



Unit 4 Design fashion for upscaling and differentiation

Lecture 4.3 The role of accessories, functional items and packaging in garment differentiation

D 2.1 Training toolkit and e-book

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Co-funded by the
Erasmus+ Programme
of the European Union

WINTEX project (Weaving innovation among academia and industry in the Tunisian textile sector; project reference number 610373-EPP-1-2019-1-ES-EPPKA2-CBHE-JP) **is co-funded by the Erasmus+ programme of the European Union.**

Discussion topics

- 1. Product differentiation**
- 2. Branding in fashion**
- 3. Embroidered jewels**
- 4. Combining leather with textile**
- 5. Accessories**
- 6. Packaging**
- 7. Complementary materials**
- 8. Express your brand's values with text**

Lecture 4.3 The role of accessories, functional items and packaging in garment differentiation

1. Product differentiation

24/03/2022



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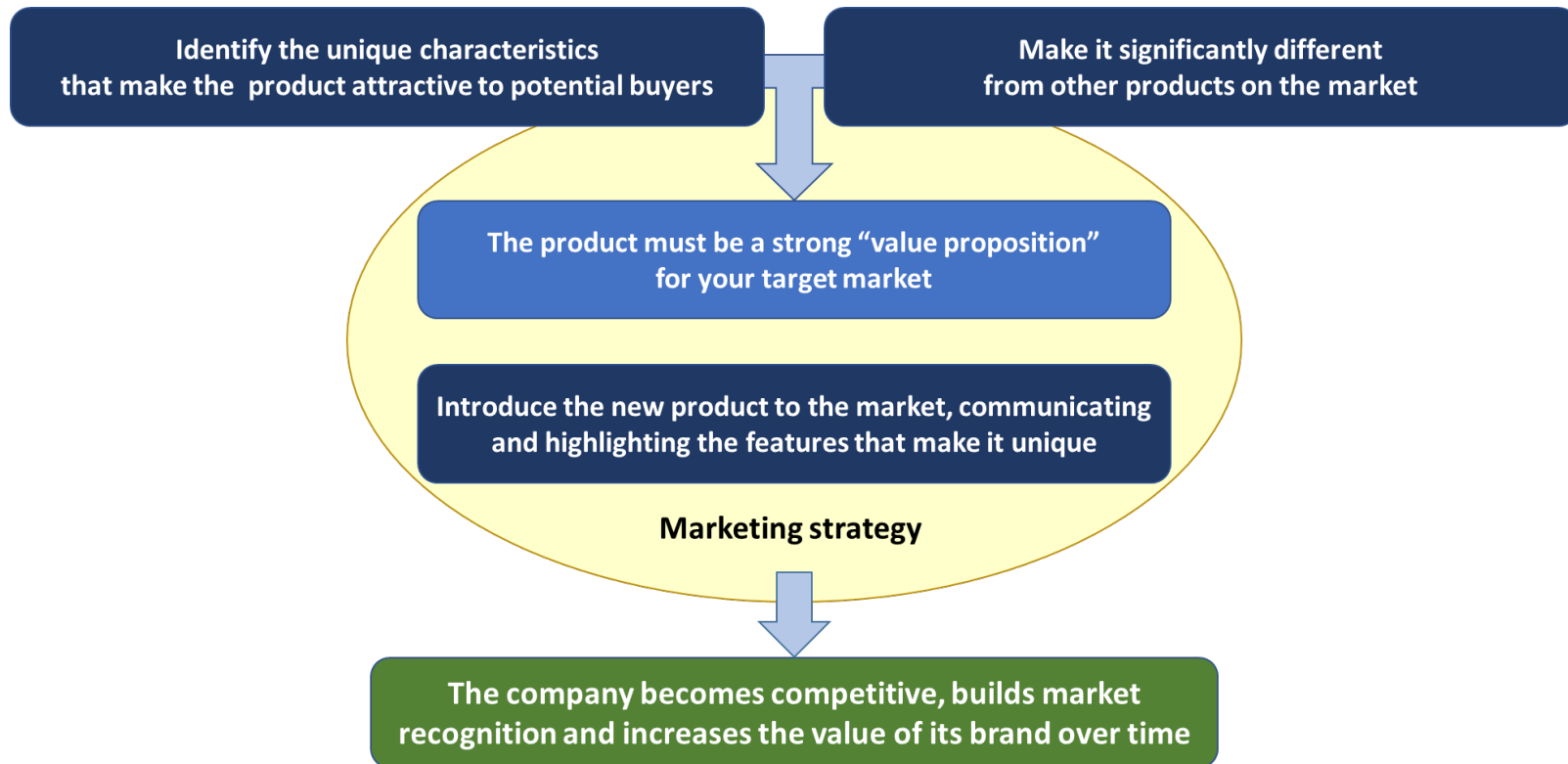
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definitions

