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Tailoring and **Dress Designing**





NETAJI SUBHAS OPEN UNIVERSITY

Unit 2 □ **Introduction to Apparel**

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2.0 Objectives

- Getting introduced cultural history
- Studying design
- Emphasising on research

Learning outcome:

After learning this lesson we know the cultural history of few countries and their types of garments.

2.1 Introduction

One of the basic needs of civilized mankind is clothes. The garment industry caters to the need of clothing while textile refers to the production of intermediate products like fabric and yarn etc which are used to make the final product *i.e.* garment. The textile trade around the world has expanded at rapid speed than the GDP growth and trade in international textile and clothing has grown at higher rate than world trade. World textile and clothing industry would be the fourth industry to cross trillion dollar mark after Auto, Computer and Pharmaceutical sector. There is immense potential of growth with changing fashion and rising standard of living. US and EU would be the major importer countries of textile products.

2.2 Apparel Design

2.2.1 History

Since the beginning of mankind humans have used some kind of garments for their body. The archaeologists and anthropologists say that the earlier clothing was made of fur, leather, leaves or grass. The modern man uses different fabrics to make garments.

2.2.2 Utility

Garment is an article of clothing which covers human body. Wearing garments has become a habit to all of us in today's world. There are different kinds of material available to make a dress, attire, apparel or garments. We wear clothing primarily to protect our body from natural elements. Social reasons and functional reasons are secondary.

2.3 Types of Garments

Man, woman and child use different garments. Usually men wear pants and shirts. Women wear skirts, dresses, or pants and shirts as well. In India women mostly wear sarees or Salwar Kurta. In the old days people used to stitch their cloths in the house, but now we can get readymade cloths. There is a huge market for readymade garments. You get

- Men's wear
- Ladies wear
- Kids wear

2.4 Ancient Egypt (3000 BC - 300BC)

Only light clothing was necessary because of the mild climate. Originally all levels of society dressed the same but later clothing became an indicator of social standing and wealth.

Men and Women wore similar items of clothing. The preferred material was a line white lined. However fabrics with colourful patterns or incorporated with gold thread were also popular. The garments were often transparent and finely pleated

Women's Clothing

Originally the women wore a simple liner cloth which was wrapped around the lower body and knotted together at the waist. The upper body remained uncovered only members of the upper class wore a cape which came down to the elbows and was gathered into crossways folds.

The kalasins appeared later and was worn in many different ways. Worn as a calf or ankle length garment. It was secured by a shoulder broad straps. They were often richly decorated.

The kalasins in shift form came up to the neck or had different necklines. It was either sleeveless or was provided with sleeves. It was worn loose or belted and was usually transparent and finely pleated.

Under the influence or Asia. A sort of coat was developed. A broad piece of fabric double the length of the body had a button hole and side seams from the wast to the hem. a sash was often added.

Men's Clothing

The men wore a loin cloth or hip cloth the shenti. The cloth was wrapped around the lower body and was tied in front or kept up by a belt kings and dignitaries wore cloth which were gathered had many pietas and were decorated several cloths were often worn and on top of the other. The outermost was the longest and was similar to a skirt.

Originally the shenti was the only item of clothing and the upper body remained bare. later men also wore a shift style kalasins usually over seldom under, the loincloth.

The wide cloak like drape, which was pulled over the head was held at the waist by a knoll. The haik, a transparent coat wrapped around the body was reserved for the ruler.

2.5 Ancient Greece (1600BC – 100BC)

Clothing was airy and wide. It consisted of pieces of fabric elaborately draped around the body individual gathering and the arrangement of t he bell were the main forms of decoration . men and women wore similar clothes.

The woven fabrics were made of linen and wool. Then out of cotton Rich strong colours and edges decorated with braid trimming were valued highly.

Women's Clothing

The peplos consisted of a rectangular woolen cloth which was laid around the body under the arms and then lifted over the shoulders where it w as secured by brooches clasps (fibula) buttons or knots. The upper edge or the fabric was folded over down to the waist or the hips the right side remained open . this long straight garment was often worn unbelted although sometimes it was belled at the waist either under or over the folded down material.

