

CHAPTER - XIV

PURCHASE OF FABRICS

14. Introduction : Today, due to advancement of science and technology, new development in fibre science, fabric construction, dying and finishing have taken place. As a result, market is flooded with varieties of fabrics like material of synthetic fibres, blends of man made and natural fibres, also varieties of dyes both natural and chemical dyes and use of different methods of finishing on material are available which have brought a revolution in this field.

Therefore basic knowledge of all these are essential to choose the fabric. You have read about different types of fabric or fibre, yarn making, weaving, finishing of fabric etc. in the class XI.

In this chapter you will study the following and will be able to know. —

- Factors to be considered while selecting and purchasing material.

- Factors influence on determining the quality of cloth.

- From where to purchase.

14.1. Factors : Factors to be considered while making purchase of fabric.

There are many factors, one has to consider while purchasing cloth for a family. Do you know what are the

factors your parents consider while purchasing clothes for your family? These factors are :-

a) Purpose :

It is the first point one should consider while buying clothes. The clothes may be used for dress or for bed linen, table linen, furnishing of room etc. If it is used for making dress then it must be seen whether it is used for day to day or occasional purpose. Because all type of clothes are not suitable for all occasions.

For example:- Heavy silk material, satin clothes are not suitable for daily wear as daily wear clothes require daily washing, heavy silk, satin material can't be washed daily. Similarly sheer material are not desirable for the clothes of children of playful age. Strong material, durable, easily washable material are suitable for daily wear. Material for table linen, household linen like curtain, cushion, bed linen should be of strong, firm, durable material. Hence one should consider this point while buying cloth.

b) Price :

The price of the cloth is another factor, which must be considered at the

time of purchase. The price of cloths depends on the quality requirement of the material. Thus, before purchasing clothes certain factors should be taken into account such as the length of material, for which it is being used, quality, care and maintenance cost etc.

Plan on the basis of requirement, so that your needs can be fulfilled at reasonable price.

c) Season :

It is another important factor one should consider while making purchase of clothes. Because the needs of various clothing material varies from season to season. e.g.: Cotton, linen materials are suitable for summer season as they are good conductor of heat and absorb sweat, gives the feeling of cool to the wearer. Khadi clothes are most convenient in this season because these are cool and good absorber of sweat. Whereas in winter season, silk, wool, flannel materials are suitable to keep the body warm. Because these fibres are bad conductor of heat and can prevent loss of body heat so, they help to maintain body temperature. Similarly, in rainy season, synthetic materials are suitable as these material absorbs very less amount of water and dries quickly.

d) Quantity :

Usually we buy either less or more cloth than the required length because of

lack of proper estimation. This surplus clothes is of no use and if the cloth is less it serve no purpose. Therefore the exact measurement of cloth should be ensured to avoid wastage. There are certain points one has to consider while deciding the quantity of cloth required for garment as such :-

a. Width of the cloth : Usually cloth with more width may be expensive but can be used in making dress turn out to be cheaper than the one with lesser width.

b. Shrinkage of the material should also be kept in mind.

c. Cloth should be purchased in accordance with the design.

Cloth with large print should be stitched in such a way that the outfit can give a balanced look. In such cases some cloth is wasted in cutting.

14.3. FACTORS DETERMINE THE QUALITY OF THE FABRIC

It is an important aspect one should consider while purchasing cloth. Quality can be defined as the excellence related to the nature, kind and character of the fabric. It is governed by appearance, durability, construction of fabric, good finish, easy washability etc. As a consumer, we all, must know the specific qualities of various clothes which will help us to purchase good quality material with the available fund.

a) Appearance :

It refers to the outward look of the fabric and we pay attention to this along with colour and texture of the material while purchasing clothes. Usually we touch, smell and look at the material to determine the quality. Clothes should be beautiful and attractive. Effect and blending of colours should be proper in the cloth, which can make the material attractive. Fibre, yarn, weave and finishes also effect the appearance of the material. If the material has appealing effect, it can attract buyer easily and he will try to purchase that piece irrespective of quality and price. Hence, appearance of the cloth is an important factor in selection. You should consider this point while making purchase of your dress. But manufacturer always take advantage of this and sometimes mislead the consumer in this regard.