- The concept of product differentiation was introduced by Edward Chamberlin in 1933.
- It is the process of distinguishing a product from others, in order to make it more attractive to a particular target market. This involves differentiating it from competitors' products as well as a firm's own products.
- It is a marketing strategy designed to distinguish a company's products or services from the competition.
- The elements of product differentiation include **product design, marketing, packaging, and pricing**

how to differentiate a product



generic strategies for competition

According to Michael Porter, establisher of the modern business strategy, the two main “generic strategies” to become competitive are:

- **product differentiation**
- **cost leadership (*to offer the best prices in the market*)**

The most commonly used is product differentiation
(Spence and Joiner, 2009)

product differentiation categories

Vertical Differentiation: refers to product features that are **tangible and measurable**. Customers rank products based on measurable factors, such as price or performance, and then select the product with the highest rating. Measurements are objective, but each customer may give priority to a different factor.

Horizontal Differentiation: refers to product features that are **intangible and cannot be measured** objectively. Customers choose between products based on personal subjective preferences, like style, color, texture, or brand name.

Mixed Differentiation: refers to product differentiation that combines both vertical and horizontal differentiation. Customers choose based on a balance between **both objective (measurable) and subjective (non-measurable)** criteria and of course each customer may give priority to different criteria.

differentiation categories in fashion

- Most fashion products, especially high-end fashion items such as a luxury evening dress, fall in the category of **horizontal differentiation**.
- However, some fashion items for sports and outdoor activities, such as training pants or waterproof rain-jackets, may fall in the category of **mixed differentiation**.

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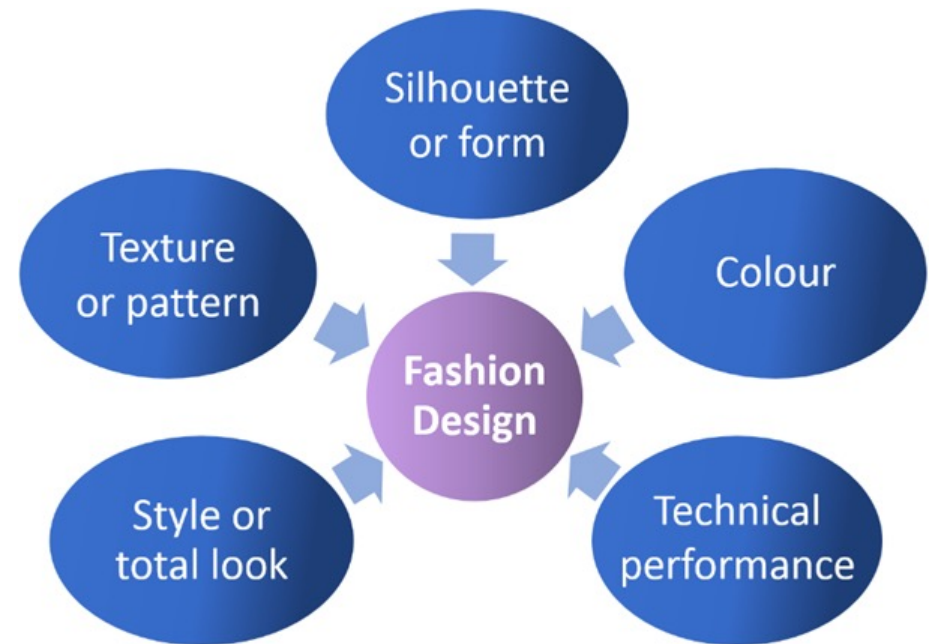
key elements in fashion design