The lighter chiton made from linen was usually sewn up at the sides. The narrow design reaching from elbow to elbow with outstretched arms was simply placed on the shoulders and consequently was sleeveless. The wide chiton stretched from fingertip to fingertip and had sleeves of a sort. They resulted from gaps in the sides (arm holes) of the uppermost edges and were knotted over the arms. The top drape could be greatly varied for example cut unevenly of round. The typical chiton was arranged with a multiplicity of pleats and folds produced by one or several belts at the waist or the hips.

In later times, both types of garments were combined, they were also worn together the chiton as an under garment, the peplos as an outer garment.

The himation a large rectangular woolen cloth wrapped around the body. Was worn as a coat sometimes it also covered the head.

Men's Clothing

The men's chlaina corresponded to the women's peplos . the rectangular woolen cloth was placed ever the back and shoulders and held together at the front or on the right shoulder by a clasp.

The men's chiton ended , like the chlaina above the knee and was belted under the chest and was only put on for festive occasions and was reserved for high-ranking men and priests .

The short garment which left one shoulder bare was called the exotnis is gave more freedom of movement.

The himation was elaborately draped around the body and sometimes was the only item of clothing

Horsemen travelers and soldiers preferred to wear the chlamys as a coat. This short woolen drape was put over the left shoulder and pinned over the right shoulder so that the right arm was tree.

2.6 Germanic Prehistory and Early Times (2000AD–600AD)

Clothing from the Bronze Age (about 1800 BC) with its own distinctive (about 800 BC to 600 AD) and ancient influence was evident, particularly in women's clothing as indicated by relics recovered from peat bogs.

The clothing of the feutonic peoples was suited to the cold northern climate wool men and especially animal skins were used woven patterns coloured borders and edgings as wall as fringes enlivened the simple garments.

Women's Clothing

Women's garments during the Bronze Age consisted of a skirt and blouse. The wide skirt was ankle length. The skirt was gathered at the waist secured by a braided fringed belt or cord and decorated with an ornamental belt disc. The blouse had kimono like sleeves, was made out of one piece of material and had an opening for head and neck. It was worn inside the skirt and fastened with a decorated brooch.

Young girls wore a knee length cord skirt which consisted of numerous. Closely packed cords suspended from a waistband.

The iron Age brought the tunic dress which was out on over the head, held together on the shoulders by pins or clasps and betted once or twice. It draped in many folds and was sleeveless but was often worn under or over a blouse with sleeves. Later, it was provided with short or long sleeves.

Chest, leg and thigh bindings were worn under the dress. A large cloth served as an outer garment. It was wrapped around like a cloak covered the head, and was held together by pins or clasps (fibula).

Men's Clothing

During the Bronze Age the men wore a tunic wrapped around the body and belled at the waist . it reached from the armpits to the knee and was held by a strap which ran over the shoulder and was secured at the back by a button. Under the tunic, a rectangular belted loincloth was commonly worn.

Trousers were developed in the iron Age. Short trousers were extended by leg pieces of bindings. The trousers were held up by a belt which ran through loops.

A knee length smock which was put on over the head was worn with the trousers. It was originally sleeveless. It was usually belted and occasionally had a hood.

2.7 Byzantine Middle Ages (300AD – 1400AD)

Clothing developed into a sumptuous formal costume which enveloped the body completely. Covering its natural shape. The ruling class preferred heavily coloured silk fabrics and brocades, richly embroidered with precious stones and pearls, insignia were important. The ordinary people, however, wore unobtrusive wool and linen materials.

Even today, the vestments of the church are based on Byzantine clothing. For a long time, the coronation robes of emperors and kings also followed the Byzantine model.

Women's Clothing

A white ankle length tunic served as an under garment. This was belted, had long sleeves and was often made of silk.

The outer garment, the long or short sleeved stone, originally reached to the floor but was later shortened to show the under garment. It was worn either belted or loose, depending on the weight of the material.

The paenula served as a top garment. The front edge of the circular cut, closed robe was often lifted up and placed over the shoulder.

Members of the ruling house wore a shoulder cloak which was secured on the right shoulder by a decorated clasp.

Men's Clothing

The long sleeved tunic was either knee or ankle length and usually belted length, with colour and material revealed rank and status. The tunic was normally worn over tight leg wear.

