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**FASHION AS A SOCIAL PHENOMENON**

**Fashion: More Than  
Just Clothing**

Fashion is more than just the clothes we wear; it's a reflection of our society, culture, and identity. It serves as a powerful social phenomenon, influencing not only our personal style but also our interactions and perceptions. At its core, fashion is a form of self-expression, allowing individuals to communicate their personality, values, and aspirations without uttering a single word.

Beyond personal expression, fashion plays a crucial role in social dynamics.

Moreover, fashion serves as a mirror reflecting the values and norms of our society at large. Furthermore, fashion has the power to challenge societal norms and provoke meaningful discourse. Designers and creators frequently use their platforms to address pressing social issues, such as gender equality, racial justice, and body positivity, sparking conversations and driving change beyond the runway.

By understanding the deeper meanings behind the garments we wear, we can appreciate fashion as a powerful force for connection, expression, and social change.



**P.Suruthi**  
II-M.VOC(FT)

**From the Editor-in-Chief's Desk**



**Editor-in-Chief**  
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The aim of ALU AISD Fashionista, carries extensive information on new products & emerging technologies in the Textile and Fashion areas which helpful to the academia, students, researchers and industry personnel. It is intended to bring out the hidden literary talents of our students and also inculcate authoring skills to them. It is constantly exploring ways and means of serving the fashion industry with information, which is vital for survival in today's environment of growing competition. This magazine provides a platform for students and staff to share information, spread the latest technical knowledge and cultivate right ways that will equip all of us to stay competent in our fields of study and research. It is making forays into new fields like fashion as a social phenomenon, soya bean fibre, shuttles loom, Top 10 fashion Designer, The history of Western fashion, etc and will leave no stones unturned in bringing out information for the betterment of the students community.

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# SOYABEAN FIBER

## Introduction:

Soyabean protein fiber (SPF) is the only renewable botanic protein fiber & a unique active fiber. Its 16 amino acids are healthy and nutritional to people's skin. Its moisture absorption, ventilation, draping and warmth cover the superior performances of natural fiber and synthetic ones. SPF has the softness and smoothness of cashmere, but doesn't cause hazard to the environment. Its products are degradable by land-fill back to the earth. This fiber comes from soybean, a plant massive in sourcing and rich in nutrition. The content of protein in the fiber is up to 45%. People usually eat soybean but now are able to wear it. Soybean protein fiber is the only botanic protein fiber in the world, a newly born guard to mankind's skin. It is a feeling like "skin on skin".

## Manufacturing process

Soyabean protein fiber is an advanced textile fiber. It is made from the soybean cake after oiling by new bioengineering technology. Firstly, the spherical protein is distilled from the soybean cake and refined. Secondly, under the functioning of auxiliary agent and biological enzyme, the space structure of spherical protein changes, and then protein spinning liquid is conected by adding high polymers, and then thirdly, After the liquid is cooked, the 0.9-3.0dtex fiber is produced by wet spinning, and stabilized by acetalizing, and finally cut into short staples after curling and thermoforming.

## Properties

1. It is soft and smooth, soft and natural luster, good draping property.
2. It has excellent moisture absorption and air perviousness.
3. It has bacteria resistant elements which are integrated in fiber's molecule chain, which makes the fabrics keep the property of resisting coli bacillus, staphylococcus aureus and candida albicans permanently.
4. Soybean protein fiber has luster of silk which is joyful and an excellent drape which makes the fabric elegant. It can be dyed by using acid dyestuff and active dyestuff
5. Good sunlight resistance and perspiration fastness make this fabric more versatile in nature.
6. The breaking strength of the single soybean protein fiber is over 3.0cndtex, which is higher than that of wool, cotton and silk and only lower than that of polyester
7. Soybean protein fiber has outstanding anti-crease, easy-wash and fast-dry property.

## USES

**Bedding:** soft and cool luxurious bed linen made from SPF fiber.

**Health care:** The amino acids and Isoflavones of soybean protein fiber, the bamboo honey and pectin are all element beneficial to skin caring. They have also functions of antibacterial and anti-ultraviolet.



breaking strength of the single soybean protein fiber is over 3.0cndtex, which is higher than that of wool, cotton and silk and only lower than that of polyester can be used for high- quality and high-density fabrics. because initial modulus of soybean protein fiber is on the high side and boiling water shrinkage is low, fabric size is stable and you will not have to worry about the shrinkage of fabric under natural washing conditions. Also, fabric of soybean protein fiber has outstanding anti-crease, easy-wash and fast-dry property.

