted from an idea to combine the web

weaving methods of spider with paper manufacturing. The most suitable raw material used in this technology comes from spruce and pine trees. In 2017-2018, the production was upscaled into industrial scale by investing to first industrial production line.

By
S.PAVITHRA
III B.Sc. CDF



By
P.PAVITHRA
II B.Sc. CDF (Vocational)



By
P.REVATHI
II B.Sc. CDF (Vocational)

FACTS ABOUT THE FASHION INDUSTRY

Fast fashion is the phenomenon we use to describe garments that go from design to store in a quick flash; sometimes within the space of a week!

- 80 billion pieces of clothing are consumed globally every year
- The volume of water consumed by apparel production each year is currently equivalent to 32 million Olympic swimming pools
- Australians are the world's second largest consumers of fashion. On average, they consume 27kgs of new clothing and textiles every year
- One-in-six people work in the global fashion industry
- The US spend an estimated \$2.6 billion on Halloween costumes every year: worn for one night only
- Two thirds of all fibres used to make our clothing are cotton based. Cotton uses a vast amount of water to grow, placing substantial strain on the environment
- 250,000 Indian cotton farmers have killed themselves in the last 15 years due to the stress of debt they accumulated through buying genetically modified cotton seeds to keep up with demand
- Approximately 7,000 litres of water are needed to produce one pair of jeans (the amount of water one individual drinks in 5-6 years)
- The wages of workers in garment factories can be as low as US\$1-\$3 a day
- Using the toilet during a 10 hour shift in a garment factory can cause major uproar from managers
- Fast fashion brands put out new collections every week or month to make it seem like your wardrobe is all off trend. This is the reason you sit and stare at your full wardrobe thinking you have nothing to wear

- Fast fashion giants make clothing to fall apart: they are obsessed with the bottom line, so will do anything to make you buy more clothes
- Only 10% of the clothes people donate to thrift stores or charities get sold, the rest goes to landfill
- Compared to 16 years ago (2002), the average person buys 60% more clothing and keeps them for half as long.
- A top corporate CEO earns as much in a year as 10,000 garment workers earn in Bangladesh
- Women wear a garment, on an average of 7 times before throwing it away
- Clothes made from polyester can take up to 200 years to break down
- Farmers close to garment factories can predict the colour of a season by seeing the colour of the water ways and rivers nearby

By

S.NIVYAA

III B.Sc. CDF (Vocational)

INDIAN ETHNIC WEAR

The sari named "VivahPatu" entered the Guinness Book of world record as the world's costliest sari last year. It contained 11 paintings which were once made by Iconic Indian artist Raja Ravi Verma. The embroidery was made from real gold threads and used stones like diamond, emerald, ruby, yellow sapphire, topaz, pearl and coral. The sari was hand woven using double warp by 36 handloom workers at Kancheepuram. It weighs 8kg and was completed in 12 months costing INR 40 lakhs.

This sari is a masterpiece and a classic illustration of modern ethnic design inspired from the bygone eras. Likewise the creative fashion designers of 21st century are in a lookout for ethnic

designs that is adjacent to our cultural roots and recall our glorious past.

Every Indian region's ethnic wear comes in vibrant colours, pattern and designs. Attire like Sari or the salwar-kameez allows to experiment with colours, design, motifs and it is not only restricted to the women's wear, men's wear including the kurta-pyjama or sherwani are designed in artistic form. Every variety of attire is a huge market for ethnic wear.

