



Chapter 8

International Fashion

The Global Nature of Fashion

- Four cities have emerged as major fashion capitals:
 - Paris
 - Milan
 - London
 - New York
- Licensing gives manufacturers permission to use brand or designer names and help fashion empires grow.
- Top designers also have astute business managers to handle finances, operations and marketing.
- Another trend is fewer and bigger conglomerates controlling more and more of the fashion business.

France

- Paris, long the capital of fashion, has great resources in addition to strong government backing.
- Couture, the most exclusive clothing made, is the flagship of French fashion.
- Enormous expenses associated with the semi annual couture shows are both subsidized by the government and offset by the huge publicity for the event.
- The publicity helps drive the sales of ready to wear, perfume and licensing businesses
- Ultimately, couture's creativity drives the entire business.

France

- Some important Parisian couturiers are:
 - Lagerfeld for Chanel
 - Galliano for Dior
 - Gaultier
 - Lacroix
- The Chambre Syndicale de la Couture Parisienne dictates rules about workrooms and collections.
- All couturiers have prêt à porter, or ready to wear collections.
- Mass production makes this much less expensive and more profitable.

Italy

- Their international status is built on creativity, beautiful fabrics, knitwear, leather goods, tailoring and quality production.
- Primarily devoted to ready to wear and accessories, it is Italy's second largest industry, preceded only by tourism.
- Milan, the ready to wear capital, is close to fabric sources in:
 - Como
 - Biella
 - Torino

Italy

- Florence is a fashion center as well
- Some important designers are:
 - Armani
 - Cavalli
 - Dolce and Gabbana
 - Ferre
 - Gucci
 - Prada
 - Valentino
 - Versace

England, United Kingdom

- London enjoys a reputation for fine men's wear, woolens, and innovative young fashion.
- Young designers of the 1960s, Mary Quant, Jean Muir and Zandra Rhodes made London a fashion capital.
- Some important designers today are:
 - MacDonald
 - McCartney
 - McQueen
 - Smith

Germany and Canada

- Germany has a decentralized industry and designer names like Boss, Escada and Joop.
- Canadian fashion, although diversified, is known primarily for exports of men's clothing, outerwear, furs, leather goods, women's, and children's clothing.
- 30% of all production is exported, primarily to the United States.
- Quebec is the largest producer, with 62% of production, followed by Ottawa, with 28%.

The United States

- American design blossomed during World War II, when communications to Paris were cut off.
- The American style, especially for sportswear developed and is now a worldwide phenomenon.
- New York's Seventh Avenue garment district is the center of U.S. fashion.

The United States

- New York trained, or based designers include:
 - Vollbracht for Blass and Costa for Klein
 - Ford
 - Hilfiger
 - Jacobs
 - Karan
 - Kors
 - Lauren
 - De la Renta
 - Rodriguez
 - Rucci
 - Wang

The United States

- California boasts the largest domestic apparel manufacturing center, based in the Los Angeles area.
- Los Angeles also has important men's sportswear designers.
- California is also the home of both Levi's and the Gap in San Francisco.