

## 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

### INTRODUCTION

In the field of functional clothing, the emergence of performance clothing has been encouraged by recent breakthroughs and advances in garment manufacturing technology (Gupta 2011a).

A dominant theme in Western culture pertains to vanity-a fixation on physical appearance and achievement of personal goals. The term vanity has been used in numerous contexts, however, according to Richard G. Netemeyer, Scot Burton and Donald R. Lichtenstein, it can be divided into four distinct trait components 1) a concern for physical appearance 2) a positive (and perhaps inflated) view of physical appearance 3) a concern for achievement 4) a positive (and perhaps inflated) view of achievement.

There is great impact of physical appearance on consumer demand. Jane E. Workman and Seung-Hee Lee proposed that decision making by consumers is not only influenced by external motives like advertising appeals and social status, but also by internal motives like vanity and self consciousness. Consumer decisions are often motivated by internal needs including the need for others' approval (Roth, 1995; Durvasula et al., 2001). For example, individuals who are high in public self-consciousness care about how others perceive them. Publicly self-conscious consumers are likely to be concerned about fashion and their appearance (Miller and Cox, 1982). Numerous products are advertised based on the reasoning that the product will enhance the consumer's appearance and/or the consumer will benefit from being considered more physically attractive due to use of the product (Solomon, 2009).

Various domestic and international clothing brands available in the market offer diverse range of sizes to be chosen from in order to select the one according to customer's size and physique. In spite of this, customers face a lot of problems related to fit and comfort. It has been observed very that sometimes upper garment of one size fit at the waist but it is very loose at the bust level (Gupta 2011a).

People with less ideal figures, body shapes and increased age often come across these kind of fitting problems. Choosing a garment which fits one's body, looks appealing and also has the design and other features according to one's need and age, is often a challenge. In order to cope up with these limitations of existing clothing market, a relatively new branch of functional clothing has been introduced in recent years, known as vanity clothing. Vanity clothing is that category of functional clothing which offers garments which add to appearance of body and yields quick and non surgical method of body shaping. Vanity clothing provides clothes which support, lift or compress the body parts in order to make the shape of the body look good and appealing. Vanity clothing involves methods like padding, wiring, using some specific seams in the garment and different stitching techniques in order to develop required body curves. Vanity wear is sometimes moulded for invisible support and compression in order to attain desired properties(Gupta 2011a).

### Types of Clothes

The results of a study on understanding vanity across cultures by Durvasula and Lysonski in 2008, clearly show that both gender and country have an impact on vanity perceptions. Concern for both physical appearance and professional achievement are higher in eastern cultures as compared to western cultures. Both males and females are highly concerned about physical appearance. According to Gupta (2011a), a large number of clothes are now a part of clothing wardrobe which functions concerning shaping and lifting and enhancing appearance. These include undergarments or other inner clothes which are usually covered by the other layer of clothes. These are braizers, with inseam padding or extra pads, panties with shaped pattern, cut and elastic seam constructions, and many other undergarments. The sagging parts of the body can be lifted upon in this way and slimming and flattening effect can be achieved on fleshy parts of the body like stomach, waist, hips, thigh, buttocks and back. Table 1 shows a brief list of clothing made with an objective of achieving better shaping and enhancing appearance of body.