The daimatic a long unbelted robe with wide sleeves was reserved as an outer garment for rulers and high ranking dignitaries . colourful lengthways stripes, called clavi, decorated the front and back as well as the hem of the sleeves.

The cloak was either rectangular or rounded and was fastened with a clasp on the right shoulder. a fabric appliqué the tablion was sewn on at chest height to show rank. For the ruler a was gold and richly decorated. For high tanking officials.

2.8 Romanesque (700AD – 1250AD)

The clothing of the courts was colourful. Delicate linen fine cotton velvet silk and brocade were value. The borders of the garments were decorated with expensive trimmings. However, the clothing of the ordinary people was prescribed by decree . only coarse fabrics in dark colours were to be used trimmings and jewellery were to be avoided.

Women's Clothing

Until 11th century the women's dress had tunic like cut and was generally long sleeved belted and richly decorated with trimmings. The shift like pleated under garment was often visible at the neckline and sleeves. It reached the floor and had long narrow sleeves. In time the outer dress was shortened and made narrower which emphasized the female figure. The sleeves however, became very wide at the wrists.

A piece of material placed around the shoulders and fastened at the side or front with a clasp served as a cloak.

In the 12th century the top part of the dress called the cotte was made to fit closely to the body. This was achieved by the shaped out of front and back sections and by lacing on the side or back. The skirt trailed and an inserted gusset maintained a wide hem. A belt accentuated the low waist.

Noblewomen often wore a luxurious outer garment over the cotte called a surcot. This was usually unbelted and sleeveless.

In the thirteenth century if was excessively long and was held up when walking, the catte also became very long. And less closely fitted and them also worn without a belt.

The shoulder cloak, cut in a semi circle was fastened a me front with a clasp or with a cord or chain between two decorative discs (tassels).

Men's Clothing

The Frankish costume for men consisted of a shirt hose tunic and cloak. The knee length tunic had long straight sleeves and a round or square neckline. The shirt worn underneath was wide and long. The hose consisted of two long legs over which the bindings were wrapped around the lower leg short hose were also common. The legs were secured onto a belt.

The rectangular shaped and usually long cloak was placed round the left shoulder and pinned on the right with a clasp.

During the age of chivalry from the 11th until the 13th century men's clothing differed very little from courtly women's clothing. It simply had fewer folds and was always above the feet. The shorter and sleeveless surcot was worn over the cotte. The long sleeved and belted shift like dress. The surcol was slit at the front or at the side was often lined with fur or had for trimming around the neck. The light, stocking like hose or nether stocks served only as under clothes. The cord and tassel cloak were also worn by men as an outer garment.

2.9 Gothic (1250AD - 1500AD)

Clothing was graceful and elegant, but also complicated and lavish. it was then made by Garment Tailors. Typical characteristics of long slender designs with an emphasis on the waist and bright colours.

The 14th century saw the emergence of relatively rapid changes in fashion. Fashion was spread by travelling bards and traders.

Around 1450 a peculiar exaggerated fashion emerged from the court of the wealthy dukedom of Burgundy.

Apart from exaggerated designs of head wear and shoes, the most conspicuous features of Burgundian fashion were deeply serrated garment borders, called degges, decorations of small bells and diamonds, padding and quilting. The mi-parti or parti coloured fashion was also very popular different coloured legs. Or garments in which differently coloured fabrics were joined together.

Women's Clothing

In the 13th century the women's cotte was still close fitting and was worn either loose or belted. The skirt was very long with many gathers and folds. The sleeves were narrow for the full length or became very wide at the wrists.

In the 14th century the top of the dress became tightly laced with a very wide neckline and button fastenings. The skirt widened from the hops, which were often accentuated by a belt. Short sleeves which had long trailing steps of material secured at the back called hanging sleeves also came into fashion.

The garment was gradually divided into a skirt and top or bodice. The bodice could then be made very tight fitting. The join with the long trailing skirt was covered by a belt. The sleeveless surcot was popular as an outer garment. Sometimes the surcot would be only hip length with fur-trimmed edges

The houppelande a cloak like outer garment also became fashionable. it was open at the front or closed all round and was usually worn belted. It had various styles of sleeves which were often jagged around the edges.

The circular cut clasp cloak was fastened at the front by a decorative clasp.