### 2.Outstanding comfort:

Soybean protein fiber not only has excellent optic effect but also has outstanding features in wearing knitting fabric of soybean protein fiber has soft, smooth and light handle which is the same as than of fabric made from silk blended with cashmere; and the fabric has the same moisture transmission that of cotton, which make it comfortable and sanitary.

### Magnificent and noble appearance:

Soybean protein fiber has luster of silk which is joyful and an excellent drape which makes the fabric elegant; fabrics of yarn with high count has fine and clear appearance and is ideal for top -level shirt.

### 3.Exceptional dyeing property:

The original color of soybean protein fiber is light yellow just like that of tussah silk It can be dyed by using acid dyestuff and active dyestuff especially the latter that makes the product have fine color and custer, and good sunlight resistance and perspiration fastness as well unlike the silk products, soybean protein fiber product resolves the contradiction between fine color and worse color fastness (silk product' sunlight resistance and perspiration fastness are worse which cause easily fading).

### 4.Good physical property:

Breaking strength of the single soybean protein fiber is over 3.0cndtex, which is higher than that of wool, cotton and silk and only lower than that of polyester can be used for high- quality and high-density fabrics. because initial modulus of soybean protein fiber is on the high side and boiling water shrinkage is low, fabric size is stable and you will not have to worry about the shrinkage of fabric under natural washing conditions. Also, fabric of soybean protein fiber has outstanding anti-crease, easy-wash and fast-dry property.

### 5.Healthy and functional property:

soybean protein fiber has good affinity to human body's skin and possesses many kinds. if amino acid, which makes. if to have good health protection affect.

- The content of protein in the fiber is up to 45%.
- soybean protein contains 18 kind of active materials which are necessary to human body

### Applications:

#### Bedding:

Soft and cool luxurious bed linen made from SPF fiber.

#### Health care:

The amino acids and Isoflavones of soybean protein fiber, the bamboo honey and pectin are all element beneficial to skin caring. They have also functions of antibacterial and anti-ultraviolet.

#### Soybean fibre Blends:

The SPF fiber blended with cotton cashmere wool, mercerized wool, silk and other synthetic fiber.



S.Gaayathiri

II year

M.Voc. (FT)

# SHUTTLELESS LOOM

The weft insertion in the shuttleless loom is carried out without using the shuttle. Since the pirn winding process does not occur in the shuttleless weaving method so that the manufacturing cost is reduced. The loom revolutions per minute are also increased comprehensively. The weft insertion in these looms is carried out from one side. The yarn package is directly used in weft yarn so that the loom stoppage time due to weft package change is reduced many times in comparison to the shuttle loom. The multicolour weft fabric is woven effectively. Eight colours in the weft may be used successfully without any problem in the rapier loom. Four colours in weft can be used successfully in the projectile looms and air-jet looms. There is no selvedge wastage in the projectile loom. The selvedge waste occurs in the jet looms and rapier loom. Since the weft insertion is carried out from one side of the loom so that ordinary selvedge does not form in shuttleless weaving. Leno selvedge, tuck-in selvedge, and melt selvedge are formed in shuttleless weaving.

The shuttleless loom can be classified into the below categories according to the weft insertion mechanism used in the shuttleless loom:

- 1 - Projectile loom
- 2 - Rapier loom
- 3 - Air jet loom
- 4 - Water jet loom

E.Harini. III year  
B.Voc. (FT)

Apparel export merchandising may be defined as 'all the planning & activities involved right from the buyer communication & order receiving till the execution or shipment of the order by Fulfilling

# TOP 10 FASHION DESIGNERS IN

## 1. COCO CHANEL

The legacy of Coco Chanel is immortalized with iconic products such as the 'little black dress' and 'Chanel no. 5 perfume, both of which enjoy a cult status in fashion.

Chanel gave women freedom with her simple but stylish clothing designs, freeing them

from painful corsets and complex petticoats. 'Luxury must be comfortable, otherwise it's not luxury,' was her belief.

She developed the classic Chanel women's suit consisting of a slim skirt and collarless tweed jacket. The

look was worn by icons like Princess Diana, Audrey Hepburn, Jackie Kennedy and is still widely popular even today. The fashion legend also popularized the use of costume jewellery.

## 2. RALPH LAUREN

There are few logos in fashion as recognizable as the polo player emblem. Designer Ralph Lauren's Polo line became the quintessential "Preppy Look" from the 1980s to the 2000s.

Lauren's clothing designs

conjured images of the English aristocrat but they were tailored for the sporty American. A philanthropist who has supported breast cancer research for 30 years, Lauren launched his fashion empire from a small office in the empire state building in 1967

and turned it into a \$7 billion fortune. A true inspiration for fashion designers aspiring to create a successful business.