By
M.RANGEELA
III B.Sc. CDF



By
K.MONIKA
II B.Sc. CDF

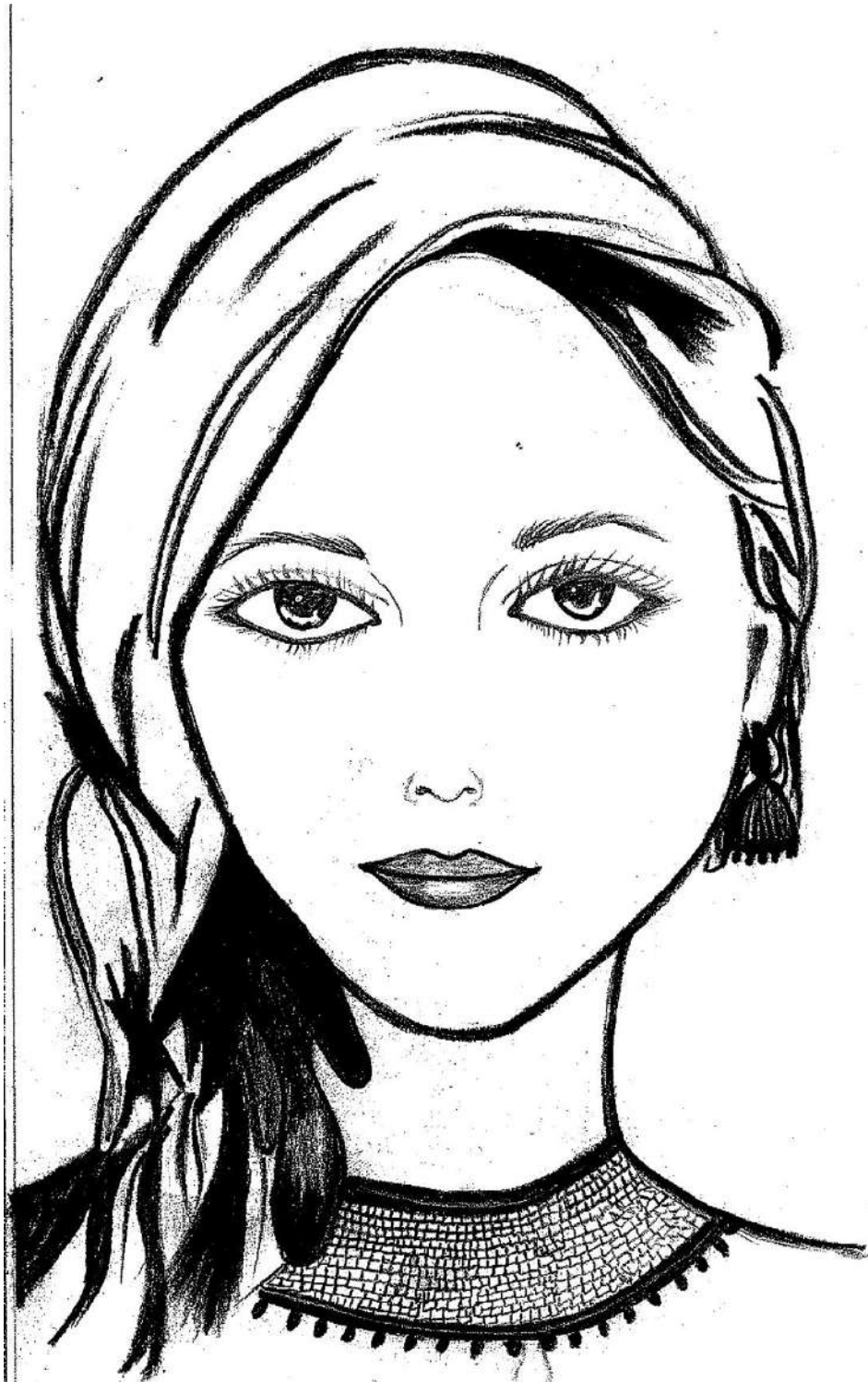
FASHION – AN OUT LOOK

Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories. Modern fashion design is divided into two basic categories: haute couture and ready-to-wear. The haute couture collection is dedicated to certain customers and is custom sized to fit these customers exactly. In order to qualify as a haute couture house, a designer has to be part of the Syndical Chamber for Haute Couture and show a new collection twice a year presenting a minimum of 35 different outfits each time. Ready-to-wear collections are standard sized, not custom made, so they are more suitable for large production runs. They are also split into two categories: designer and confection collections. Designer collections have a higher quality and finish as well as an unique design. They often represent a certain philosophy and are created to make a statement rather than for sale. Both ready-to-wear and haute-couture collections are presented on international catwalks.

The first fashion designer who was more than a simple seamster was Charles Frederick Worth, in the 19th century. Before he set up his fashion design house in Paris, clothing was made by anonymous dressmakers and fashion standards were derived from the styles worn by royalty. Worth was the first designer to actually dictate to his customers what to wear rather than following their demands.

His fashion house became so famous that people were able to attach a face and a name to designs when they knew they were from the House of Worth. This was the beginning of the tradition to have a designer of a house not only creates clothing, but also represents the symbol of the brand.

By
R.HARITHA
II B.Sc. CDF



By
K.MONIKA
II B.Sc. CDF

SPIDER SILK - KEY TO NEW BONE FIXING COMPOSITE

The University of Connecticut (UConn) Researchers have created a biodegradable composite of silk fibres that they believe can be used to repair broken load-bearing bones without the complications sometimes presented by other materials.

“Repairing major load-bearing bones, such as those in the leg, can be a long and uncomfortable process,” the team explains. “To facilitate repair, doctors may install a metal plate to support the bone as it fuses and heals”.

Working with UConn Associate Professor Dianyun Zhang, a mechanical engineer, Wei’s lab began testing silk fibroin in various composite forms, looking for the right combination and proportion of different materials to achieve optimum strength and flexibility. The new composite needed to be strong and stiff, yet not so much so that it would inhibit dense bone growth. At the same time, the composite needed to be flexible, allowing patients to retain their natural range of motion and mobility while the bone healed.

By
S.JEEVITHA
III B.Sc. CDF

CAD ESSENTIALS FOR FABRICATION

While the entire fabrication industry is busy integrating lot with their machines for data, machine to machine communication and intelligible foresight, let us not forget the place of origin for fabrication – concept designing and modelling in CAD.

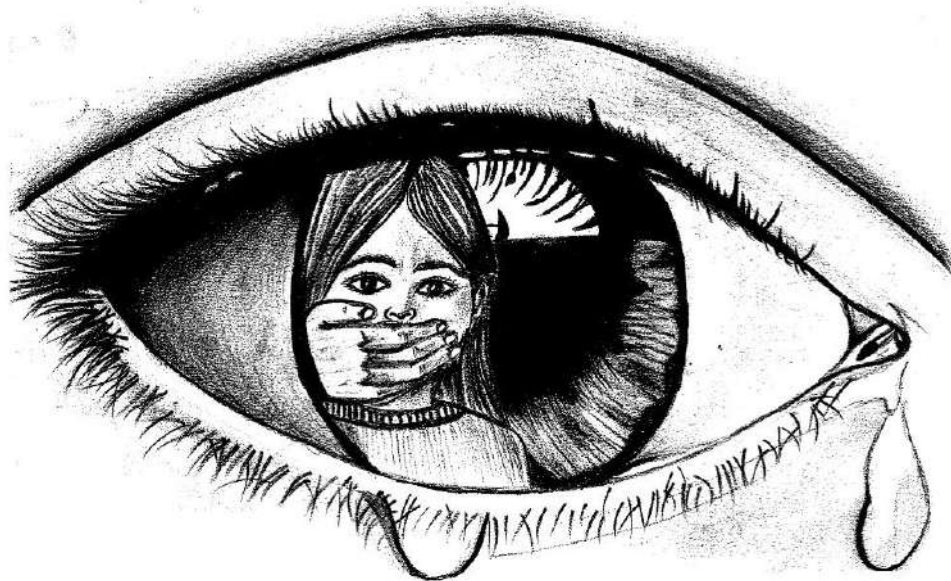
3D is the original tipping point of Industry

When designs are to be interlinked, they need a way to be better imagined for advancements and downstream processes

which is provided better with 3D CAD models over traditional blueprints or 2D drafts.

When designing is based on a 3D CAD modeling, it opens numerous possibilities for design exploration through simulation of designs and optimizes them. Same when done considering the dimension of data transmission can include intelligence from data collected through wireless technology. Populating this intelligent design data to simulation tool will give alternatives for design optimization. The information so underpinned by geometrical data and performance parameters can be extracted and amended quickly with 3D models and their simulation.

By
S.PRANESH KUMAR
II B.Sc. CDF (Vocational)



By
K.MONIKA
II B.Sc. CDF

TYPES OF FASHION

The garments produced by clothing manufacturers fall into three main categories, although these may be split up into additional, more specific categories

Haute couture

Until the 1950s, fashion clothing was predominately designed and manufactured on a made-to-measure or haute couture basis (French for high-sewing), with each garment being created for a specific client. A couture garment is made to order for an individual customer, and is usually made from high-quality, expensive fabric, sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques. Look and fit take priority over the cost of materials and the time it takes to make. Due to the high cost of each garment, haute couture makes little direct profit for the fashion houses, but is important for prestige and publicity.

Ready-to-wear

Ready-to-wear, or prêt-à-porter, clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a citywide basis and occurs twice a year. The main seasons of Fashion Week include, spring/summer, fall/winter, resort, swim, and bridal.

Mass market

Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-wear garments using trends set by the famous

names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. To save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.