Women's Clothing at the Time of Burgundian Fashion

In the late Gothic period the silhouette of the women's dress became very slender, the tight bodice had a very deep pointed neckline. The train at the back of the skirt became very long. The front of the bodice was often provided with a shawl collar. Tight fitting pipe sleeves wide at the wrists were popular as were bag sleeves with arm slits very long sleeves and open hanging sleeves.

Men's Clothing

The tunic became narrow and short and was provided with a fastener at the front the front and back sections the skirt part descending from the waist and also title long narrow sleeves were tailored to fit. The outer garment which was originally calf length developed into a jacket, the doublers, and only came down to the hips. The doublet was narrow at the waist tight fitting at the front. Buttoned up or deeply cut. The back and skirt sections were gathered in folds. The chest section and the upper sleeves were well padded. The collar came up to the chin. Open sleeves often had long falling folds of cloth whilst the closed sleeves were often widened at the wrist. The belt sat on the hips and became in item of decoration.

The stocking like hose made of leather or stretchy fabrics were often coloured. These were fastened behind the skirt of the doublet. Towards the end of the 14th century they were joined at the top so they created trousers which now covered the stomach, the codpiece was developed both for projection and for emphasis

Over time, the doublet became very short. However older men preferred long over garments, especially for formal occasions. The houppelande was gathered into the waist and was belted. It was often stashed at the sides and usually had a stand up collar. The long wide conical sleeves and also the puffed sleeves were often provided with additional arm slashes. The long or knee length tabard (a rectangular garment adapted from crusader knight armour covering) was worn draped loosely back and front over the tunic.

Cloaks of various lengths were worn, sometimes long and trailing sometimes only hip length.

2.10 Renaissance (1500AD – 1640AD)

Clothing of the early Renaissance or Reformation period reflected the individual taste of the newly influential, self aware and prosperous bourgeoisie, the colourful garments made from expensive maternal. Such as to code, damask and velvet were richly patterned and lavishly decorated with ribbons, braids timings, embroidery and facet. The striking costume of the landsknecht (mercenaries) with puffs and colour contrasting stashes had a strong influence.

Around the middle of the 16th century Spain rose as a strong political power after the discovery of America and the establishment of a colorial empire consequently the Spanish court also set the trend for styles of clothing.

Spanish fashion expressed the austere spirituality of the counter reformation and dilated colours, designs and details quite precisely. Although the clothes were sometimes elegant and showy they were also stiff, uncomfortable and often in somber colours.

2.10.1 Women's clothing during the reformation period

The tight bodice was separate from the skirt, often laced up at the front. The round or square neckline was broadened and was usually filled with a fine pleated undershirt with a ruche close to the neck. The sumptuous sleeves were tied on and were therefore interchangeable. By using draw strings and inserting strips numerous subdivisions and puffs were obtained. They were also often provided with stashes which were lined with differently coloured fabric. The cuffs and ruched edges often covered half of the hand.

The wide trailing skirt was gathered in folds and was accentuated crossways by braid and other trimmings. Whilst waking the skirt was held up to reveal the pleated underskirt occasionally a long and richly embroidered apron was worn which later also server as a replacement for the outer skirt

The partlet, a round shoulder collar was placed on top of the low cut bodice. It usually had a stand up collar. Was make out of velvet or silk and was often decorated with embroidery

Laced bodices partlets and aprons are still seen today in traditional rural costumes the long wide chamarre with a broad collar and arm slits was worn as coat.

2.10.2 Men's clothing during the Reformation period

The tight fitting doublet reached just to the tips. A shirt with finely pleated neckline and cuffs was worn underneath. A knee length coat with a gathered and pleated lower section was worn over or instead of the doublet. It could either be open to the belt or high necked . the doublet and shirt had broad bulging sleeves which could be exchanged had stasnes with coloured linings. And were bound many times in order to create puffs.

The legs were clothed in wide knee breeches and stockings which were either fastened or sewn on . often, the tight hose were secured to a belt. Many of them were differently coloured or parti coloured. Later, baggy breeches with puffs and stashes, called stops or pluder hose or trunk hose were borrowed from the Landsknecht mercenaries costume.

The typical outer garment of the Reformation was the chamarre, a decorative

coal with shawl collars, it was open at the front and usually unbelled. It was often lined or trimmed with fur. Sometimes it was ankle length, sometimes just above the knee. The wide sleeves often had additional openings for inserting the arms. The chamarre is worn today as a robe or gown by judges and protestant priests.