## 3. TOM FORD

Tom Ford is known for being a perfectionist and a workaholic. "If I am awake, I am working," the designer is known for saying. Gucci and Yves Saint Laurent as creative director.

During his tenure, Ford turned the nearly bankrupt Gucci into a \$3 billion fashion brand. After creating a 1970s-inspired, minimalist, sophisticatedly sexy Gucci image, he moved on to create his own fashion brand in

2004. The ace designer has also directed and produced films including 'A Single Man,' which won him an Oscar Academy and Golden Globe nomination.

#### 4. YVES SAINT LAURENT

We can't discuss influential designers of the world without mentioning Yves Saint Laurent. One of the greatest designers of the 20TH century, Saint Laurent invented 'power dressing' for women.

YSL's 1966 'Le Smoking tuxedo suit' was masculine clothing re-designed into a beautifully femi-

His elegantly classy, curvy high heels have made Louboutin king of Stilettos. Before launching his fashion brand in 1986, Louboutin was a freelance designer for various fashion brands. His first customer was Princess Caroline of Monaco and his designs are now favoured by celebrities like Blake Lively, Jennifer Lopez, Angelina Jolie, Rihanna and many more.

#### 7. CALVIN KLEIN

"Simple, comfortable but stylish clothes – but with nothing over scale or extreme" that's the design philosophy of Calvin Klein.

Establishing himself as a leader in American fashion thanks to his squeaky-clean aesthetic and modern designs, Klein became a household name not just for his Denim and undergarments line but also for his provocative and often controversial advertisements.

nine collection for women, pioneering androgynous fashion well before the term was invented. He also popularized ready-to-wear in high fashion which featured more affordable pieces.

He was the first influential fashion designer to put women of color on the runway. He championed diversity, and

#### 6. MARC JACOBS

Most well-known for single-handedly launching the 1990s "grunge" look, Marc Jacobs is a fashion icon in his own right. Jacobs' ability to represent the trends in pop culture through his designs has made him a fan favourite. The designer learnt hand knitting from his grandmother and began making and

those values are still reflected today when YSL appointed Black pink's Rosé as their global brand ambassador.

#### 5. CHRISTIAN LOUBOUTIN

The moment you see shoes with vibrant red soles, you instantly know 'that's Christian Louboutin.' It's the most recognizable fashion feature in the world.

designing right from his childhood. In 1984, he designed hand knitted oversized sweaters for his graduation project from Parson School of design, winning the Perry Ellis Gold Thimble Award. He was also the Creative Director of Louis Vuitton for 17 years before launching his eponymous label.

### 8. DONATELLA VERSACE

Donatella Versace didn't always want to be a fashion designer. In fact, she studied literature and foreign languages in Florence to become a teacher.

Versace would frequently go to Milan to help her brother Gianni Versace, the founder of Versace who considered her his muse and 'best critic.' After Gianni's death in 1997, Donatella revitalized the highly successful fashion brand.

idea of empowerment and feminism. His introduction of A-line, zigzag-line, Y-line, H-line silhouette is still important in fashion and haute couture.

### 10. STELLA MCCARTNEY

In the responsible and sustainable fashion scene, the first name that comes up is Stella McCartney. Her

Donatella was the first major fashion designer to use celebrities to walk the runway. She designed the iconic Jennifer Lopez "Jungle Dress" from the 2000 Grammy Awards which was a turning point for her career.

### 9. CHRISTIAN DIOR

Born in 1905, Christian Dior witnessed great tragedies in his lifetime. The Great Depression, World War, his sister was sent

designer brand is famous for not using any fur, leather and other animal products.

A lifelong vegetarian raised on an organic farm by Beatles member Sir Paul McCartney and Linda McCartney, Stella launched her fashion brand in 2001. She is a celebrity favour-

to a concentration camp. But in the midst of the post-war ruins of France, Dior changed the fashion industry. In 1947, Dior presented the "New look" consisting of voluminous calf-length skirts, cream jackets and fitted waists. It was something very contrasting to the brutality of the war and reminded people of a simpler era. From then on, the Dior brand continued to use the runway to champion the

ite for her "sexy femininity" designs while still being sustainable and cruelty-free. McCartney also served as the Creative Director for Chloe, succeeding Karl Lagerfeld. In 2018, she designed Meghan Markle's stunning white halter-neck wedding reception dress.

**B.Gayathri**  
**III B.Voc. (FT)**



# The History of Western Fashion

In the early days of civilization, people wore animal skins for warmth. With the development of agriculture, people began to wear clothes made from animal skin and wool. These clothes were very warm and had good protection against the cold.