By
M.ASWATH KUMAR
II B.Sc. CDF (Vocational)



By
J.MOHANAPRIYA
III B.Sc. CDF

HEXOSKIN SMART: BIOMETRIC CLOTHING

The Hexoskin Smart Garments are designed and assembled in Canada. Hexoskin is the industry leader that offers since 2012 a line of cutting-edge smart clothings that include body sensors into comfortable garments for precise health tracking. The Hexoskin Smart Garments offer the best activity and sleep tracker to monitor the evolution of your health condition over time. The Hexoskin Smart Shirts are clinically validated to continuously track heartbeats (ECG), lungs, sleep, and activity data.

Hexoskin products measure breathing rate, volume of air you are breathing (minute ventilation), heart rate maximum, resting heart rate, heart rate recovery, maximum rate of oxygen consumption, and your steps per minute. Each of this metrics are displayed through their app which is available to both iOS and Android users. This provides Hexoskin's product with quite an advantage because not all biometric shirts are compatible with iOS and Android platforms.

The Hexoskin smart shirt, made with Italian textiles, is able to track the wearer's heart rate, breathing rate and volume, steps with cadence and calories and even sleep. It uses a small device that slips into a pouch on the shirt. It connects via Bluetooth to iOS and Android devices.



By
A.SANTHIYA
III B.Sc. CDF

THE CONNECTION BETWEEN SPORTS AND FASHION

At a glance, many may believe that sports courts are far from the ramp. Reality shows that sports and games which started as a recreational or social event, had an influential effect on fashion.

The dress worn by men and women during these events were linked to their social status and traditional values. As sports became popular and accessible to most people belonging to various social segments and strata, the fashion associated with the sport also evolved.

Fashion in tennis

Tennis is associated with British aristocracy and it gradually spread to various other countries with British occupation. Then, it went further. Currently, there are four Grand Prix championships conducted for tennis: Wimbledon, US Open, French Open and Australian Open. Apparel, both off and on court, in the various tournaments has always grabbed the attention of the game's fans on one side and fashionistas on the other.

White for Wimbledon

The very British Wimbledon is considered the most prestigious tennis tournament. It is the only tennis tournament that employs the strict all-white dress code while all other tournaments have relaxed theirs to a great extent. There are a few reasons for the preference for white.

- Wimbledon is a summer event and white is considered apt for summers.
- Tennis was started as a leisure game for British royalty and army men at social gatherings. The athletic activity of the game lead to sweat that altered the look of coloured garments. That was considered inappropriate, hence white was preferred.

Wimbledon claims to uphold this tradition with strict rules on dress, inner wear, footwear and accessories.

In England and France, women started playing tennis at social gatherings and events. Later, the leisure game evolved into a championship game, first for men and later, also for women.

In the earlier years of the Wimbledon championships, a woman player wore a long, ankle length skirt with a full-sleeve shirt tucked in, and a tie. This tradition was followed by all English players. The attire was formal and met the standards of English tradition.

The style and silhouettes for playing tennis were the same as the trend that existed in the period. This practice of wearing in-trend apparel is still prevalent.

By
M.NIVITHA DEVI
III B.Sc. CDF

FASHION DESIGNING TERMS

A fashion designer conceives garment combinations of line, proportion, color, and texture. While sewing and pattern-making skills are beneficial, they are not a pre-requisite of successful fashion design. Most fashion designers are formally trained or apprenticed.

1. A **Technical Designer** works with the design team and the factories overseas to ensure correct garment construction, appropriate fabric choices and a good fit.
2. A **Pattern Maker** (or pattern cutter) drafts the shapes and sizes of a garment's pieces. This may be done manually with paper and measuring tools or by using a CAD computer software program.
3. A **Tailor** makes custom designed garments made to the client's measure; especially suits (coat and trousers, jacket and skirt). Tailors usually undergo an apprenticeship or other formal training.

4. A **Textile Designer** designs fabric weaves and prints for clothes and furnishings. Most textile designers are formally trained as apprentices and in school.
5. A **Stylist** co-ordinates the clothes, jewellery, and accessories used in fashion photography and catwalk presentations.
6. A **Fashion Buyer** selects and buys the mix of clothing available in retail shops, department stores, and chain stores. Most fashion buyers are trained in business and/or fashion studies.
7. A **Teacher** of fashion design teaches the art and craft of fashion design in art or fashion school.
8. A **Custom Clothier** makes custom-made garments to order, for a given customer.
9. A **Dressmaker** specializes in custom-made women's clothes: day, cocktail, and evening dresses, business clothes and suits, trousseaus, sports clothes, and lingerie.
10. An **Illustrator** draws and paints clothing designs for commercial use.
11. A **Fashion Forecaster** predicts what colours, styles and shapes will be popular "on-trend" before the garments are on sale in stores.
12. A **Model** wears and displays clothes at fashion shows and in photographs.
13. A **Fashion Journalist** writes fashion articles describing the garments presented or fashion trends, for magazines or newspapers.
14. An **Alterations Specialist** (alterationist) adjusts the fit of completed garments, usually ready-to-wear, and sometimes re-styles them.
15. An **Image Consultant**, wardrobe consultant or fashion advisor recommends styles and colors that are flattering to the client.

By
V.GOKUL
II B.Sc. CDF (Vocational)



By
P.JANANI
III B.Sc. CDF (Vocational)



By
K.MONIKA
II B.Sc. CDF

GARMENT WASHING

Washing is a process in which heavy or slight soiling is removed and transferred to the water in the form of a solution or dispersion. Washing has the effect of cleaning surfaces. The resulting effect is several physical/ chemical processes. Garment wash is the best touch of a garment. It is a new technology in the garment trade. Same type of garments can produce several effects for several wash. To create wash look appearance seems the new touch of fashion. Different types of garment wash give different types of looks.

There are various types of garment wash. Basically they are classified in two ways.