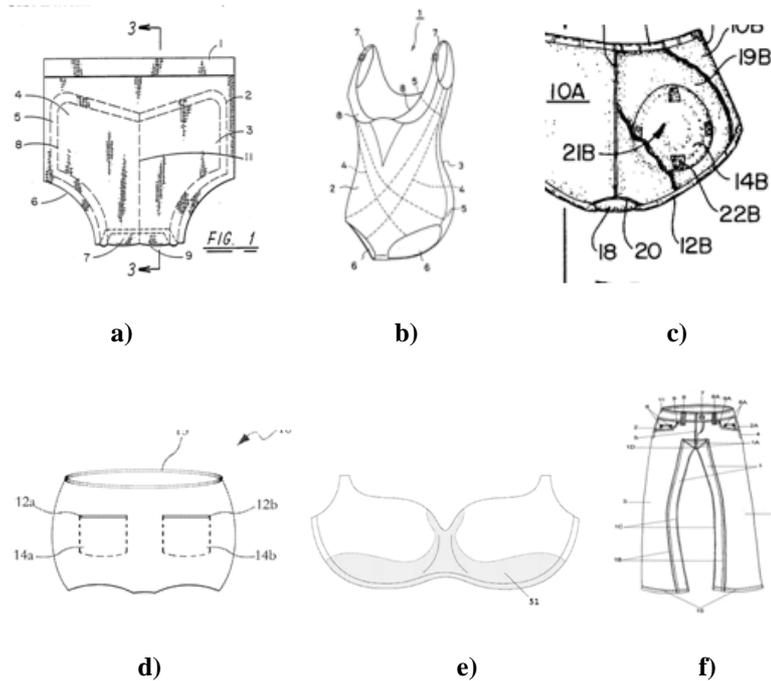
**Table 1: A Brief List of Patented Clothing Developed with an Objective of Achieving Better Shaping and Enhancing Appearance of Body**

Sr. No.	Type of Clothing	Purpose	Source
1.	Padded underwear	1. to provide an underwear garment that removes or alleviates the discomfort caused by sitting 2. to provide such an underwear garment that fits the form of the body so that it is not noticeable through outer garments	Patented by Alphonse A. Guelli 1990
2.	Bodysuit having freely moveable straps	1. to provide a shapesuit capable of effectively shaping up body form	Patented by Michiko Sano 1997
3.	Pad inserts for enhancing the shape of a wearer's buttocks	1. to round out straight or scant buttocks and thus produce a more desirable figure at these points 2. to provide adjustability of the pads to accommodate various figure proportions	Patented by Janice Ward Parrish 1998
4.	Butt Enhancement Briefs	1. for enhancing the appearance of a user's buttocks	Patented by Teddie Nelson 2012
5.	X-Shaped Brassiere	1. to provide uplifting and shaping effects 2. to provide the lightness and comfort	Patented by Clare Goodwin, Louise Yip 2013

6.	No end slimming garments	1. to redistribute body fat to more appealing areas to create an illusion of a fit slender body.	Patented by AliskaMalish 2010
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- Padded Underwear:** An underwear garment for increased comfort while sitting for lengthy periods of time having a resilient cushion means secured by sewing it in the seat of the underwear. The cushion can extend into the crotch portion to provide comfort and protection to the spinal cord. The present invention accomplishes aim by providing underwear having a waistband in front and seat portions connected by a crotch portion having cushion means in the seat portion extending from just below the waistband to the bottom of the seat and from one side of the seat to the other.
- Bodysuit Having Freely Moveable Straps:** A shape suit comprises a body formed by sewing together a front body and a back body; and at least a pair of stretchable straps extended diagonally and substantially in an X-shape on and sewn to either the front body or the back body so that the middle portions thereof intersect each other. When the front body is provided with the stretchable straps in an X-shaped arrangement, the stretchable straps lift superfluous flesh on the waist toward the middle of the wearer's body, and flatten the stomach and the waist by their elasticity.
- Pad inserts for Enhancing the Shape of a Wearer's Buttocks:** Form-enhancing inserts for use in a garment of the type worn on a wearer's body to cover the lower torso from generally the waistline to the crotch and including the wearer's left and right buttocks. The form-enhancing inserts include first and second buttock pads, each including a central zone, a peripheral zone surrounding the central zone, a concave inner face structured and configured for congruent, mating engagement with the exterior surface configuration of one of the wearer's buttocks, and a convex outer face shaped and configured to define a desired cosmetic buttock profile.
- Butt Enhancement Briefs:** An undergarment for enhancing the appearance of a user's buttocks comprising: a waist band; openings for inserting a user's legs; a pocket on each side of the rear portion of the undergarment; a seam in each pocket; and a foam insert for each pocket, where each insert is placed in each pocket through the respective seam for each pocket. The insert includes a curved portion, where the curved portion may be place adjacent to the outside surface of each pocket. In one embodiment, the undergarment may be made of spandex. A hook and loop connector or zipper may be used to close the pockets and secure the inserts within each respective pocket.
- X-shaped Brassiere Support and Brassiere Incorporating Such Support:** X shaped brassiere support and unwired brassiere incorporating such support. The X shaped support has four forks joined at a joint point and is molded in a 3-dimensional configuration conforming to the shape of a brassiere's cups, providing the shaping and uplifting effects for brassieres. A brassiere support, which is of an X shape and comprising four forks joined at a joint point and which is in molded 3-dimensional configuration conforming to the shape of a brassiere's cups.
- No End Slimming Garments:** The present invention provides garments having a designed construction with the use of combining fabrics, one made of a stretch fabric of various percentages and the other made of a non-stretch fabric. Garments within any given style use a combination of varying panels made of both non-stretch and stretch fabric placed in strategic sections to push the fat tissue of the body to areas where it is more appealing to the eye. The stretchable fabric gives expansibility to this pushed body fat, while the non-stretch fabric restricts and pushes

