

# INDIVIDUALITY

in Clothing Selection and Personal Appearance

5TH EDITION

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# *Individuality* in Clothing Selection and Personal Appearance

5TH EDITION

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## Message to our readers

When *Individuality* was first published, it was one of the first texts to address clothing choice as not merely a “right” or “wrong” choice but rather as a way of producing a desired effect with which the wearer would be comfortable psychologically, physically, and socially. The text has continued to provide general guidelines for individual and family clothing choices through its four previous editions. For three decades this major text has provided a broad base of knowledge at an introductory level for the general education of students—a task ignored by most clothing texts, which typically have either a more narrow, in-depth focus or target the more advanced student. *Individuality* is unique because it meets the needs of both the student who is interested in taking a single course in fashion as well as the student who aims at becoming a fashion professional.

### **New to this Edition**

In approaching this fifth edition, major modifications were made to update the book’s content to reflect both societal and fashion industry trends that influence clothing choice. In addition, many changes were made to the format of the book to render it more user friendly.



### Focus

The fifth edition is written from a consumer/fashion-industry perspective. It is designed for students who want to develop an expertise in the various consumer issues of personal clothing choice. It is also designed to lay a foundation of knowledge for students who plan to pursue a career in the fashion industry.

### Conceptualization

The text has been streamlined. There are now fifteen chapters rather than twenty. Several chapters were eliminated; other chapters were consolidated. The three major sections follow a logical path, beginning with a discussion of the influences on clothing selection and ending with a discussion of clothing purchasing.

- *Part 1* covers the major influences on clothing selection: sociopsychological, cultural, physical, demographic, and the fashion industry. A new chapter on demographics describes the important consumer groups.
- *Part 2* presents the organizing principles of design and design elements and describes how they are used to design the apparel from which consumers have to choose.
- *Part 3* discusses the consumer issues that influence clothing purchase decisions such as fit, quality, care, and wardrobe needs.

### Update

The text has been extensively updated. The majority of the photography is new and chosen from a variety of contemporary designers who design for diverse consumer groups. The photographs and illustrations were selected to mirror the multi-ethnic composition of contemporary society. In addition, each chapter reflects both current research in the field as well as industry trends.

### Format

Several features have been added to reinforce important concepts to the reader:

- *A model* introduces each of the three parts and illustrates the topics of that part's five chapters. The model is also featured on the first page of each new chapter to remind the reader of the interrelationship of this chapter to the whole part.
- *Objectives* open each chapter.
- *Definitions* are boxed to increase visibility.
- *Activities* that involve students in applying their new knowledge appear throughout the text.
- *Case studies* have been added to several chapters.
- *Figures* consolidate large portions of information.
- *A summary* of key information ends each chapter.
- *Key words and concepts* are given for the student to review at the end of each chapter.



## Acknowledgments

We are indebted to many people who have contributed to the content of this book in numerous ways. Our families have provided moral support and understanding. Our students have inspired us and contributed their talents to our collaborative effort. Our colleagues have provided their expertise. We want to give special acknowledgment to several individuals who gave generously of their time and talents.

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*Hazel Jackson*

*Sue Stanley*



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# Individuality: brief contents

<b>part I</b>	<b>Influences on consumer clothing selection</b>	<b>1</b>
chapter 1	Sociopsychological influences	2
chapter 2	Cultural influences	30
chapter 3	Physical influences	78
chapter 4	Demographic influences	130
chapter 5	Fashion industry influences	150
<b>part II</b>	<b>Design elements and principles applied to clothing</b>	<b>183</b>
chapter 6	Space, shape, form, and line	184
chapter 7	Color	214
chapter 8	Texture	242
chapter 9	Principles of design	258
chapter 10	Fabric design	278
<b>part III</b>	<b>Consumer clothing selection issues</b>	<b>297</b>
chapter 11	Clothing fit	298
chapter 12	Clothing quality	318
chapter 13	Clothing care	336
chapter 14	Wardrobe planning	358
chapter 15	Clothing purchasing	390