A. Wet Washing Process

B. Dry Washing Process

A. Wet Washing Process

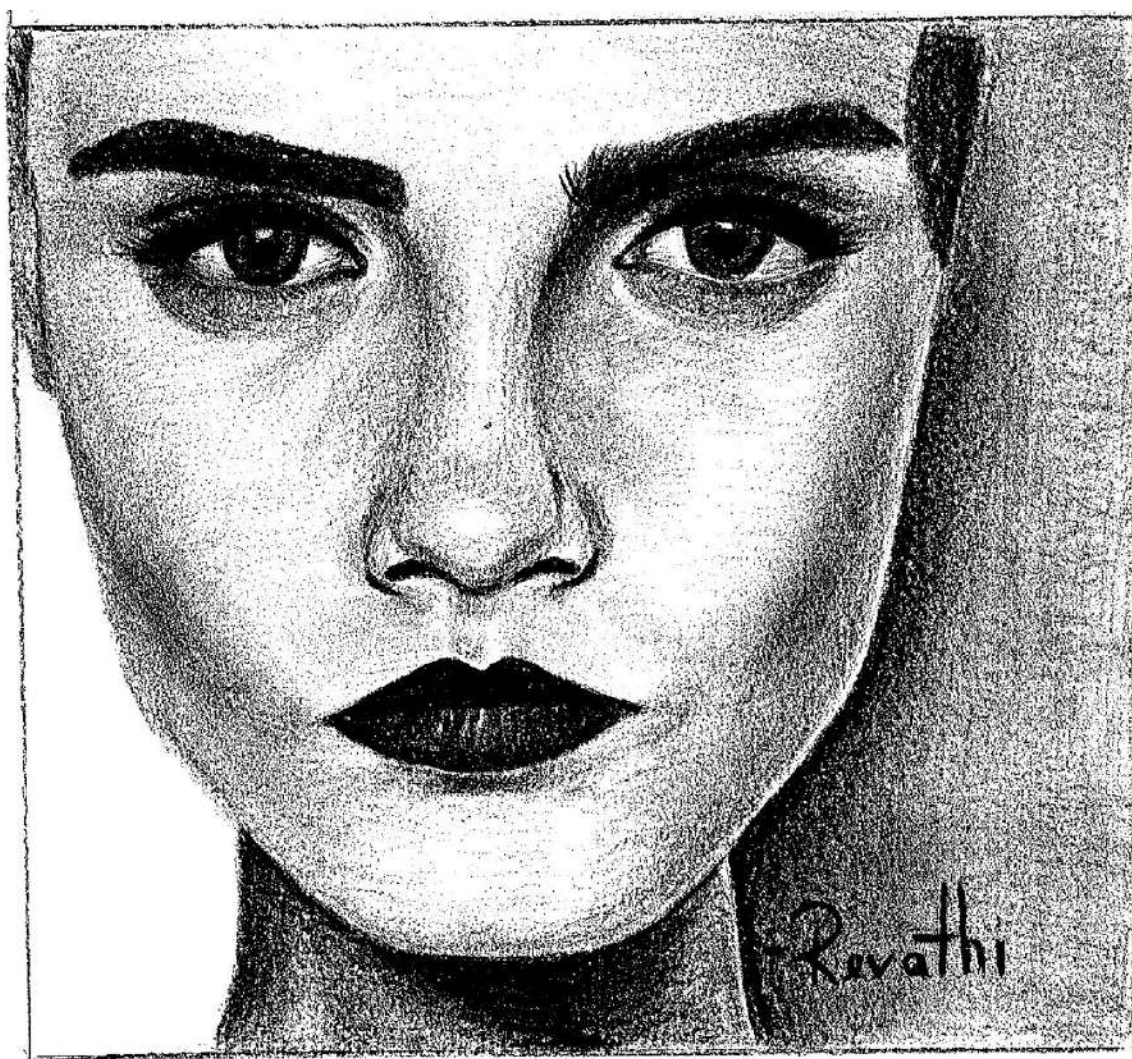
- ❖ Normal wash or Detergent wash
- ❖ Enzyme wash
- ❖ Acid wash
- ❖ Enzyme-stone wash
- ❖ Pigment wash
- ❖ Bleach wash
- ❖ Bleach-stone wash
- ❖ Stone wash

B. Dry Washing Process

- ❖ Sand blasting

- ❖ Whisking or wrinkling
- ❖ Hand scrapping
- ❖ PP spraying (Potassium Permanganate spray)
- ❖ Destroying

By
P.ASWIN
II B.Sc. CDF



By
P.REVATHI
II B.Sc. CDF (Vocational)

FASHION MERCHANDISING

For fashion entrepreneurs looking to launch their own brand, an understanding of the design process and manufacturing is critical. Knowledge of related elements and processes, such as style, fabric, cut, trim, fall, consumption, dyeing, and embroidery, right up to the end product is crucial to succeed in any fashion endeavour.

So for those planning to launch a fashion brand, here is a summary of the steps that go into creating a fashion collection that people would want to wear.

Fashion forecast

Through research of current and past trends, the designer tries to get a feel of the kind of styles that will be popular in the upcoming season. Every designer's understanding and interpretation of trends is different. A number of agencies like WGSN and Pantone release their trend and colour forecasts up to a year in advance. These are used as reference points by designers for the collection as well. If you are planning to hire a freelance fashion designer to design your collection, it is best to involve them from this stage to get the best results

Mood Board

Once an idea of colours, trims, cuts and silhouettes is achieved, a theme, known as a mood board or concept board, is set by the fashion designer. It is a combination of images, words and ideas, which represents the designer's thought, and from which inspiration to create each piece of the collection is drawn.

Concept Sketches

These are the first impressions of how the design of each piece will look. Concept sketches are the start of the actual garment creation process. Most entrepreneurs hire freelance fashion designers at this stage to fine-tune their design ideas, choice of colour, trim, fabric and embellishments

Pattern Making

Patterns for the entire size range are developed from the measurement charts provided in the techpack to determine factors such as garment fit and fabric consumption. They are the basis of procurement, negotiation and ordering of raw materials

Prototype Development

Once the collection is finalised, it goes into prototyping, where a set of samples are created to test the feasibility of the design in practice. Called proto sampling, this is an exhaustive process to determine the final fit and styling of the garments. These can go through multiple iterations to get the final look and fit of the garment.

Manufacturing

Once the proto samples are pronounced as acceptable, the process of design is complete and manufacturing takes over. Depending on the complexity and uniqueness of the designs, the manufacturing cost and effort is worked out and the designs go into bulk production.