Fashion design consist of four basic elements:

- Silhouette or form
- Texture or pattern
- Color
- Style or total look

In some modern fashion products, the technical performance is critical, so we can add the fifth key element:

- technical performance



This refers also to design requirements related to environmental and sustainability issues

using accessories, functional items and packaging for differentiation

- **Accessories and functional items**, as part of a fashion product, mainly **affect the style**, but in some cases, also affect the **silhouette, color** and **technical performance**. *Examples: a button can be used to change the shape of a garment, a belt can change the overall color appearance, and a zipper can affect the mechanical performance of a jacket.*
- **Packaging**, is not an integral part of a fashion product, but **affects the overall appearance of the product at the point of sale** and influence the decision of the buyers. In this aspect, packaging is a factor of product differentiation.

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2. Branding in fashion

definitions

- **Brand:** all the tangible and intangible properties of a company and its products that are considered by consumers as superior and create a unique image and a wide reputation of the company in its target market.
- **Branding:** the sum of all the efforts of a company for creating and maintaining a unique image and a wide reputation in the market, as a superior company.

the key tools of branding

- **Differentiation**

refers to both:

- product differentiation
- company differentiation

The ways a company uses to reach its customers and meet their needs.

Must be innovative and creative in marketing and retailing.

- **Emotional appeal**

refers to:

- the positive feelings that a consumer has for the brand

The overall personal experience or experience of others who come in contact with the brand.

The values a company communicates with its customers, including style, prestige, reliability and social values, which create emotional attachment of customers with the brand.

the first step in fashion branding

The first step in fashion branding is to **answer three questions**:

1. What feature does my brand have that will appeal to customers?
2. What makes my brand unique, which competitors cannot copy?
3. What element do I need to make my brand better than others that offer similar products?

(U. Okonkwo, 2007)

using accessories, functional items and packaging for branding

Accessories, functional items and packaging can be used in fashion products to achieve:

1. Functionality (e.g., buttons, zippers)
2. Differentiation and uniqueness of a product or an entire collection
3. Luxury appeal
4. Promotion of the company identity and branding

3. Embroidered jewels

the social aspect of luxury fashion

- Historically, personal decoration with tattoos, jewelry, bones, skins, furs and impressive clothing has been an act of establishing social status and power.
- Fashion has evolved through the need of people in the lower social classes to imitate the appearance and status of the upper classes (*Spencer , 1924*).
- When a social class imitates the consumer behavior of a class above it, the upper class finds new exaggerated ways to differentiate again (*Veblen, 1899*). This is called "**trickle-down**" theory or effect.
- Embroidered jewelry is used for a long time in clothes to create a luxurious look.

embroidered jewelry in luxury clothing

- One of the most prominent examples in the use of embroidered jewels in garments is the famous designer, [Mary McFadden](#).
- She explores new creative ways, focusing on the design of bold sculptured jewelry in large motifs that are integrated with the form and texture of the garment.
- Many of her clothes can be worn both as jewelry and as luxury dresses and can easily be described as [wearable art](#).