the fat tissue. By combining the two said fabrics together creates the reshaping of a body



**Figure 1: a) Rear Plan View of the Padded Underwear, b) Perspective Front View of a Shapewear in a First Embodiment According to the Present Invention, c) Rear View With Parts Broken Away and Shown in Section to Better Illustrate the Invention, d) Perspective View of Buttocks Enhancing Undergarments According to the Present Invention, e) Pattern of the X Shaped Brassiere of the Present Invention, f) Inner Non-Stretch Fabric Panels of the Left and Right of the Front Body**

### Correct Body Measurements and Sizing

Generating body measurements of the target group tend to serve as the first step in clothing design. Conventional standardized size charts used for traditional apparel design cannot be used for design of functional clothing as those are based on traditional anthropometry where the body measurements are taken in fixed, static poses and the data available is one dimensional in nature. Such data contains measurements which indicate the size but do not yield any information about the complex human body shape in curvature or postures. Ergonomic block development requires 3D anthropometric data captured in multiple realistic postures. 3D body scanners can be used to measure the population in static as well as dynamic mode to capture the shape, size and posture data (Gupta 2011b).

### Technology Used For Vanity Clothing

According to Jana P (2011), recent technological developments in fibres, other raw materials and assembling technologies play an important role in evolution of vanity clothing. Elastomeric fibres like spandex, highly contribute to this recent area of functional clothing. Welding and bonding techniques in textiles are majorly beneficial in achievement of desired shape of the body. Use of elastic seam types, mobilone tapes, flexible threads with high strength, phase change materials for thermoregulation and shape memory polymers are excessively used for development of vanity wear. Other than this, stretch fibres with special properties, finishes, laminates and membranes play increasingly important role in designing of vanity clothing. Weave and knit patterns and modification in geometry of the yarn and fabric structure, web forming technology, mechanical finishes, use of nanotechnology make high performing vanity clothing.

With the advancements in technologies like Hot air fabric welding, hot wedge fabric welding, Ultrasonic welding and Laser welding, the scope of production of high performance vanity clothes has been widened.

While designing vanity wear, one has to keep in mind the limitation of body and its interaction with the environment. Application of excessive strain on the body parts can stop the blood supply to that organ and harm the functioning of body system, at the same time, applying negligible pressure will not contribute to the body shaping. Therefore, considerations regarding comfort, easy movement and proper functioning of body system have also to be kept in mind.

## CONCLUSIONS

In the end, it can be said that vanity clothing is newly added field of consideration and utility in list of functional clothing. Apart from improving aesthetic properties and shapes, vanity clothes provide enhanced support, comfort and confidence to the wearer and in turn adds to his/ her personality and good health. Good looks are as much about presentation as they are about physical features, and it is easier to look better and feel healthier with the right clothes. The sphere of this new area is increasingly finding its place in textile market with a fast pace and further researches and efforts should be directed towards in depth study of the field and increasing its efficiency.

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