By
R.MOHAN PRASADH
III B.Sc. CDF



By
E.MIDUNA
II B.Sc. CDF (Vocational)

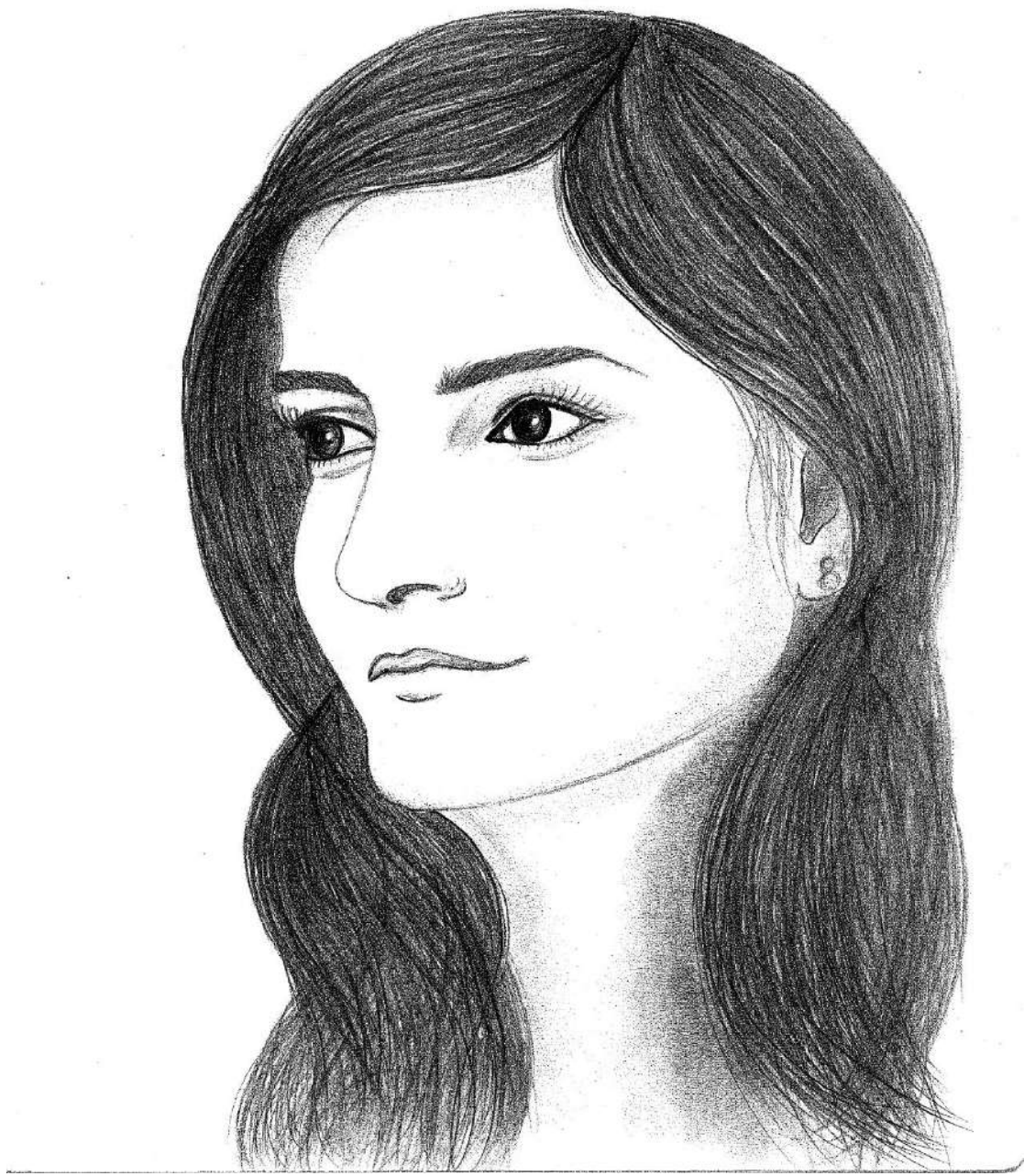
TIPS TO BECOME A FASHION DESIGNER

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

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

A good understanding of the audience's lifestyle and customer needs and requirements is also needed in fashion design. Designers should have good communication skills and be able to express their ideas clearly.

By
R.HARITHA
II B.Sc. CDF



By
N.RAMYA
III B.Sc. CDF (Vocational)

THE BEGINNING OF TEXTILES

When early humankind needed warmth and protection for their bodies they use - Animal hides, grasses, bark and other plant material fashioned into crude garments most likely. It was discovered that fibres from plants and animals could be fashioned into something much more flexible, versatile, and attractive. There are four main types of natural fibres used in the creation of fabric and textiles; flax, cotton, wool and silk.

FLAX

Most historians are in agreement that the first fiber used for the making of textiles came from the flax plant. The fibres in the stem of the plant are removed, cleaned, and woven together to make linen. Flax fibres were used to make linen over 5,000 years ago, and was of such value that it was used for burial shrouds for Egyptian Pharaohs. The Egyptians mastered the art of making fine linen, as some linen items found in tombs have threads so fine that they were woven 200 to the inch.

COTTON

There is archaeological evidence that dates to 3,000 years ago concerning the growing of cotton in the Indus River Valley region of Pakistan, and the use of it in making cloth to make apparel from. It was also being used in ancient Egypt. It is believed that cotton was brought to Europe around 800 from Arab merchants. The invention of the cotton gin in the late 18th century combined with the dawn of the industrial revolution to help create inexpensive textiles.

WOOL

Wool is one of the most versatile fibres known. It can be used to produce very lightweight fabric to thick, heavy fabric. The oldest

documented piece of wool textile was found in a bog in Denmark that dates to 1500 B.C. The ancestor of the domesticated sheep had long coarse hair that protected a short under layer of fleece. It is this short under layer that is used in the production of wool textiles.

SILK

The beginnings of silk is wrapped in the legend of The Goddess of Silk, the wife of the mythical Yellow Emperor of China, who is credited for introducing silk to China over 5,000 years ago. Silk is derived from the cocoon of a specific type of worm, and the documented evidence of an unearthed silkworm cocoon found in Northern China dates to around 2600 B.C.

By
S.SUVETHA
II B.Sc. CDF

MAGIC LEAP – NEW CAD APP

Onshape, the leading 3D cloud CAD system, is partnering with Magic Leap on a new 3D product design app for its spatial computing universe. The new CAD app will be developed for the Magic Leap One Creator Edition, a lightweight, wearable computer that allows digital content to step out of the screen and into the real world.

When wearing Magic Leap's Lightwear headset, which allows users to see contextually aware digital objects in the real world, engineers will be able to bring life-size 3D CAD models into their physical surroundings and collaborate on design changes.

The new Onshape app will support live 3D editing of CAD models, with design changes updated in real time through the Magic Leap device,” notes Hirschtick. “This is far more powerful and impactful than being able to merely view static, already-completed designs. And using our modern CAD system’s real-time collaboration tools, even team members based in different parts of the world will instantly see each other’s updates.

By
S.PRANESH KUMAR
II B.Sc. CDF (Vocational)

ORIGIN OF FASHION

INTRODUCTION

Origin of fashion mainly helps the people to know the development of fashion industry. We also know the changes of design, fashion, fashion trends, clothing and accessories.

HISTORY OF FASHION

Fashion began from the day when Eve covered herself with fig leaves but the garment never lasted long. The animal skins played a vital role in clothing. Then they welcomed body decoration such as tattooing and scarification. Later they wore piece of bone, animal tooth around their waist and fingers, People learned how to spin bits of plants, reeds, horse hair and bark into one continuous strand or yarns.

