

A person wearing a light blue coat is holding a brown leather handbag. The handbag features a repeating pattern of the letter 'A' and a crest. The person's hands are visible, and they are holding the bag by its handles. The background is a blurred, light-colored surface.

FASHION

A joy to be celebrated and the joy of
developing craft skills versus mass manufacture

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FASHION

Fashion is a **joy** to be celebrated and the **joy** of developing craft skills versus mass manufacture

What is fashion? Well it's a variety of many different artistic elements. Fashion can be broken down into different levels, such as designing, developing, producing, selling, buying and styling. These levels all have their own stages as part of the full process of fashion.

Fashion can be celebrated in many different ways. It is a way to express one's true colours or to hide away from attention. The freedom you have with fashion and styling yourself makes the image you portray unique and personal to you and your values. To be specific, clothing can express people's personality, for example if someone has a specific show they watch they may be influenced by the styles on that show or series. Similarly they may choose to wear clothing that has slogans or pictures making clear that they are a fan of that specific show.

In addition, within fashion styles there are categories which different style of clothes fall under, such as the basic style, which is when an item or style is something a lot of people would wear and it tends to include simple block colours with little pattern. Or the

opposite to this is the edgy style, which is when an item or style is more out there and makes the wearer stand out in a crowd; this might consist of more bold colours and a variety of patterns. You can use these styles to show your personality as a shy person who may not wear something edgy because they may not want to stand out or they may use the unique style to express themselves as they find it harder to express it in other ways. Also from fashion a variety of jobs were created within the different stages, these different jobs allow people to enjoy working as they get to make or design pieces that are shared across the world and will give others the opportunity to express themselves when they style themselves.

Overall fashion is a joy to be celebrated because it is an alternative way for people to express themselves without needing to make it obvious. It also allows people to find themselves and feel unique and special in what they wear.

In addition, thinking more about the production side of fashion, what are the differences between craft and mass manufacture? Well craft skills means that people

design and make pieces of clothing or any accessories from their own imagination and create anything that may appeal to them. On the other hand, mass manufacturing is where one pattern is used to create many garments of the same style and potentially the same patterns and colours.

Developing craft skills to make your own garment can be a way to express yourself further as the garment you create can feature different aspects of your own personality. Learning craft skills can also become a hobby or something that people enjoy doing in their free time. When wearing this garment you can be unique from everyone else as fashion can mean different things to different people. People's identities and different personalities need to be celebrated and one way to do this is through fashion and the way they express themselves. When people have finished making craft garments or have learnt new skills they may also feel good, which also contributes to the sense of joy and they can feel a sense of enjoyment as well as achievement that they have created something of their own. This can lead to them making more clothes and creating their own style, which they



can celebrate as an individual and be proud to wear that collection of garments they have personally created. They can also show others what they have made by wearing their new clothing and style. This could also bring joy to other people by showing others that they too can be unique and have their own style.

Making your own clothing and accessories can also be good for the environment as mass manufacturing creates a lot of waste, whereas making individual garments means a considerably lower amount of waste is produced. This can also bring joy to people and allow people to feel that they have played their own part in helping to save the environment. This needs to be celebrated because people have the enjoyment of making something unique to them but also they are supporting a cause, such as helping the environment.

Mass manufacturing uses standard sizing and patterns that fit in with certain trends. This could be good for some people because they want to be able to fit in with others and be in trend with the popular styles at that point, but also having the relevant craft skills, people can be trend setters and create garments that are tailored to both their personality and their size. The standard sizing means that it is quicker to produce clothing made from mass manufacturing, but is not as unique as creating your own. People may prefer this as personal preference and choice should be celebrated as people should be able to wear what they want and what makes them confident and comfortable in their own body.

Mass manufacturing can be good and bring joy to people who lead busy lives as they do not have time to make their own garments and can quickly get clothing and accessories

to wear. People should not feel as though they are pressured to make their own clothing because in mass manufacturing a lot of styles are created that can be different from each other, which can also show a person's personality, without having to spend hours creating something that maybe they would only wear for certain occasions. In addition some people would not find that having craft skills or making their own clothes brought them joy and would also choose to wear something that is standard and not worry about what others thought of what they wear. Maybe for some people they can have other ways to express themselves.

Overall both craft skills and mass manufacturing are part of the fashion process to be celebrated as they both create fashion styles that can be shared across the world for each individual's personality.

- Logical construction + manipulative skills + physical
- Aesthetics – expression
- We have to wear clothes! Unconscious choices when we wear clothes
- Some activities would be impossible without the correct clothing.
- Even the most mundane item has been designed or constructed by someone
- Jobs + industry
- Constructed into a 3D form - feat of engineering!
- Evolved over hundreds of years of design influences





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