The history of fashion is a fascinating one. It's not just about changing trends and styles, but also about the cultural and political changes that have shaped our world since the beginning of recorded time. Western fashion has always been a part of western culture, but it's only recently that

we've become aware of how much influence it has had on our lives.

As time passed, people began to wear more and more clothing. They made clothes out of cotton, silk, wool, linen and other materials that could be dyed in many

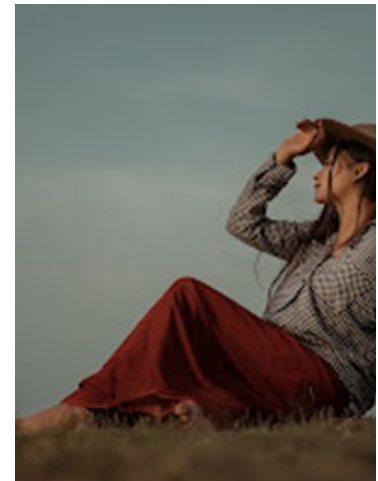


colors. The Romans were among the first people to wear wide-sleeved tunics that covered their entire arms and legs. This was a sign that they were becoming civilized because they had lost some of their wild ways. The first recorded use of the word "fashion" was in 1009 AD when it was used to describe a way of dressing or dressing up

In fact, it's thought that the word came from Italian, which means "to make" or "to do." The word "fashion" became more widely used by 1460 A.D., when it was used in reference to cloth or clothing.

The Vikings came to North America in 1000 AD and began

trading with the natives. They introduced European clothing styles to North America such as shoes with high heels and skirts with petticoats underneath them. The Europeans also brought new fabrics such as velvet and silk brocade which became popular among Native Americans because it was comfortable to wear in warm weather conditions (Bishop 2012).

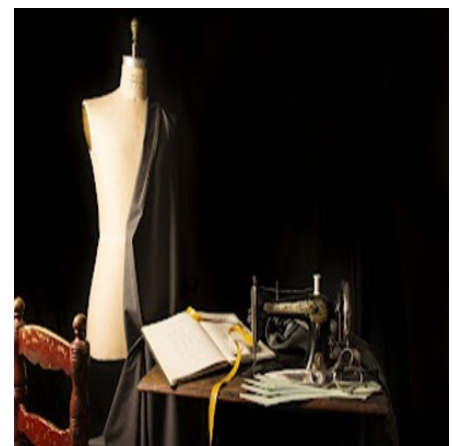


Western fashion has been around for a long time. In the beginning, clothes were made by hand and were used to identify people of high status or power.

Clothes were expensive and only the wealthy could afford them. The rich wore expensive clothes, while the poor wore plain clothes.

It wasn't until the Industrial Revolution that mass production of clothing became possible, allowing more people to have access to quality clothes at lower prices.

K. Deepasri  
H. B. Voe (FT)



# FASHION AND INDIVIDUAL IDENTITY

The desire of certain people to stand out from the crowd gave rise to fashion. In an effort to stand out, they used and wore items that attracted other individuals, who went on to purchase their own as a result. However, fashion evolved into a fancifully driven, ever-evolving trend. Modern fashion has largely dealt with frivolity, and as a result, it is seen as a mirror of one's self-image. They used and wore items that attracted other individuals, who went on to purchase their own as a result. However, fashion evolved into a fancifully driven, ever-evolving trend. Modern fashion has largely dealt with frivolity, and as a result, it is seen as a mirror of one's self-image. Therefore, a retroactively flippant approach to clothing, which is regrettably adopted by many, will negatively impact a person's sense of individuality.

It follows that those who enjoy keeping up with fashion trends may experience identity crises since they will want to try on a variety of clothes and accessories that represent several identities. Because they have the money, wealthy young people may purchase many fashion styles to be stylish.



## The Relationship Between Fashion and Individual Identity

Typically, a person's personality determines the type of clothing they should wear. Due to the fact that clothing is a reflection of the wearer, fashion is often seen as a marker of an individual's identity. Even basic clothing accessories can reveal something about a person's identity. Since clothing reveals so much about the wearer, the worth of the clothing will differ depending on the personality of the owner. This sort of connection between attire and character is what makes fashion an important informational medium. The major cause of the identity dilemma experienced by so many fashion enthusiasts is the previously mentioned link between fashion and personal identity.

It is made apparent in the definition of modern fashion that trends define it.

His or her own Identity can suffer as a result. Hip-hop performers frequently don hip-hop garb before changing into suits, for instance. Even though the person in the suit may be dressed for a given occasion, how others perceive the artist may change. The artist's identity may also be negatively impacted, particularly if he or she thinks the new outfit is more attractive than the customary one. Adopting the dynamic fashion trends of today's culture puts other people's identities in similar danger.

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