The fashion before 1900



Often referred to as the "Plume Boom," the popularity of wearing real feathers in hats reached its peak in the early 20th century. They decorated their hats with feathers, wings, and even full taxidermied birds.

1910s: Edwardian Corset



The Edwardian corset was meant to accentuate a woman's breasts and hips. This takes the idea that pain is beauty to a whole new level!

1920s: Flapper Headband

The bob haircut became incredibly popular in the 1920s. These women would often pair their cuts with headbands that cut across the forehead to give their feminine look. The cloche hat was actually invented in 1908 by a woman named Caroline Reboux.



1930s: Puff Sleeves



The puff sleeve was said to bring back the curves of a woman's body, while also helping to create a curve if the woman didn't have one. They ended up selling 500 thousand dresses nationwide.

1940s: Utility Dresses



The fashion was based on the civilian uniforms. Women rolled up the sleeves of their utility outfits, sported a cloth in their hair, added a bit of red lipstick, and went to work. Along with the lack of materials came creative solutions for clothing--women repurposed old clothing, bed sheets and other scrap materials with patterns so their wardrobes weren't so monotonous

1950s: The Poodle Skirt

That period was the beginning of a generation of rock 'n' roll dancers. These dancers craved clothing that was moveable, and the poodle skirt allowed them to dance without any restriction.

1960s: Pearls

While pearls had been popular among upper classes since the Middle Ages, the '60s brought about fashion pearls that were much less expensive, usually made out of plastic. These pearls were supposed to convey social status.

1970s: Bell Bottoms

One of the most popular fashion items in the '70s was bell bottom pants (for both men and women). While bell-bottom pants had started their rise in the '60s with non-conformist youth, the '70s welcomed an era of mass-produced flared pants in a different fabrics.

1980s: Shoulder Pads

The 1980s Women looked for fashion inspiration from television shows, movies, and music videos and the fashions were over the top. The "power suit" emerged as a woman's go-to outfit for the corporate world, complete with immensely padded shoulders and a straight jacket cut.

1990s: Floral Dresses

As the over-the-top style of the '80s faded, the '90s welcomed a much more laid-back look. This was the first time in history that people were going to work in something other than a suit-people were more

interested in comfort. People began boycotting brands and there was a decline in upscale clothing. Instead, women wore unfitted floral dresses and paired them with big hair, jean jackets, keds, and ankle socks.

2000s: Statement Jewellery



In the early 2000s, celebrities started bringing the bling. From earrings to necklaces to rings, everything bigger really was better.

Today



Flashing forward to present day and fashion right now is all about vintage vibes. Looking through the decades for inspiration, the current trends are focused on retro classics. Fashion blogger Caroline Daur has her throwback fashion on point wearing bell bottom denim, platform shoes, a newsboy cap and plaid purse.

By
M.KAVIYA
II B.Sc. CDF

NEO MINT

- Neo mint will be the colour of 2020 says forecaster World Global Style Network.
- “Neo mint” shade of green, will dominate the world’s fashion and interiors in 2020.

- Neo mint is a Gender-Neutral colour with an oxygenating, fresh tone that aligns science and technology with nature.
- Neo mint was chosen by WGSN's team by observing street fashion, big data, current affairs and social media.

By
S.SUBASINI
I B.Sc. CDF (Vocational)

HOW TO USE VINEGAR TO REMOVE WRINKLES?

Vinegar is a natural product that can clean your laundry and function as a natural antiseptic, mild remover and also act as a wrinkle remover.

Step 1

Pour one part of vinegar and three parts of water into a spray bottle. Shake the bottle to mix the ingredients

Step 2

Spray the solution into wrinkled clothes completely to moisten the wrinkles.

Step 3

Hang the cloth to Air-dry. The wrinkles will naturally disappear.

By
G.PRIYANKA
II B.Sc. CDF



By
G.KOUSI
II B.Sc. CDF

TECHNICAL TERMS USED IN TEXTILE INDUSTRIES

Cashgora

Fibre produced by crossing cashmere goats with angora goats

Chambray

A general class of plain weave, usually cotton, made with a colored warp and white weft.

Lye

Sodium hydroxide. Strong alkali used with vat dyes such as Indigo. Always add Lye to cold water.

Neps

Small knots of tangled fibre, usually consisting of short, dead or immature fibre, or caused by over-processing.

Noils

The short fibres that are removed from the fibre in the combing or top-making process.

Sett

A term used to define the weft or warp density of a woven fabric, usually in terms of a number of threads per inch.

Tex

A unit of weight indicating the fineness of yarns and equal to a yarn weighing one gram per each 1000 meters.

BY
P.ABARNA
III B.Sc. CDF



By
T.SANTHIYA DEVI
III B.Sc. CDF (Vocational)

RECENT TEXTILE FACTS – 2018

- Indian Textile industry is one of the largest industries in India.
- It is the Second largest in providing employment (35 million plus people).
- The latest film by Sharat Katariya casting Anushka Sharma and Varun Dhawan has brought back the forms of Handloom and Textile industry.
- Indian Textile industry contributes to 7% of industrial output.
- India's overall textile exports during financial year: 2017-18 stood at US \$39.2 billion.
- The size of India's Textile and Apparel market is expected to reach USD 226 billion by 2023.

By
S.SUBASINI
I B.Sc. CDF (Vocational)

HOW INDIAN CURRENCY NOTES ARE BEING MADE?

- Firstly, it is not a paper.
- Indian currency notes are made up of pulp containing cotton, balsam with special dyes and blended with the textile fibers to make the currency notes that should be resilient, durable, with quality to resist from wear and tear and not to be faked easily.
- This paper is a dense 80 to 90 grams per square meter starch paper, sometimes mixed with linen, abaca, or other textile fibres.

- Initially, it was imported from Scandinavian nations (Sweden, Norway, Finland) and printing done at security paper mills located in Hoshangabad, Madhya Pradesh and Nashik.
- While making currencies, these papers are instilled with gelatin to give strength to the currencies.

By
K.SOUNDHARYA
II B.Sc. CDF

SMART TEXTILES / E-TEXTILES

Electronic textiles also known as smart garments, smart clothing, smart textiles, or smart fabrics, are fabrics that enable digital components such as a battery and a light (including small computers), and electronics to be embedded in them.

Some of these fabrics gather energy from the environment by harnessing vibrations, sound or heat, reacting to these inputs. The colour changing and lighting scheme can also work by embedding the fabric with electronics that can power it.

Smart textile fabric can be made from materials ranging from traditional cotton, polyester, and nylon, to advanced Kevlar with integrated functionalities.

