

THE TRENDS IN THE PROCESSING TECHNOLOGIES OF APPAREL IN THE LUXURY SEGMENT

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Abstract: *The purpose of the research is to identify techniques and technologies for processing double-sided fabric clothing products, characteristic to the De Luxe segment in the collections of global fashion clothing brands. The study of fashion trends in the De Luxe segment allows the identification the trends development in the mass market segment, because innovations in the fashion industry have an established move from the De Luxe or Premium segment to the mass market.*

Key words: *clothing products, innovative textiles, double faced, double faced fabrics, manufacturing technology, luxury segment.*

1. INTRODUCTION

The increase in the consumption of luxury goods in recent years arouses interest in the study of this segment of the fashion industry. Luxury goods are status indicators of the wearer. They show a person's status so that they can communicate with confidence in high society. Wearing luxury items is a non-verbal way of showing everyone personal achievements. Luxury goods are for those who live in an exclusive environment, and in fact, clothing is part of their secret language.

It is necessary to provide a clear definition of the concept of luxury product, especially luxury clothing, in order to distinguish the characteristic functions, study and develop the principles of formation and development of this segment of the fashion industry, which is particularly relevant in the conditions modern fashion industry.

2. CHARACTERISTICS OF THE DE LUXE SEGMENT IN THE FASHION INDUSTRY

A luxury brand is a brand that is characterized by a high level of quality, exclusivity and high price tags. Luxury brands, on the other hand, are not looking to cater to the masses, nor do they want their products to be easily accessible, even at high prices. Scarcity is key when it comes to luxury marketing, and that makes it aspirational in the first place.

Characteristics of luxury brands include: Craftsmanship, Heritage, Sophistication, Creativity, Superior Performance.

People confuse de Luxe and Premium brands or assume they are the same. The main difference between de Luxe brands and Premium brands is in the target audience. Premium brands appeal to a large audience, basically anyone who needs their product and is willing to pay for high quality.

Clothing products in the De Luxe segment often have an innovative character in

themselves, demonstrated by new or high-performance textile materials, manufacturing technologies or exclusive special finishes. Analyzing the market of luxury products, especially famous brands, we can see the appearance of clothing products of the outerwear category, such as jackets, coats, trenches, manufactured as a single-layer product. These are made of some specific textiles as is double-faced fabric, or composite textile, which in itself represents an innovative product, as well as the processing of this fabric is unique and specific only in the given case and cannot be applied to ordinary fabrics.

3. DOUBLE FACED FABRIC

As Coco Chanel said «Luxury is when the inside is as beautiful as the outside» [30]. This is characteristic of products made of double-faced fabric, because they are flawless from two sides, the front and the back of the product, which can be worn equally on both sides. The purpose of this paper is to present the specific technologies for making double-face products.



The double-faced fabric is a material consisting of two layers joined with two identical faces, woven together on specially designed looms (fig.1).

The big promoter of the double faces technology is the brand Akris [12].

Figure 1: Double faced fabric



Figure 2: Collection of brand Akris [12]

To process or assemble the edges, a tailor unfolds the fabric, layers it to a depth of 10 mm (fig. 3), turns the two edges inside and assembles. These turned edges are then hand stitched to create invisible seams around the perimeter of the garment (fig.4). The double-sided fabric allows the creation of garments that do not require lining. The resulting items are light, stretchy and exceptionally comfortable.



Figure 3: Unfolding the fabric



Figure 4: Hand stitched invisible seams

4. CONCLUSIONS

The concept of "De Luxe" in the fashion industry is analyzed in the paper under the aspect of identifying the distinctive characteristics of luxury goods from goods in the mass market with the aim of establishing trends in the development of the fashion industry. It is evident that innovations in apparel manufacturing technologies are emerging predominantly from this market segment as well-known brand companies are actively investing in innovations to gain competitive advantages in the retail market. Later, these innovations will spread from the Luxe segment to the mass market product category, which facilitates the diversification of consumer clothing products, the emergence of high-quality products with essential competitive

advantages. Following this normal and viable process of transfer of innovative technologies wins the consumer, who is the focus point for clothing manufacturers.

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