b) Durability :

Everyone desires to purchase durable clothes. Durability means long term serviceability. It always depends on quality of the fibre, weave, colour fastness, application of colours etc. In case of fibre, it should have more twist and weave should be thick and closely knit, which make the material durable. Durable cloth have resistance to wear and tear, cleaning and washing etc. If the material is durable it can be used for a long time.

c) Construction of fabric :

Quality of material also depends on construction of fabric. It may weave or knit construct, if the material is closely knitted, firmly weaved, then the quality will be good and will make the material durable.

d) Finish :

Finishing is given on material for varied reason such as to make attractive, durable, etc. Do you remember this, which you have studied in the previous year? Sometimes finishes are not long lasting as a result, the cloth become shapeless and sometimes dyestuff are not long lasting and if strong chemical dyes are used, it may make hole on the material. So one must check the label and fastness of the colour. Sometimes finishes are selected according to the use like- crease, resistant, waterproof, water-repellent, fire-proof, mercerised etc. Hence one should consider these points while making purchase of cloth. It is wise to check the following before purchasing fabrics :-

- a) Weave should be firm and uniform.
- b) Finishes should be done properly.
- c) Dye colours should be even and look fresh.
- d) Make sure no powder dust rub on the printed fabric. Starch is often used to hide the poor quality of fabric.
- e) Fabric should shed wrinkles after

crushing.

e) Easy washability :

Fabric tend to get dirty because of its use and often may get stained. Chemicals, detergent, and Soaps are used for their washing and to remove stain from them. Cloth may get spoiled if strong chemicals are used frequently. Hence such clothes should be purchased which is easily washable, not affected by chemical and washing. It is better to select such cloth which retain their look even after washing. In case of certain material like silk, woollen cloths and cloths with brocade work required special precaution while washing. Because, heat, alkalies, etc. have adverse effect on these cloths. So these materials should be dry cleaned. Therefore it is important to keep in mind about washing and ironing of cloth while making purchase of it.

Reliable shop :

One should consider the place from where cloth is to be purchased, along with above mentioned factors. It requires

proper planning, collecting information related to price, quality, place etc. before making decision from where to buy. Buy cloths from those stores only which offer satisfying services to the customer. Preferably buy from only reputed and reliable shops.

There are different types of stores like wholesale and retail stores, departmental stores, small shop, discount stores, stores with brand names etc. You must have heard about 'Big Bazar' or have visetid the shop. This shops collect materials from different companies or industry and sell at their place. In some shops, at the end of the season, seasonal discount is offered and in festive season, discounts is also offered by them. One can avail such opportunities to buy their required materials. You might have seen some stores with brand names like Raymonds, Vimal, Mayur suiting, Bombay Dyeing etc. in your town, city. These store sell good quality material at fixed price. So customer can purchase with confidence from these shops.

SUMMARY

- The cloth should be purchased keeping in mind the purpose of buying for which it is being used, season, price etc.
- Quality of material is determined by factors like appearance, durability, finish and easy to maintain.
- Purchase should be made from reliable shop, stores with brand names.

QUESTIONS**Very short answer question :**

1. Name two factors influence on selection of cloth?
2. List the factors determining the quality of cloth?
3. Name two easy method of washing cloth.
4. Name two method of finishing cloth.

Short answer question-

- a) Why all types of cloths are not suitable for all seasons.
- b) What do you mean by durability of clothes?
- c) How far is it desirable to purchase cloths from departmental stores?

Long answer questions :

- a) What are the points you should consider while purchasing cloths?
- b) List out the factors that determine the quality of cloths?
- c) How will you help your friend in purchasing fabric for her family?