---

# Contents

<b>part I</b>	<b>Influences on consumer clothing selection</b>	<b>1</b>
chapter 1	Sociopsychological influences	2
	Nonverbal Communication 4	
	<i>Reading Clothing Messages</i> 5	
	<i>Sending and Receiving Clothing Messages</i> 6	
	<i>Impression Formation</i> 9	
	Individuality 13	
	<i>Physical Qualities</i> 14	
	<i>Nonphysical Qualities</i> 16	
chapter 2	Cultural influences	30
	Primary Motivation Behind Clothing Choices 32	
	<i>Historical Evidence of Clothing Forms and Structures</i> 32	
	<i>Clothing and Adornment for Protection</i> 34	
	<i>Clothing and Adornment to Meet Psychological Needs</i> 36	
	Clothing and Adornment to Meet Sociocultural Needs 44	
	<i>Economic Position</i> 44	
	<i>Social Status: Identification and Rank</i> 49	
	<i>Ethnic Identification by Dress</i> 52	
	<i>Gender Differentiation with Clothing</i> 54	
	<i>Rites of Passage</i> 59	
	<i>Marital Status</i> 62	



	<i>Political Beliefs</i> 64	
	<i>Religious Ideas</i> 65	
	<i>Technical Changes and Industrialization</i> 67	
	Diaspora and International Style in Clothing and Adornment 67	
chapter 3	Physical influences	8
	Body Build 79	
	<i>Body and Head Proportion</i> 81	
	<i>Muscles versus Fat</i> 82	
	<i>Body Types</i> 83	
	<i>Body Shape: Height-Weight Distribution</i> 86	
	<i>Body Weight</i> 87	
	<i>Physical Fitness</i> 88	
	Skin 96	
	<i>Functions of the Skin</i> 96	
	<i>Anatomy of the Skin</i> 98	
	<i>Skin Color</i> 99	
	<i>Environmental Concerns</i> 100	
	<i>Facial Skin Care</i> 104	
	<i>Skin Care Surgery</i> 105	
	<i>Cosmetics</i> 106	
	Nails 109	
	Hair 109	
	<i>Anatomy of Hair</i> 110	
	<i>Forms of Hair</i> 111	
	<i>Hair Color</i> 112	
	<i>Hair Growth</i> 112	
	<i>Hair Loss</i> 113	
	<i>Hair Processing</i> 113	
	Diet 114	
	<i>USDA's Food Guide Pyramid</i> 115	
	<i>Common Topics of Nutritional Concern</i> 118	
	<i>Malnutrition</i> 121	
chapter 4	Demographic influences	130
	Demographics 132	
	<i>Population Changes</i> 133	
	<i>Income</i> 133	
	<i>Age</i> 133	
	<i>Race</i> 134	
	<i>Education</i> 135	
	<i>Occupation</i> 135	
	<i>Geographic Location</i> 135	
	Niche Markets 136	
	<i>Ethnic Niches</i> 136	
	<i>Large Sizes</i> 138	
	<i>Working Women</i> 139	
	Generational Marketing 139	
	<i>Gray Market</i> 139	
	<i>Baby Boomers</i> 141	
	<i>Generation X or Baby Busters</i> 143	
	<i>Generation Y or Baby Boomlet</i> 144	



