



Product Developing

Our Generation vs. Our Parents



What are you wearing?

- Do you look into quality?
- Think about whether it will last you longer than 2 years?
- Is it an issues or not since it's easier than ever to buy new clothes to replace the damaging garment?
- How was it for your parents?



Production (Factories)

“Until the mid 1980s, success in the fashion industry was based on low cost mass production of standardized styles that did not change frequently due to the design restrictions of the factories, such as Levi’s 501 jeans and a man’s white shirt, although there were exceptional cases of rapid changing haute couture (Brooks 1979).”



Will last you for more than 10 years?

sample (comparing the blazer I'm wearing to the one made in 1990)

- What is your intake on comparing both garments?

Lack of construction

As more and more consumers wanted more

Mass Production increased as well if you ask yourself styles became a bit more simplified when looking around. In order to offer a better affordable option for apparel, the quality and textile used in the construction of a garment decreased.

Generally garments were meant to last years

A look closer into it

-If you look at the seam between the 90s piece to the 2000s piece...

Does the seam allowance seem wider in the Garment made in the 90s?

Its because it was made possible to alter or repair the item at home without a need to a professional.

For those without a background in product development, Is it harder to fix your own favorite pieces?

Jobs

- Production was usually independent firms
- In the 90s America employed 624,000 people but now its only about 120,000
- Huge Retailers introduced more styles and lines more frequently than the usual four seasons and becoming simpler in design

- Introduction to Simple Designs = Making apparel easier, faster, and cheaper to produce for the growing consumer

21st Century: Ready to Wear and ready to RIP

Fabric for the 40% contains polyester (plastic). Meaning textiles becoming less durable and thinner compared to the garment I showed from the 90s

Many retailers are switching designs every two weeks

Concept to Rack

Forever 21: 6 weeks

H&M: 8 weeks

Does this affect us? Our Closets?

Conclusion:

We went from a garment lasting us for years and now having our garments last a couple of wears.

We ask ourselves what to wear everyday even though we all individually own many pieces in our closet due to having it more than ever easier to obtain

- Ask your elders? Did your clothes last longer and were your closets smaller back then compared us?

Solution?

Sustainability

- It's not just an environmental quality but as well it can improve health due to and as well saving money
- We wouldn't have the need to buy new items every week
- Long Lasting and the ability to recycle without damaging the world with its toxics

Citation

https://www.researchgate.net/publication/232964904_Fast_fashion_Response_to_changes_in_the_fashion_industry

(Bhardwaj, Vertica & Fairhurst, Ann. (2010). Fast fashion: Response to changes in the fashion industry. The International Review of Retail. Distribution and Consumer Research. 165-173. 10.1080/09593960903498300.)

<https://bellatory.com/fashion-industry/Ready-to-Wear-A-Short-History-of-the-Garment-Industry>

<https://sanfranciscosustainablefashionweek.org/why-is-sustainability-important-for-the-fashion-industry/>