(Duzinkiewicz Baker, 2002)

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bejeweled dress by Mary McFadden (1)



Source: <https://www.etsy.com/listing/658892391/small-1970s-mary-mcfadden-couture>

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bejeweled dress by Mary McFadden (2)



Source: <https://recessla.com/products/embellished-waist-pleated-gown>

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evening dress by Jean Patou ca. 1925



Source: <https://www.metmuseum.org/art/collection/search/82464>

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bejeweled dress by Gemy Maalouf



Source: <https://www.gemymaalouf.com/products/strapless-bejeweled-dress>

jewels for clothing decoration

- In the past, jewelry for clothing decoration was limited and expensive.
- Today, the evolution in materials production provides us with a very wide variety of much cheaper materials for decoration.
- Jewelry for clothes is made of glass and metals, but synthetic materials can also be used.

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examples of commercially available jewelry for clothing



Golden glass pipe beads

<https://www.amazon.com/Design-Cart-Silverline-Golden-Beads/dp/B079S7ZQN3>



Glass 2-hole beads

<https://www.amazon.com/Beadsmith-BCT-609-Victorian-Elegance-2-Hole/dp/B00PSTCFE2>



Sequins reels for embroidery machine

https://www.alibaba.com/product-detail/SY-OEM-PET-Plain-Matt-Sequin_1600065832551.html

jewelry embroidery

- For expensive garments in small-scale production, jewels such as beads, sequins and pearls can be applied by **hand-sewing**.
- For a faster and more economical production on an industrial scale, the application of jewelry can be done by **modern embroidery machines**.
- Modern fully automated embroidery machines utilize **extremely fast feeding mechanisms**, which bring the bead, sequin or pearl in a precise point under the embroider needle and can produce very large bejeweled motifs.

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automated embroidery of beads



**Richpeace Embroidery
Machine Beading Device**

[https://www.youtube.com/watch?app=desktop
&v=4Rg_NIewLC8](https://www.youtube.com/watch?app=desktop&v=4Rg_NIewLC8)

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automated embroidery of sequins



Sequin Embroidery Show FORTEVER

<https://www.youtube.com/watch?v=NiKauTM08b0>

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jewels application by welding or gluing

- In addition to embroidery, decorative jewelry can be applied to clothes by gluing or gluing.
- Welding or gluing can be more cost effective but the fastness of jewels on the garment is inferior.



Girls Black Jeans with Jewels

<https://www.childrensalonoutlet.com/monnali-sa-girls-black-jeans-with-jewels-185998.html>

4. Combining Leather with textile



the use of leather for differentiation

- **Leather parts in fashion items affect both appearance and functionality.**
- **By using leather of different types, we can achieve a garment look of luxury, power, independence, robustness or just to create impressive motifs.**
- **Moreover, the leather parts differentiate the mechanical properties of a garment, increasing its dimensional stability and durability in long-term use.**

combining leather and textile example ⁽¹⁾

- A jacket that combines woolen fabric and leather, resulting in a garment style that is popular in the USA.
- The jacket's body is made of high-quality knitted fabric, which allows the body to breathe.
- The sleeves are made of leather that resists to the friction and deformation forces of everyday use.



Source: <https://jacketshop.com/eu/jacket/c137>

combining leather and textile example ⁽²⁾

- A jacket that combines leather and textile materials in reverse.
- The jacket's body is made of suede leather to keep the wearer warm.
- The sleeves are made of acrylic knitted fabric for easier movement of the hands.



Source: <https://www.rustyzipper.com/shop.cfm?viewpartnum=172935-MM8079>

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combining leather and textile example ⁽³⁾

- A Gucci jacket that combines a suede leather body and knitted cotton sleeves.
- The colored stripes and the detail of the metal chain ornament on the chest give a luxury appearance and refer to the Gucci brand.



Source: <https://www.lyst.com/clothing/gucci-suede-and-knit-cotton-bomber-jacket>

combining leather and textile example ⁽⁴⁾

- A Gucci belt.
- It is common in belts to combine a colorful and modern fabric with the stability, durability and luxurious appearance of leather.
- In this belt, Gucci uses a metal buckle that refers to the company logo, giving a unique luxury character and showing the strength of the brand.