chapter 5	Fashion industry influences	150
	History of Fashion in Clothing	156
	Fashion Terminology	158
	French Fashion Design History	160
	<i>Origin of French Fashion Design</i>	160
	<i>Haute Couture</i>	163
	<i>Twentieth-Century French Couturiers</i>	165
	Emergence of American Fashion Designers	167
	Contemporary Fashion Designers	169
	The Fashion Industry	172
	<i>Role of Fashion Designers</i>	172
	<i>Role of Retail Buyers</i>	173
	<i>Role of Fashion Promotion</i>	174
	<i>Role of Licensing</i>	176
	<i>Role of the Consumer</i>	177
<b>part II</b>	<b>Design elements and principles applied to clothing</b>	<b>183</b>
chapter 6	Space, shape, form, and line	184
	Space, Shape, Form, and Line	185
	<i>Space</i>	187
	<i>Shape and Form</i>	186
	<i>Line</i>	187
	<i>Interrelationship of Elements of Design</i>	188
	Shape: The Silhouette in Clothing	189
	Line	189
	<i>Types of Lines</i>	190
	<i>Application of Line</i>	205
chapter 7	Color	214
	What Is Color?	215
	Color Systems	216
	<i>The Prang Color System</i>	216
	<i>The Munsell Color System</i>	217
	Dimensions of Color	218
	<i>Hue</i>	218
	<i>Value</i>	220
	<i>Chroma or Intensity</i>	222
	Color Harmonies	224
	<i>Related Color Harmonies</i>	225
	<i>Contrasting Color Harmonies</i>	226
	Influences on Color Perception	227
	<i>Background</i>	227
	<i>Light Source</i>	228
	<i>Distance</i>	229
	<i>Texture</i>	229
	<i>Personal Reactions</i>	229
	Fashion Color Prediction	230
	<i>The Color Association of the United States</i>	230
	<i>The Pantone Color System</i>	231



	Personal Color Identification 231	
	<i>Color Theory</i> 231	
	<i>Color Theory Related to Personal Color Analysis</i> 233	
	Specific Personal Color Considerations 236	
	<i>Benefits of Color Analysis</i> 239	
chapter 8	Texture 242	
	Texture as a Sensory Impression 243	
	Components That Determine Texture 245	
	<i>Fibers</i> 245	
	<i>Yarns</i> 246	
	<i>Fabrication</i> 246	
	<i>Finish</i> 247	
	Fashions in Textures 248	
	Selection of Texture 249	
	<i>Effect of Texture on Physical Proportion</i> 249	
	<i>Proportion of Textures</i> 249	
	<i>Soft and Clingy Fabrics</i> 250	
	<i>Stiff and Bulky Fabrics</i> 250	
	<i>Shiny and Dull Textures</i> 251	
	<i>Middle-Group Textures</i> 251	
	Texture Related to Skin and Hair 251	
	<i>Expressing Personality Through Texture Selection</i> 252	
	<i>Harmony in Texture Combination</i> 253	
	<i>Contrast in Texture Combination</i> 255	
	<i>Contrast of Textures with Accessories</i> 255	
chapter 9	Principles of design 258	
	Structural and Applied Design in Clothing 260	
	The Principles of Design 262	
	<i>Principles of Design Defined</i> 262	
	<i>Principles of Design Related to the Individual and Fashion</i> 262	
chapter 10	Fabric design 278	
	Fabric Design Components 279	
	<i>Pattern and Motif</i> 280	
	<i>Pattern and Pattern Arrangement</i> 284	
	Using Fabric Designs 288	
	<i>Fabric Design in Garment Construction</i> 288	
	<i>Effects of Fabric Design on the Body</i> 290	
	<i>Use of Different Prints in One Outfit</i> 292	
	Influences on Fabric Design 293	
	<i>Light Source</i> 293	
	<i>Distance</i> 295	
part III:	Consumer clothing selection issues 297	
chapter 11	Clothing fit 298	
	Sizing 300	
	<i>Fit Models</i> 300	
	<i>Sizing Womenswear</i> 300	