2.10.3 The Spanish fashion in women's clothing

The tight bodice was always high necked and reinforced by bone and wire to press the upper body flat. At the front it had a painted or rounded lengthening. The stomacher. The waist was faced very narrow by a corset worn underneath. The stuart collar or collet mounte made from stiffened lace surrounding the head in a fan shape. Also became fashionable.

A white ruff was also formed at the ends of the long sleeves. Wide over sleeves and emphasis of the upper arms by puffs and rolls were popular.

The floor length underskirt was stretched over a conical frame. The first hoop skirt of fashion history was called a Farthingale.

The top skirt lost all its folds was usually open at the front and decorated with inmmings on the edges. The hips were broadened by means of padding which was tied on.

Occasionally, a coat like over dress with a straight cut, the ropa was also worn

2.10.4 The Spanish fashion in men's clothing

The doublet was kept very short, was tight fitting and deeply padded. The padding on the chest created a ridge running all down the middle of the chest, called a peasecod belly . the high necked doublet had a long, stiff stand up collar over which projected the shirt ruff . the neck ruff grew increasingly target and stiffer and eventually became a separate item of clothing. The long sleeves were padded putted and slashed and were provided with shoulder pads, they also had stiff ruts at the ends.

Sleeveless doublets were often provided with loose decorative sleeves

The full, well padded breeches, which sometimes had stashes, were short and extended only to the middle of the thighs. They had tight banks at the waist and on the legs. The front flap or codpiece was also padded . below these trunk hose tight fitting nether stocks or leggings fastened with ribbons were warn.

The very short bell shaped cape of velvet or silk the Spanish cape was only placed around the shoulders. It had a high standing collar and occasionally a hood.

2.11 The Thirties (1930 - 1939)

Women's Clothing

Dresses were made of flowing fabrics, were calf length, accented at the waist, narrow at the hips and had a flared hem. Biased cuts, draping and the wrap over effect emphasiged the elegant line . the shoulders ware accentuated by pads and strongly gathered sleeve settings . formal evening dresses were low cut and often had a train.

Jackets and coats were also slim-fitting by the end of the decade shoulders had become heavily padded. Skirts just covered the knee. Coats were often 7/8 length, details from uniforms such as a paulettes, large sewn on pockets and broad lappets were typical .

Men's Clothing

The fitted jacket lay on the hips, had emphasiged shoulders and short broad lapels. The straight trousers with turn ups had comfortable width. The double breasted suit was popular for special occasions during the day

The Norfolk jacket and knickerbockers or blazer and belted slacks were popular casual combinations. Beside the fitted Chesterfield and the straight great coat. Trench coats and raincoats were worn.

2.12 The Forties (1940 – 1949)

Women's Clothing

Narrow designs with emphasised shoulders and knee length skirts were typical during the war, the dresses stressed the waist jackets and coats had details of uniforms.

In contrast, the new look brought calf length wide flared skirts and tops with rounded shoulders which flattered the figure. An alternative to this youthful, bouncy style was provided by the pencil line with its elegant and feminine tightly fitted top and long narrow skirts.

Formal evening dress acquired drapings, tunic and peplum effects and a stylish décolletage. The tight waistline brought a revival of the corset and stiffening of the bodies

Jackets and coats were tailored to fit the figure or had a flared back

Men's Clothing

Men's fashion changed very little and remained conservative in colours and patterns. The standard suit was double breasted which made the waistcoat unnecessary

In the post war years, the suit jacket become longer and broader on the shoulders but remained narrow at the hips. Trousers were given a wide cut and turn – ups. The casual duffle coat appeared.

2.13 The Fifties (1950 – 1959)

Women's Clothing

Slim skirts, narrow waists and styled hips were the elegant feminine fashions. Typical examples were the pencil line, tulip line, Y line and Empire line. The youthful swinging styles were typified by the X line with a princess cut. Cupola and balloon lines with bouncing skirts and petticoats and also the flared trapeze and A lines. Emphasis on the hips, a flub waist line and blouse like top were features of the H line and wave line, the sack line was a completely loose cut which concealed the figure and later developed into the barrel line.

