

Experimenting Design Applications of Creative Pattern Cutting with the Concept of Inner Wear to Outer Wear Trend

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Abstract

As we are living in a world of fast moving fashion, the emotions and impressions of the customers who buy fashion is extraordinary. The “celebrities fuel the under wear as outer wear trend inspiring 132% rise in sexy chemise sales as women brave wearing them outside”. Feeling of attraction has prioritize in the fashion world by now. Individuals that follows a sophisticated lifestyle often spend their leisure by clubbing, parting and night life. The target market selected is the world top city by GDP and top destination for night life which is New York City. Here we have target to introduce an innovative niche market to the Victoria secret which is the most popular subsidiary of limited Brands, Inc in USA and this research was to find out creative applications of pattern cutting to develop an outer wear collection inspiring from innerwear.

Both qualitative and quantitative research methods were used to gain a better output to the design research. Creative pattern cutting is a process where advanced technical design skills are utilized combining with creativity and aesthetic beauty. By all these means the expectation of this design research is to bring out the concept of “Inner wear to outer wear” targeting a group of clients through a range of outerwear. As a result of this research an alliance between the creative pattern cutting and design skills were developed and new stitching and finishing methods were figured out. That will benefit the future fashion designing industry.

Keywords: Inner wear, Outer wear, Creative pattern cutting, Construction methods.

Introduction

The main influence for us to do this research on inner wear inspiration was the experience gained while working in MAS Intimates Rathmalana in intimate wear designing, where a keen knowledge was gained on the inner wear construction details which can be used to form an outerwear.

Further the background knowledge gained about intimate apparels further motivated to do the research based on inner wear to outer wear concept.

Inner wears are forms of clothing worn underneath outer clothing which are direct in contact with the micro layer of the body. It can be composed of single or multiple layers of fabrication in the inner wear construction developments. They assist to keep the outerwear from being stained or scratched by body secretions and minimize the abrasion of the outerwear against the

skin and thus provide a shape to the body and support the body organs in place and good hygienic conditions.

The most luxury brands for inner wear are Bordelle, Carine Gilson, Victoria Secret, Agent Provocateur, Jean Yu and Guia La Bruna, Enamor, Amante, Beyounty, Hanes and M & S (Novela, 2015). Outerwear which was the next icon of recognition was narrow down to the club wear category as the target market was New York City which is the best night life city of the world with clubbing. As the Victoria secret brand is lacking a product category of club wear in the product strategy an innovative niche market was the concern.

The Victoria's Secret has a product portfolio of product categories such as panties, lounge wear, bras, swim suits, clothing, shoes, fragrances, bio fit garments and beauty products etc. This data proved that the Victoria's Secret does not possess any product category as club wear which has all the product features expected by a lingerie brand. The research perceptual positioning map helped to analyze the target of the Victoria's secret brand to reach in order to compete the market gap with the competitors by introducing an innovative niche market of club wear to the existing brand with inner wear to outer wear concept and application of creative pattern cutting technique.

The target of this research was to create an innovative market category with fashion forward, value added, price oriented and function concern market competing the parallel brands carrying out club wear such as hotminamostyles.com and amiclubwear.com.

The perceptual positioning map given above shows the market gap for the intended collection of club wear in our research findings to introduce a seductive silhouette type club wear design from the basic intimate wear category to increase the sales and revenue to the limited brand, Inc by the innovative niche market with the inner wear to outer wear trend concept (AMI Club wear, 2016).

Further this club wear is designed for customers who prefer night life, bars and pubs with live musical shows who have a free lifestyle enjoying freedom, especially youth and young adults tend to go for clubbing so often due to their hobbies of clubbing. So background knowledge about the night life was analysed based on the customer survey of Victoria's secret customers in New York city which was the target clients under the age group of 25- 30 years with an average income of \$60k-100k or above (Clark & Lutz, 2011). This gave an idea about Victoria's secret clients in deep context.

The main significance of this research was to design an innovative outerwear which correlates with inner wear with the application of pattern cutting technique. This is specially designed for clients who daringly wish to wear inner wear as an outer wear clothing exposing their body contours to deceive the partners.