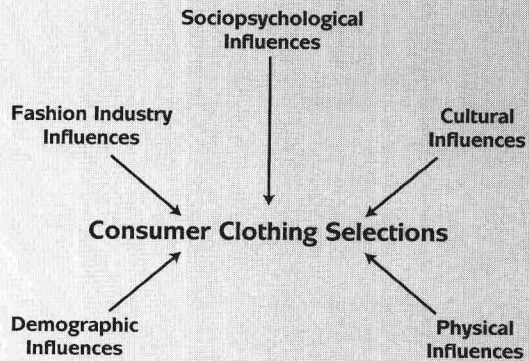
	<i>Sizing Menswear</i>	302
	<i>Children's Sizing</i>	304
Fit	304	
	<i>General Fit Guidelines</i>	305
	<i>Fit Labels</i>	308
	<i>Fit for Jackets</i>	310
	<i>Fit for Men</i>	310
	<i>Fit for Women</i>	311
	<i>Fit for Older Adults</i>	312
	<i>Fit for Children</i>	312
chapter 12	Clothing quality	318
	Perspectives on Apparel Quality	320
	<i>Quality from a Manufacturer's Perspective</i>	320
	<i>Quality from a Consumer's Perspective</i>	320
	Recognizing Quality in Wearing Apparel	322
	<i>Fabric Components</i>	322
	<i>Supportive Fabrics</i>	327
	<i>Construction Details</i>	327
	<i>Finishing Details</i>	331
	<i>Relationship of Price to Quality</i>	332
chapter 13	Clothing care	336
	Routine Maintenance	338
	Clothing Storage	338
	<i>Storage Facilities and Equipment</i>	338
	<i>The Storage Process</i>	339
	Caring for Clothing	340
	<i>Permanent Care Labeling</i>	340
	<i>Types of Garment Care</i>	341
	Laundry Products	343
	<i>Soaps and Detergents</i>	343
	<i>Bleaches</i>	344
	<i>Water Softeners and Conditioners</i>	345
	<i>Pretreatment Products</i>	345
	<i>Fabric Softeners</i>	345
	<i>Starches and Fabric Finishes</i>	346
	Laundry Procedures	346
	<i>Garment Preparation</i>	346
	<i>Sorting</i>	346
	<i>Pretreating</i>	346
	<i>Water Temperature</i>	347
	<i>Loading and Cycle Selection</i>	351
	<i>Drying</i>	351
	<i>Ironing and Pressing</i>	352
chapter 14	Wardrobe planning	358
	Wardrobe Planning	361
	<i>Lifestyle Analysis</i>	361
	<i>Existing Wardrobe Analysis</i>	361
	<i>Resource Evaluation</i>	365



	<i>Basic and Extra Wardrobe Component Identification</i>	365
	<i>Purchase Planning</i>	367
	Dress for Selected Occasions	369
	<i>Dress for Job Interviews</i>	369
	<i>Dress for Careers</i>	371
	<i>Dress for Leisure</i>	377
	<i>Dress for Special Occasions</i>	377
	<i>Dress for Travel</i>	377
	Accessories	378
	<i>Hats</i>	379
	<i>Jewelry</i>	380
	<i>Eyewear</i>	383
	<i>Shoes</i>	384
	<i>Hosiery</i>	385
	<i>Handbags, Briefcases, and Wallets</i>	385
	<i>Belts</i>	385
	<i>Scarves/Ties</i>	386
chapter 15	Clothing purchasing	390
	Consumer Predisposition	392
	Retail Formats	393
	<i>Retail Stores</i>	394
	<i>Nonstore Retailing</i>	400
	Consumer Issues in the Purchasing Decision	403
	<i>Availability of Credit</i>	403
	<i>Ease of Shopping</i>	404
	<i>Sales Assistance Availability</i>	404
	<i>Commitment to Communication</i>	405
	<i>Retail Prices</i>	408
	Name Index	415
	Subject Index	419

part I

# Influences on consumer clothing selection





chapter

1

# Sociopsychological influences

## Objectives

- Explain the significance of apparel as a form of nonverbal communication.
- Apply the theory of impression formation to clothing and human behavior.
- Apply individuality to clothing and human behavior.
- Recognize the role of physical and nonphysical qualities in individuality, such as physical appearance, self-image, personality, and lifestyle.