



## **THE EMERGENCE OF VANITY CLOTHING**

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### **ABSTRACT**

Garment industry all around the world has raised a long ladder of success in last few decades, and diverse range of products and clothes are now under reach of even far away customers by means of various selling techniques. However, instead of ample number of brands and available range of sizes and silhouettes, it has been observed that people with less ideal figures, body shapes and increased age often face fitting problems. Present review paper focuses on the newer advancements which have been made in recent years to tackle with these kinds of hassles. Present study throws light on studies and patents of some authors and inventors who have directed their researches towards dealing with this problem. Vanity clothing is the latest term being used as functional clothing which offers clothes and accessories aiming for better shaping of body.

**KEYWORDS:** Fitting, Problems, Sizes