

CULTURAL FASHION CLOTHING PRODUCTS: PRAGMATISM OVER CULTURAL PRIDE

Pratyush Malla, Trident College

ABSTRACT

Fashion is one of the most visible media of change. The fashion industry forms part of a larger social and cultural important thing/big event known as the fashion system, an idea that supports not only the business of fashion but also the art of fashion, and not only production but also consumption. The weird nature of fashion industry can be showed/described in terms of its dangerous nature/wild up and down prices, speed, variety, complex difficulty and energy. The paper aims to identify the main features/ qualities/ traits of modern fashion industry and to develop a time producing a lot with very little waste supply chain model. The fashion clothing-related industry has significantly changed and got better), especially over the last 20 years. The changing patterns of relationships, movement, or sound) of the fashion industry have forced stores to desire low cost and flexibility in design, quality, and speed to market, key success plans/ways of reaching goals to maintain a money-making position in the more and more demanding market. This article reviews the books on changes that have happened in the fashion clothing-related industry since the 1990s, highlighting the coming into view of an idea of throwaway or fast fashion. It describes fast fashion from a supplier as well as a consumer's way of seeing things sensible view of what is and is not important, and draws attention to more than two, but not a lot of possible research issues.

Keywords: Fashion Industry, Characteristics, Supply Chain, Processes Management, Fashion Season.

INTRODUCTION

Fashion is a way for an individual to promise as true him or herself. It is a broad term which usually includes any product or market where there is a little bit of style which is likely to be short-lived. Fashion is best defined simply as the style or styles of clothing and added or extra things/people or things that help worn at any given time by groups of people. There may appear to be differences between the expensive designer fashions shown on the runways of Paris or New York and the produced in big numbers sportswear and street styles sold in malls and markets around the world. However, the fashion industry includes the design, manufacturing, distribution, marketing, retailing, advertising, and promotion of all types of clothing from the most weakened/thinned and expensive high fashion and designer fashions to ordinary everyday clothing. The paper is based on explanation of why something works or happens the way it does survey that included general combined research methods: well-thought-out, serving to compare two or more things and logical critical scientific book-related analysis through findings' short description of a longer event or paper and logical ends/end results' big statement based on very little information and analysis of best practice.

The managed and did/done analysis of scientific books told to people the basic, built-in, important qualities/scent and complex difficulty of fashion industry. Creation of research works allowed finding out the core features/ qualities/ traits and moves in a particular way/becomes popular of modern fashion industry. As a result of long/big book-related review the model illustrating time producing a lot with very little waste supply chain management was presented. The results of this research can be useful for scientists carefully studying this

topic from related to ideas about how things work or why they happen and based on actually seeing things way of seeing things / sensible view of what is and is not important, and for practisians working in fashion business. The fashion system involves all the factors that are involved in the whole process of fashion change. Some factors are built-in to fashion, which involves difference/different version for the benefit of pretty, inexpensive toy surprising quality. Other factors are external. Individual people or businesses that come up with cool new ideas and fashions also play a role, as do changes in way of living. Fashion is a complex social important thing/big event, involving sometimes disagreeing reasons for doing things, such as creating an individual identity and being part of a group, copying fashion leaders and fighting against being like other people. Adoption and putting into use of lean manufacturing; just-in-time; athletic supply chains; and quick response will help to reduce the processes involved in the buying cycle and lead times for new fashion product into stores, in order to meet any customer needed thing for the product on offer at the time and place the customer needs.