

CHAPTER - XIII

FACTORS INFLUENCE ON SELECTION OF CLOTHING

13. Introduction :

The personality and taste of an individual can be judged from his dress. In the previous chapter, you have read about elements of art and its application on cloth on the basis of principle of design. Suppose your friend has lots of clothes but she finds it difficult to select cloth while going somewhere. Although she has lots of clothes yet they may not be appropriate with time and occasions or not goes well with her complexion. Therefore, one should have knowledge about selection of cloth.

In this chapter, all these points are covered, and you will be able to know the following after going through the chapter.

Factors to be considered while selecting clothes :-

- a. Personality
- b. Age and Season
- c. Occupation
- d. Figure, occasion and Fashion.

13.1. Personality : One must be careful enough while selecting clothes for himself, so that he can get desired cloth

by spending his money. The taste, value, culture of an individual is expanded through the clothes he wears.

For example People who are introvert prefers light and sober colours where as extroverts like bright, and warm clothes, Proper dress always helps an individual in building his self-confidence which is essential for proper development of personality.

13.2. Age : Age is another important factor one has to consider while selecting clothing for a person.

For example- infant's clothes, should be loose and comfortable as the infant sleeps most of the time. Their cloth should be soft and absorbable (preferably cotton) and should not irritate the soft skin of the infant. Moreover it should be easily washable, strong and dries quickly. In case of toddlers, as they are in growing stage, they need clothes which are strong, durable as well as easily washable. These clothing should not be too loose or large in size which may cause inconvenience in playing and too tight clothing are not suitable for growth. In case of pre-school children, their

dresses should be easy to put on or take off with little or no help from others. This experience of put on and take off dress make the child independent and self confident. While in elementary stage, children spend most of their time by playing in group, so durable clothing must be provided which will withstand the strain of vigorous use. They prefer such dress which is accepted by their groups.

For these reason, clothing should be selected on the basis of the age of the wearer.

13.3. Season: We all know that the climate changes from one season to another in a year. So one needs different clothing for different season as clothes protect us from heat, cold and help us in maintaining body temperature in adverse circumstances. Knowledge of selecting the clothes according to the climate is essential.

For example cool, soft and light coloured, preferably cotton, linen are suitable for summer season, whereas bright, warm, thick cloth like woollen, silk are suitable for winter season. Synthetic material such as nylon are non absorbent, easily washable, dries up quickly and wrinkle free and are suitable for rainy season.

13.4. Occupation- Another important factor is occupation. Clothing varies from

profession to profession.

For example the dress of a physical instructor should be loose and comfortable so that he may find it easy to do his job. Whereas a farmer need strong durable clothes and a sports person need dress made up of durable absorbent material. The dress of industrial worker, army men, police personnel, mine worker's should be made up of strong, thick, durable materials.

13.5. Physical structure/Figure : Each and every person has unique figure. One may be tall or short, fat or lean and thin etc. While selecting cloth, it should go well with the figure of the wearer. Whatever the body shape is proper selection of clothes can make one look different. The flaws of figure can be camouflaged and salient features can be highlighted by judicious use of colours and lines.

For example - A short person who intended to look tall and thin should wear plain, single colour with vertical lines and designs. Similarly, those who wish to look shorter and fat should wear horizontal design and with two or more colored dress. E.g.- if the salwar is of light colour, the kurta should be of dark colour with horizontal lines. Frills, pipings may be used in the dress to look fat. For a tall, fat lady, clothes with diagonal

lines are suitable and she should not wear very light or loose clothes. So dress or clothing should be selected according to the figure of an individual.

13.6. OCCASION :

Selection of clothes should be done according to the occasion. If it is not done in accordance with the occasion and place, it would look odd. It is better to select simple, durable material for day to day wear and in case of marriage, parties, celebrations novel fabrics with new style, brocade, silk material with bright colours can be chosen. In mourning or death, simple clothes of black, white or dull colours are used and for playing flexible, comfortable, easily washable and sweat absorbing clothes

should be selected.

13.7. Fashion

Fashion means current popular style specially in dress people like to wear them as they keep pace with time. It may be in colour, design, shape of a dress and keep changing from time to time. Most of the people like to possess fashionable clothing. One but one should have knowledge about latest innovation in clothing, should, consider the price care and maintenance required etc. Now-a-days, every one wants to wear clothing with prevailing fashion.

Hence it is seen that selection of clothes depends on a number of factors. Right choices of clothes always enhance the beauty and comfort of an individual.

SUMMARY

- Selection of clothing always done on the basis of the personality of the wearer.
- Age is another important factor one needs to consider while selecting clothing for individual.
- Season always determine the type of fabric use for dress to deal with the climatic condition.
- The clothing should be purchased keeping in mind the purpose for which it is being used.
- The design, colour of the clothing should go well with the body structure or figure of an individual.
- Fashionable clothing are attractive but may not suit to everyone.

QUESTIONS :

i. Very short answer question :-

1. Name the colour of a material suitable for winter season?
2. List out the colour suitable for sunny day?
3. What type of design is suitable for tall lean and thin person.
4. State two qualities that make cotton clothes suitable for summer?
5. Mention any two qualities of infant clothing?

ii. SHORT ANSWER QUESTIONS:

1. What are the points you are going to consider while selecting clothing for infants?
2. Write four points you will keep in mind while selecting dress for three years old child.
3. What type of material would you select for a player?
4. Why wool and silk materials are selected for winter use?

iii. LONG ANSWER QUESTIONS

1. What are the factors one has to consider while selecting clothes for an adolescent girl?
2. What points would you keep in mind while selecting clothes for children of different age group?
3. Why different designed and coloured materials are selected for different occasions?
4. Make a list of factors affecting in selection of clothes explain any two.