Men's Clothing

Jackets and coats had a wide cut broad padded shoulders and no waist, the trousers were comfortably wide at the top and became narrower towards the bottom.

Around 1955 the suit jacket became more fitted and acquired more rounded shoulders. The single breasted jacket with a short broad lapel and the elegant double breasted jacket were both popular.

2.14 The Sixties (1960 – 1969)

Women's Clothing

The sporty casual style of loose jumpers and shirt dresses was popular, alongside feminine and figure flattening lines such as the decorative princess and fitted styles. Blousons, long waistcoats and pinafore dresses also were popular, the cannel suit miniskirt and trousers to women became accepted once and for all.

Trousers with extremely wide flares appeared. Hot pants maxicoats and the transparent look were unusual variants.

Men's Clothing

All first, suit jackets and coats had a straight and comfortable cut, however after 1965 the silhouette became more tailored . occasionally, the suit jacket was even very strongly waisted, narrow trousers without turn ups and knee length cats were preferred leisure jackets and pullovers were combined with tight fitting belted trousers.

2.15 The Seventies (1970 – 1979)

Women's Clothing

Day wear was dominated by mini length pleated skirts and shirt dresses, trousers with wide flares blousons and fitted blazers. Many different styles of blouses, trousers and jackets appeared with the fashion for combinations skirt hemlines fell to below the knee.

For the new feminine line dresses of flowing fabrics had fitted tops longer skirts and a belt to emphasis' the waist.

Frills, flounces and embroidery characterized the traditional and romantic look. There was a strong exotic influence in evening wear.

Finally a more business like style arose with the T line, which had a straight cut and emphasized shoulders over size styles were a clear reflection of the trend towards more casual fashions.

Men's Clothing

For a while men's fashion was exemplified by the closely fitted suit with narrow shoulders and broad together with trousers that were close fitting to the thighs but with board flares. Later came a new style which though it looked very slim was more comfortable typical features were broad shoulders long impels and narrow trousers.

2.16 The Eighties (1980 – Present)

Women's Clothing

Daytime clothing is predominantly casual with a simple, comfortable cut. The swirling slim silhouette and the voluminous. Very wide layered look compete with each other . the casual, elegant city style with masculine shape and details has also been retained for suits and coats.

Evening wear is feminine and elegant softly flowing or figure fitting with a tight or flared or full skirt.

The waist is accented or may be raised or lowered Sleeves are cut generously for freedom of movement. The shoulders are very often emphasized and the combination of very different lengths and widths has given rise to new proportions.

Men's Clothing

The suit jacket has changed very little. The waist is slightly fitted, shoulders are lightly padded, and lapels are not very broad. Belted pleated trousers are the most common Quilted and light shell coats are popular. Evening wear is a broad and lively mixture of party fashions.

2.17 Summary

For the Egyptians, only light clothing was necessary because of the mild climate in the case of Greeks, clothing was airy wide. It consisted of pieces of fabric elaborately draped around the body. Individual gathering and the arrangement of the belt were the main forms of decoration. Men and women wear similar type of clothes.

The ancient Germanic (Teutonic) tribes had their clothing made with the aid of flint and bone tools.

For Byzantines, clothing developed into a sumptuous formal costume which enveloped the body completely covering its natural shape.

During the Romanesque period, the clothing of the coat was colourful.

Clothing during the Gothic period was graceful and elegant, but also complicated and lavish.

Clothing of the early Renaissance or reformation period reflected the individual taste of the newly influential, self-aware and prosperous bourgeoisis.

The French fashion of the High Baroque period was once again very elegant and luxurious after the bourgeois Netherlands fashions of the early Baroque.

During the Rococo period, clothing moved away from the still showy Baroque fashion to a lighter, graceful and occasionally frivolous style.

2.18 References

Costume and Fashion - A consist History - James Laver, Thames & Hudson

2.19 Assessment

- 1) Is there any evidence to show that Indian textiles were popular in the ancient world?
- 2) Match the following types of clothing with their respective countries / periods of origin.

Types of garments	Respective countries
1) Skirt and blouse	1) Renaissance
2) Pleated neckline Shirt and knee	2) Romanesque
length coat	
3) Tunic which richly decorated	3) Germanic
with trimmings	