Source: <https://www.lyst.com/accessories/gucci-gg-belt-with-double-g-buckle>

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5. Accessories



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buckles

- The primary purpose of buckles is to give the garment a unique decoration.
- They affect and differentiate the style of the garment.
- In some cases, they present a brand.
- They also play a functional role as fasteners.



Source: <https://www.globalsewingsupplies.com/en-gb/buckles-brooches>

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Buttons



Source: <https://www.clothinglabels.cn/clothing-buttons/>

- Their primary purpose is functional.
- But they are also the most used element to decorate and differentiate style and look of a garment .
- Big brands use their custom-designed buttons to differentiate their products. Even on very simple buttons, they use to put their logo to make them unique.
- The variation of the buttons in today's market is unlimited.

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Zipper pullers



- Zipper is a purely functional element of garments.
- However, the zipper's puller can be an element of product differentiation.
- It is made from different materials, in different shapes and can reflect the identity and the style of a brand.

Source: <https://www.clothinglabels.cn/zipper-puller/>

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Ribbons, tapes and braids



- Different types of textile-made tapes, ribbons and braids can be used to decorate a garment.
- Tapes may also be used to reinforce the garment structure.
- In many cases, tapes display the brand name or the logo of a company

Source: <https://www.clothinglabels.cn/garment-tape/>

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Laces



Source: <https://www.clothinglabels.cn/lace-trims/>

- Lace is a very distinct and powerful element for the decoration of women's clothes.
- Traditionally, laces are used in formal dresses and lingerie.
- In modern fashion design they are also used to create a mix of casual and luxury.

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Tassels

- Tassels are not often found in clothes. However, they are sometimes used by fashion designers to create a special aesthetic effect.



H&M Sleeveless Jacket with Tassels and Embellishment

Source: <https://hewistreet.com/product/hbw-pd-hm-black-sleeveless-jacket-with-tassels-and-embellishment/>

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Decorative Chains

- Decorative chains are sewn on the garment to give a luxurious look.



Source: <https://www.globalsewingsupplies.com/en-gb/garment-decorative-chains-coat-hanging-chains/garment-decorative-chains-art-cn-7742-06-175>



Source: <https://www.aliexpress.com/item/507692383.html>



Source: https://www.alibaba.com/product-detail/gold-decorative-garment-chain-for-clothes_60723350177.html

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labels

- Labels reflect the identity of a brand and influence consumers' perception of the value of the garment.
- They are usually made of fabric, but some brands use leather or metal labels and to enhance and promote the value of the garment.



Source: <https://bpando.org/2014/04/15/logo-roberto-revilla/>

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examples of metal labels



Source: <https://www.clothinglabels.cn/metal-labels/>

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tags (1)

- Tags do not affect the appearance of a garment.
- However, they can affect the overall perception of consumers about the character of a garment and enhance its differentiation.
- Their variety in materials and designs is unlimited.



Source: <https://www.labelsmfg.com/hang-tag/paper-hang-tag/kraft-hang-tag-with-spare-button-bag.html>

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tags (2)



Tag with spare buttons sewed on garment

Source: <https://www.anya-rangaswami.com/biografie>



Hang tags with envelope for spare buttons

Source: <https://www.asquith-group.com/our-products/swing-tickets-button-bags>

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6. Packaging

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packaging

- Packaging can differentiate and add value to a product at the end point of sale.
- Carefully designed packaging can reflect a brand's unique identity and influence the overall customer experience.
- The outer packaging includes special boxes and bags.