The conceptual idea of "Inner wear to outer wear" was grabbed by the article of Deni Kirkova on the topic, "Celebrities fuel the under wear as outer wear trend inspiring 132 % rise in sexy chemise sales as women brave wearing them outside" (Verryth, 2016). This article inspired to develop further research based on inner wear to outer wear trend to make this collection an innovative product category with new techniques to please modern fashion consumers.

Creative pattern cutting was applied on to the fabrics to bring up the construction methods a reality. Creative pattern cutting is a process where advanced technical design skills related to draping and cutting was made use to innovate the outwear silhouettes. This was an alternative approach to pattern cutting by draping with the fabric mannequin using the theories of hourglass body shape enhancement to suit the varying client's ranges with different body sizes. Bringing out creative silhouette cuts with body contour exposure is achieved by the creative pattern cutting technique. Here a sequence of practical processes have being carried out to shape the mannequin with the different fabric types to identify the best suitable fabric for new finishing technique and stitching developments.

When talking about the constructions methods it also play an important role in this research as the collection is built upon the unity of all these facts which were under the research. The

innerwear design were composed of design elements such as lines, shape, form, structure of the inner wear etc. all these design elements were highlighted and focused in the concept and design developments of silhouette ideas.

The construction methods of the inner wear included embroidery, knotting, binging, silicon bonding, laser cutting and fabric slashing. During the concept development stage all these methods were further analyzed with the industry expertise to identify the construction methods to be used in the collection development.

The ultimate goal of this research was to experiment design application of pattern cutting technique with the concept of inner wear to outer wear trend and bring up an innovative niche market to the Victoria's secret market in 2018. And thus completing the market gap of present product categories and introducing new club wear, market category.

In order to accomplish this aim vast research on the target market, outerwear category and the research on colours, fabrication, silhouette types and forecast a future trend. Then a customer survey for Victoria secret customers is done to identify customer's lifestyle, income level, likes and dislikes etc. Then based on all those criteria new outerwear collection with new design applications and techniques are introduced to the fashion consumers.

Method

Current trends of inner wear as outer wear

In 2014 July 10th it was published in mail online that celebrities wore the underwear as outer wear trend .The following article proves it as follows,

“Celebrities fuel the underwear as outerwear trend inspiring 132% rise in sexy chemise sales as women brave wearing them outside” (Kirkova, 2014)

- Bestsellers include camisole tops, skirt slips and lacy night dresses.
- Many are being incorporated into women's work-day outfits.
- Pair a silk floral cami top with a pencil skirt and jacket for chic glamour.

The underwear worn as outerwear trend shows no signs of slowing down as Rihanna is spotted stepping out in a full length silk nightie to watch a football match in New York. The Barbadian beauty, 26, wore the hot pink number with lace trim under a denim jacket and paired with sneakers as she made her way to a local bar for the game on Tuesday. And it seems women across the UK are taking her lead. High Street retailers are seeing sales of silk camisoles soar as women strive to emulate the sought-after look of wearing you lingerie out in the open. A host of celebrities have embraced the trend including Kim Kardashian, Ellie Goulding, Miley Cyrus, Beyoncé, Daisy Lowe, Iggy Azalea and Rita Ora. Even fashion royalty such as Kate Moss and Victoria Beckham have recently been spotted stepping out in chic, sophisticated lingerie-style ensembles.(Kirkova, 2014)

This article proves that under wear has been worn as an outer wear style. This article inspired to develop a new concept of “inner wear to outwear”with the conversion of a Victoria secret inspired inner wear such as brief, corset and hosiery to design a club wear with building up a new concept of inner wear to outer wear trend while application of creative pattern cutting technique was experimented in the design approach.

Design

The main objective of this research project is to design a club wear collection for Victoria's Secret customers of age group 25-30 years inspiring from the inner wear designs present under

the Victoria's Secret Brand with the experimental design application of pattern cutting allocating the concept of inner wear to outer wear trend. The design was prepared by analyzing the basic design elements and design principles into action. Here the lines, shapes, form, structure and colour compositions were utilized to bring out design ideas that correlate with the outer wear silhouette development. At this stage the principles of fashion were applied to bring out the sense of the inspiration by repetition, gradation, deformation, saturation and thus bring out the sense and quality of the inspiration through the concept development approach and design developed silhouette ideas. This design should no longer be inner wear but a reflection of inner wear put on to the outerwear design collection creation.