"First generation" attach a sensor to apparel.

"Second generation" products embedded the sensor in the garment.

In "third generation" wearables, the garment is the sensor.

By
M.KAVIYA
II B.Sc. CDF



By
P.ABARNA
III B.Sc. CDF

QMILK

QMilk, fibres made of non-food milk, have many advantages in its production and application.

Qmilch, a silky fabric woven from casein, a protein present in milk. This innovative product is eco-friendly and has various advantages.

Moreover, it is manufactured with 100% renewable resources and is a totally natural product. For example, only an hour and 2 litres of water are required to create 1 kg of QMilk fabric. Low resources and energy are needed for the production, with a result of almost zero waste, and CO₂ emissions are minimal.

Finally, QMILK has a cosmetics line of natural products with natural peptides. The brand's creams, oils and serums are free of alcohol and glycerol. These help protect and regulate processes of the skin, taking into special consideration sensitive skin types.

By
M.ABINAYA
II B.Sc. CDF

THE COTTON BALL DIET

- Over the years, people have tried some crazy (and dangerous) things in the name of weight loss. Cotton balls are just one of the latest.
- In the cotton ball diet, those in search of a smaller waistline eat cotton balls soaked in juice to curb their appetite and dramatically cut their daily calorie intake. But eating cotton balls isn't just unappetizing. It's potentially deadly.
- According to new sources, the cotton ball diet trend emerged in the modeling industry, where women are encouraged to stay dangerously thin in the name of fashion. Eating cotton

balls flavored with juice can help them feel full without consuming food.

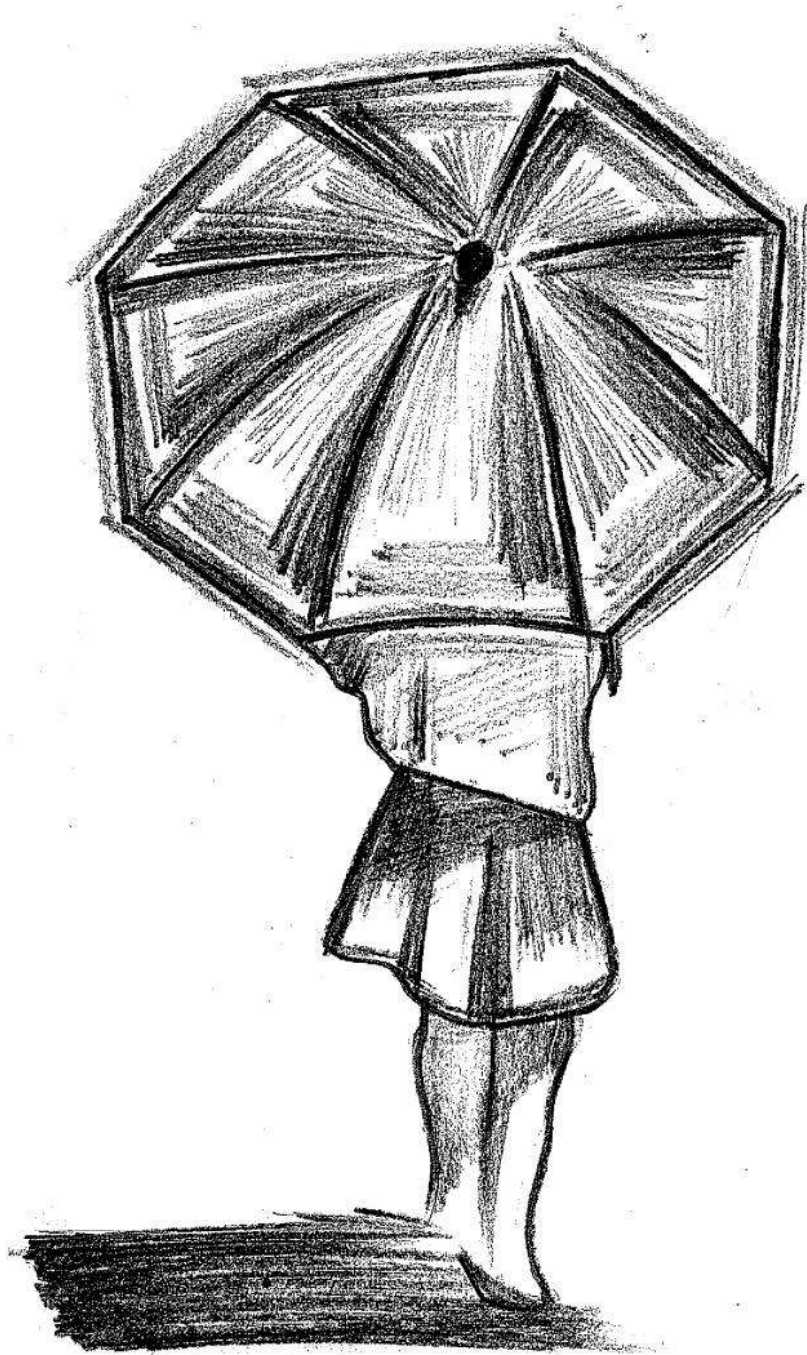
- Extreme dieting always comes with risks. The cotton ball diet is certainly no exception.
- Long-term weight loss and maintenance can be achieved through a healthy diet and regular exercise. The cotton ball diet isn't only a bad weight loss approach, but a potentially deadly one.

By
R.M.NANDHINI
III B.Sc. CDF

SOME AMAZING FACTS ABOUT SILK

- Silk is commonly considered to be the queen of all fibres.
- Silk culture has been practiced in China for about 5000 years.
- A silkworm female deposits around 400 eggs at a time and it dies almost immediately after depositing the eggs and the male lives only a short time after.
- A pound of caterpillars eat upto 24000 pounds of mulberry tree leaves in its lifetime.
- A silk rope is stronger than an equally thick metal wire.
- The cocoon is made of a single continuous thread of raw silk around 1 kilometer (2/3 of a mile) long.

By
V.PRIYANKA
III B.Sc. CDF



By
N.ABINAYA
II B.Sc. CDF

WHY IS DENIM BLUE?

While jeans are probably the most versatile pants in your wardrobe, blue actually isn't a particularly neutral colour.

Blue was the chosen colour for denim because of the chemical properties of blue dye.

Most dyes will permeate fabric in hot temperatures, making the colour stick. The natural indigo dye used in the first jeans, on the other hand, would stick only to the outside of the threads.