Source: <http://www.sunpack.com/highend-fashion-packaging/>

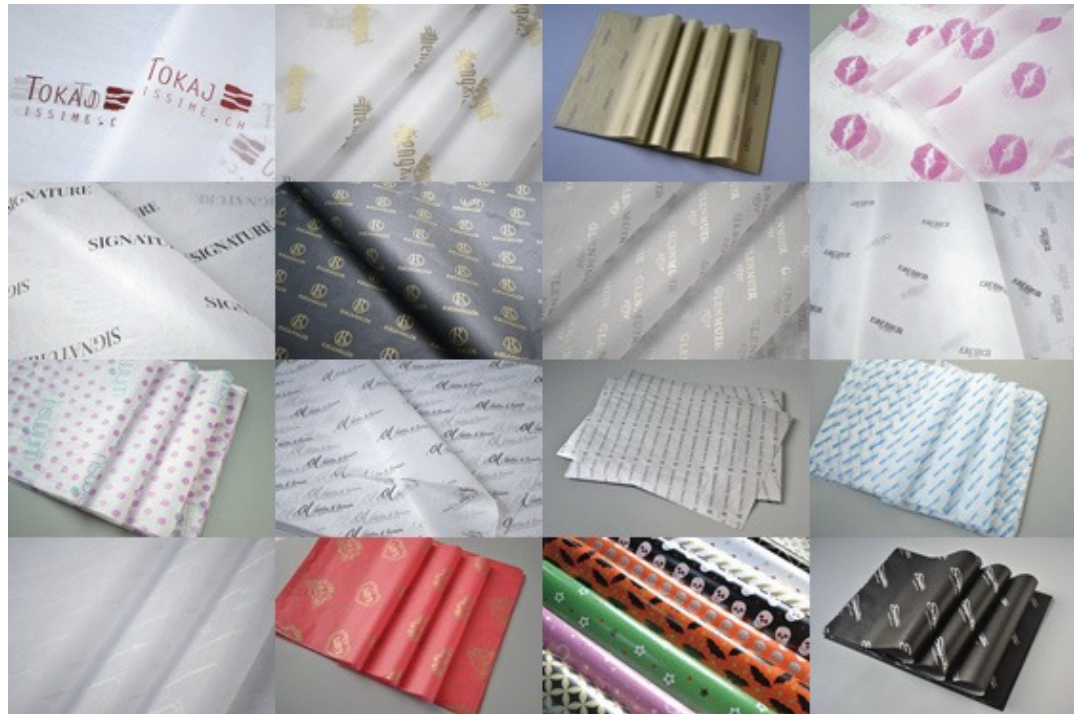


Source: <https://dribbble.com/shots/11477561-Luxury-Menswear-Fashion-Brand-Harrow-London>

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inner packaging

- The inner packaging includes special types of thin wrapping paper, such as rice paper or recycled paper, or plastic sheets.
- To keep the folded garment stable, a heavier sheet of paper and some pins or clips made of metal or plastic may be used.



Source: <https://www.clothinglabels.cn/wrapping-paper/>

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consider supply chain issues

- When designing the garment packaging we must also consider its impact on the supply chain.
- Larger and heavier packaging materials increase the cost in the supply chain.
- Packages of smaller volume allow more items to be transported in the same container, thus affecting the supply chain performance.



Source: https://www.alibaba.com/product-detail/transparent-LDPE-plastic-bag-for-garment_60745666950.html

7. Complementary materials



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complementary materials

- Complementary materials that accompany a product, like brochures, catalogues, small books or gifts, such as keyrings, keychains, or pins with the company logo, differentiate a product and promote the image of a brand.
- Complementary materials indicate that a company values its products and cares about its customers.

A successful example is the bags and accessories company Kipling. The various "gorilla" keychains that are designed to accompany each specific product, were so successful that the company began to sell them separately. Although the brand logo does not appear on them, they are recognized and act as a symbol of the brand Kipling.

Source: <https://www.kipling.com/int/accessories-c10637/?cat=10652>



8. Express your brand's values with text

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express your brand's values with text

- Text is a powerful tool for communicating your values.
- By using carefully written texts on tags, packaging materials or brochures, you can:
 - differentiate your product
 - differentiate your brand
 - enhance the interest and the loyalty of your customers



Source: <https://sinicline.en.made-in-china.com/productimage/asAmJzHoViVu-2f1j00hfHYNyoWaEqG/China-Sinicline-Paper-Envelope-Hang-Tag-Label-with-Luxury-Design.html>

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