All construction details were experimented and theme was developed based on the inspiration for outer wear collection. Next concept were derived from inspiration and design developments derived from concept and finally a collection range is made to experiment the creative pattern cutting feasibilities of the designed outcomes. Both qualitative and quantitative research methods were castoff to obtain better productivity to design research.

Materials

Questionnaire was given to few clients of the Midnight Divas which is one of the most popular subsidiary of Victoria's Secret lingerie product shops to obtain the client requirements. Verbal conversations carried out with designers and development merchandisers at Mas Intimates Rathmalana to obtain brand analysis of Victoria's Secret brand and inner wear briefing. Research about target market by literature survey. Inspiration breakthrough ideas by brainstorming, sketching in different perspectives by sketch book development. Fabric and colour trend forecasting by interviewing colour sample merchandisers and supply chain managements in the fashion industry.

Procedure

1. Qualitative research method

Qualitative research was carried out by having discussions and verbal conversations with the industry technical experts, designers, development merchandisers, supply chain managements about the target market, brand analysis, use of innovative techniques in lingerie production, how to source the correct fabrication with correct prize allocation and finally how to position the product in the brand with unique selling point of view. Further researching about target market and brand by online surfing.

The inner wear construction methods and detail operations were analyzed by shop visits such as midnight divas, Amante outlets, triumphs etc. around Sri Lanka and production visits to MAS production centers in Rathmalana and biyagama related to inner wear.

Training at MAS Intimates Rathmalana in the sample room and designing related to inner wear production to gain a thorough knowledge regarding each and every step of operation break down in innerwear production and tailoring a own sample to obtain practical approach to innerwear production and identify the drawbacks while stitching the garment for on body appearance.

Observed the concept development portfolios developed in Paris in booklet form present by the designers in the industry to obtain an impression to how to proceed onto to a theme.

Research about the brand SWOT analysis by online journals, websites and PowerPoint presentations given by the brand. Customer identification by customer survey reports, financial reports given in the web using the primary data sources. Analyse about the demographic, psychographic and geographic information such as age, lifestyle, income level, educational status, occupation, interests of the customer.

SWOT and PESTEL analysis for the target market and brand to identify the problem to be solved through the research process.

2. Quantitative research method

In the quantitative research method surveys were carried out to output a collection of outerwear for young adults who wish to expose their body contours to look young and attractive. This was proceeded by surveying the clients who enter one of the best lingerie retail shop in Sri Lanka which is Midnight Divas by a questionnaire and online feedbacks for the website and social blogs to get proves for the client's preference.

Referring the statistical and sales reports of the target brand by website and online journals.

Procedure in detail

1. Research

- Research on Victoria secret brand market background.
- Research on the club wear category how it differs from casual wear and party wear, the history of club wear and the current trends of club wear and the market levels.
- Research on the colour trends for club wear, analyse the silhouette types used for club wear and build up a silhouette trend for club wear.
- Then research on the fabrics used for club wear in the past and up to the present. And forecast a fabric trend
- After that research on club wear market information such as price levels, demand and supply.
- Research about the inspiration source which is brief, corset and hosiery designs in current trends of Victoria secret Brand and find out how to inspire from inner wear to form a club wear which is a unique collection.
- Inner wear construction techniques such as lacer cut, heat manipulation, boning technique and fabric slashing etc.
- Find out how this inspiration source has been used by the current trends to form an outer wear.
- Finally forecast the future trends for club wear colours, fabrication and silhouette types.

2. Customer survey

- Research on Victoria Secret customers through online journals, financial reports and websites related to their lifestyle.
- Analyse about the demographic, psychographic and geographic information such as age, lifestyle, income level, educational status, occupation, interests of the customer.
Research on club wear requirements by visiting clubs and learning about the lifestyle of clubbing customers and Research on club wear requirements for Victoria secret customers.
- Based on the data collected and the research done before forecast a future trend for club wear to satisfy the requirements of the customer to the highest extend.