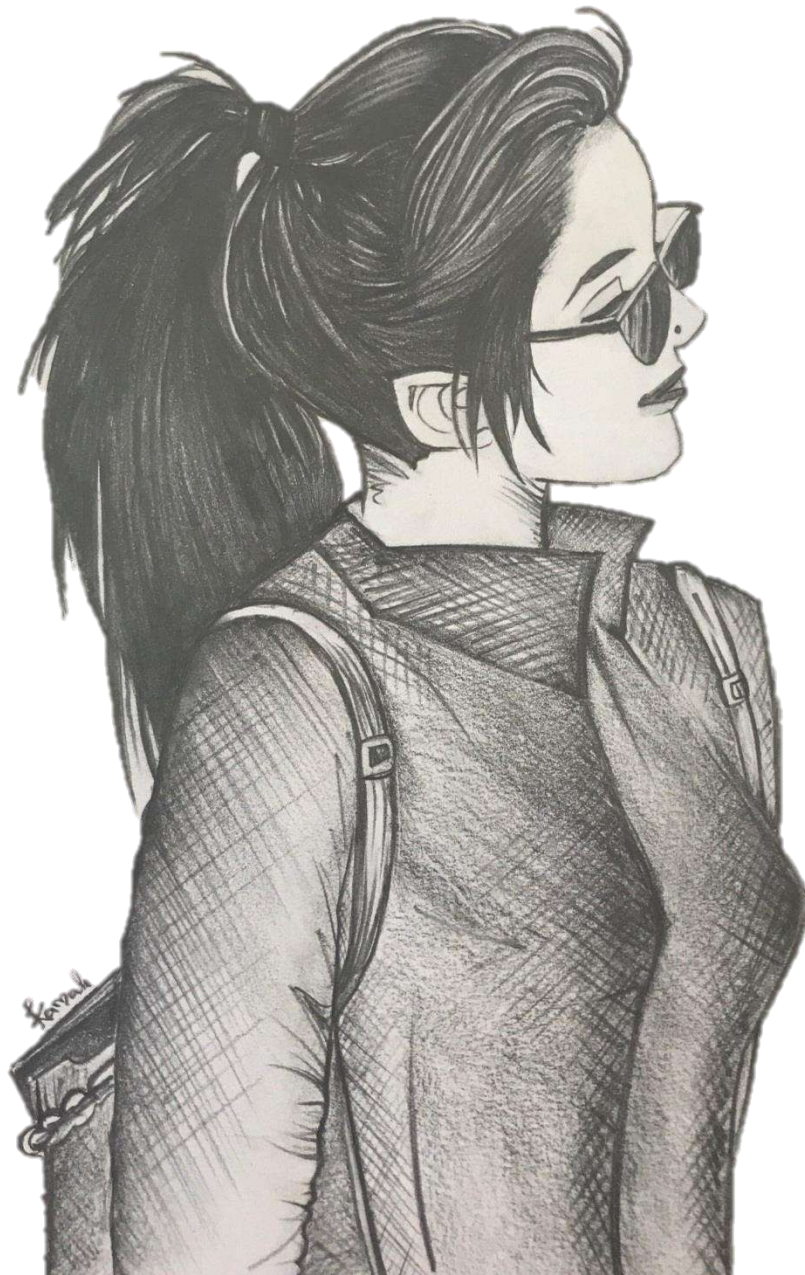
When the indigo-dyed denim is washed, tiny amounts of that dye get washed away. The more denim was washed, the softer it would get, and eventually achieving that worn-in, made-just-for-me feeling you probably get with your favourite jeans.

By
C.DHARMARAJ
II M.Sc. CDF

FASCINATING FACTS

- Around Two-Billion T-shirts are sold every single year.
- Historically, Purple clothes were only worn by Magistrates, Emperors in Rome and Italy.
- The first ever fashion magazine was sold in Germany in 1586.
- The record for the World's longest wedding dress is held by a dress which has a 1.85 mile long train.
- New York Fashion Week is attended by 2,32,000 people per year.

By
S. SUBASINI
I B.Sc. CDF (Vocational)



By
B.KAMALI
III B.Sc. CDF

CHINO VS KHAKI

Khakis were originally adopted as the military uniform of British officers in northern Colonial India in the mid-19th century. Chinos originated in the military as well, during the Spanish-American war in the Philippines.

Stitching on khakis is visible, whereas it is concealed on chinos. This gives chino pants a more finished look, which in turn makes them a little more “dressy.”

Chino pants are often made of a lightweight 100% cotton or cotton-blend fabric in a tighter weave, while khakis are often constructed of a heavyweight 100% cotton twill fabric.

Chino pants are often cut slimmer with a closer fit than khakis, adding to their formal appeal. The fuller cut of khakis arguably makes them more comfortable and versatile.

Khaki style pants have pronounced pockets; Chino pockets are hidden.

Chinos have flat fronts; khakis can be flat or pleated.



By
D.PRIYADHARSHINI
II M.Sc. CDF



By
B.KAMALI
III B.Sc. CDF

THE REAL PEOPLE BEHIND 10 FASHION HOUSES

GUCCI – Guccio Gucci, 1906

PRADA – Mario Prada, at Milan, Italy, 1913

VERSACE – Gianni Versace at Milan, 1978

BURBERRY – Thomas Burberry, Hampshire, England, 1856

CHANEL – Gabrielle Chanel, 1910

DIOR –Christian Dior, France, 1946

GIVENCHY – Hubert de Givenchy, 1952

YVES SAINT LAURENT –Yves Saint Laurent, 1961

ARMANI –Giorgio Armani, 1974

HERMES – Thierry Hermes, 1837

By
S.S.KOUSIKA
III B.Sc. CDF

UPCYCLED FABRICS

Upcycling is a form of recycling, which refers to the reuse of material for the purpose of waste reduction.

Upcycled fibers are made from materials that are not originally used to make fibers. This includes fibers made of plastic and gillnets. An example of the use of this type of fiber can be seen in the shoe Adidas_made with Parley for the Oceans.

Another example is fish leather made from fish skins that are a by-product of the food industry. Fish leather tanning is less

harmful on the environment due to no hair-removal being required, leading to less solid waste and organic pollutants in the wastewater from the process. Also, no poisonous, explosive hydrogen sulphide gas is released in the process.

Upcycling also pre-supposes that designers invest creativity in their products and act as “entrepreneurs of taste” by adding design ideas for the purpose of creating a new garment from an old one. Designer Conny Groenewegen focuses on using fishing wire and old fleece sweaters to re-design form and function in fashion.

By
B.LAVANYA
III B.Sc. CDF



Department of Costume Design and Fashion

KONGU ARTS AND SCIENCE COLLEGE (Autonomous)

An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore

Nanjanapuram, Erode - 638 107.



Since 1994