3. Developing a theme

- Then based on the trends forecasted develop a theme for the club wear collection together with the inspiration.
- After that draw sketches to bring out the inspiration properly and develop more sketches considering different angles and perspectives.
- Develop a sketch book to show the inspiration in different perspectives.
- Develop the project diary.

4. Design development

- Developing design from the concept developments.
- Practically achieving the design development by draping and feasibility testing.
- Developing a range of design development.

5. Product development

- Finalise the range.
- Preparing the toils.
- Costing sheet preparation.
- Specification sheet and tech pack preparation.
- Preparing the operational breakdown.
- Final product development.
- Photo shoot
- Preparation of the final report.

Results

1. Qualitative research results

i. Target Market

After the discussions with the industry expertise target market was defined to be New York. This was decided based on the following data collected. The target market which was selected is the world's top city by GDP and top destination for night life which is New York City (China's largest city, 2016). This is justified by the business insider stating that china the largest city can't still compete with America's New York City. The top cities in GDP in the world versus the largest country of the world which is China proving that New York City has the highest buying capacity. By the qualitative research of the target market of New York it was confirmed that New York is among the highest rating of \$1,217 billion dollars in nominal GDP (China's largest city, 2016).

amous cities in the world with the best night life for clubbing are, Las Vegas, Ibiza, New York, London, Bangkok, Berlin, saint Tropez, Buenos Aires, Rio De Janeiro, and Miami (Famous cities, 2017). Out of these cities New York City is considered to be the sleepless city with best night life with clubbing. New York City serves with an area of 469 square miles and a population of 8,245 million customers (Famous cities, 2017). It is considered to be the city that never sleeps and has an immense night life with huge clubs having popular Djs, elegant lounge bars, vintage pubs, cocktail bars, and almost anything at the same time. Official trade organization of the night life and hospitality industry states that US bars and night life industry has the following outstanding features (Facts at a glance, 2017).

- Food and drink sales of \$ 710 billion
- Revenue of \$26 billion
- Industry sales increase in nominal terms of 1.4 %
- Industry sales increase in real (inflation- adjusted) terms of 0.3 %
- 69,987 location around U.S.
- Employees having a revenue of \$64.08 and 393 k industry employees and total wages of \$4.55 bn.

On the other hand New York is considered as a fashion hub with annual fashion shows launching designs to the world and the iconic street wear grunge labels were introduced by New York market(Highsnobiety.com, 2015). New York is ranking at the first in the fashion forward cities in United States. On the other hand New York is considered as the World's Media Capital with highest ranking in entertainment and media spending power in 2014. According to statistica .com U.S. entertainment and media market will remain as the largest market with a total spending reaching \$724 billion in 2018. According to nielson.com Asian immigrants are expanding by a great deal in new York who are the majority customers of Victoria Secret's brand which justify that the target market is having the customers who prefer night life, luxury items, sedative nature as they are Victoria's secret customer basis. (Asian Americans, 2016)

ii. Brand analysis

Victoria's secret is a large subsidiary of Limited Brands, Inc. which is founded by Roy Raymond in 1977 with \$80k in San Francisco. This brand is inspired by the Victorian style and has a classy and dignity look in their products manufactured. Victoria's secret is having 1.164 stores around the world and according to L brand investor overview annual sales over \$8 billion in 2015 was by Victoria's secret brand.(Investors overview, 2016)

Victoria's secret is in strong financial position with high profit margin, high inventory turnover.it is ultimately a seductive brand which is a global trend setter in premium women's lingerie with sexy, sensual appearance.

- According to L brand investor overview, sales per average selling square foot in 2012 is \$817 which was \$ 754 in 2011 (Investors.lb.com, 2016)
- According to L brand investor overview, in 2013 it rose up to \$824 and sales average in store was \$4,453 for 2011, \$4,892 for 2012 and \$4,969 for 2013 (Investors overview, 2016)
- According to L brand investor overview annual report from 2014 said that it has opened more store in U.S from 1,019 to 1,060 (Investors overview, 2016)
- Annual sales over \$8 billion in 2015 according to L brand investor overview (Investors overview, 2016)
- According to statistica Portal of Germany , The global revenue share of 48.2% of L brands is derived by the VS brand in 2016 and it will show a market background for Victoria secret brand in 2017 (Investors overview, 2016)
- According to CSI market .com, the annual reports from 2011 to 2015 show an increase of stores from 1,043 to 1,108 (Csimarket,2016)
- So all these facts conclude that Victoria Secret brand has the capacity to cater for a product category like club wear which is accepted by the customers of this brand who prefer seductive, sexy, fashionable, trendy luxurious clothing due to expansion of stores worldwide and increase in annual net profit.

iii. Use of innovative techniques

The industry make use of innovative techniques such as laser cutting technique where a use of laser beam is used to form cuts and engraves on the fabric surface. Introducing laser cutting technique to vinyl leather fabrics with creative pattern cutting which opens the fabrics at slashes improves the fabric surfaces which were discovered after the discussion with them. Silicon bonding technique was also a new innovation foe inner clothing comfort project which helped the wearer to have comfort while wearing without sweating, scratching as inner wear are next to the micro flora of the body with body hugging nature.

iv. Construction methods of inner wear

The construction methods of inner wear include the general stitching, overlocking, knotting, silicon bonding process, laser cutting, and edge neatening and draping techniques. These techniques were the commonly used techniques in the inner wear construction methods and during the shop visits the drawbacks in the constructions were also found while talking with the clients. The production visits helped to identify the production of each and every trim, fabric, accessory preparation, and colouration and washing procedures while maintaining the quality standards required by the buyer specifications. Further the colour sample merchandisers and development merchandisers gave a good idea of sourcing fabric based on the buyer specification sheet requirement and placing purchase orders before the season ahead to avoid the drawbacks of low quality raw material to be checked on quality.

v. Training at MAS Intimates in sample development

Training at MAS intimates in the sample room and design room helped to identify all the operation breakdowns of the styles carried out in the season related to inner wear. These include, pattern making, pattern cutting, cutting the actual fabric with seam allowances, following the style details and carrying out the operation breakdown given by the work-study department with minimum SMV count and maximum accuracy. Drawbacks occurred due to lack of automated guides, lack of operator skill, machine handling time wastage and fabric shrinkage issues. While an actual sample was sewn in the sample room we identified that the inner wear construction methods can be utilized for outer wear construction experiments as well. In order to avoid shrinkages the shrinkage reports of each fabric was taken before production process as discussed.

vi. Concept development portfolios

By referring the concept development portfolios of Paris fashion hub, found out each collection should comprise a theme based on the trends forecasted in the season to match the client's requirements and the inspiration helped to bring up conceptual approach that leads to a theme for each season and forecast colours for each season. According to the discussion details with designer any collection should start up with the research stage, then analyze current trends and forecast a future trend for the client's expectation fulfillment.

2. Quantitative research results

According to the survey carried out to bring out the collection of outerwear for client's who wish to expose their body, the questionnaire data resulted as follows. Survey was carried out based on four criteria such as fashion concern, value addition, functional, prestige/ status seek. Fashion was the highest concern and all the clients requested an hourglass silhouette which emphasize body contours. Contrasting colours were of priority. Sexy seductive appearance was the main intention with highest number of votes.

High Value addition was the next criteria where unique technique development with pattern cutting was of client's interest. Made of leather fabrics was impressed by many clients to have value addition for their purchase.

Next function was analyzed which moderate in the results with supporting the body being the most important function. Next multi-functional and detachable garment parts were expected by the clients.

Finally prestige and status seek was the least out of votes where few people requested luxury celebrity look and upper class appearance in their clothing.

3. Developing theme by concept developments

The inner wear inspiration is further analyzed in the concept developments with lines, form, shapes and structures. Numerous design research techniques such as repetition, rescaling, collage and sketching were used in developing new silhouette shapes.

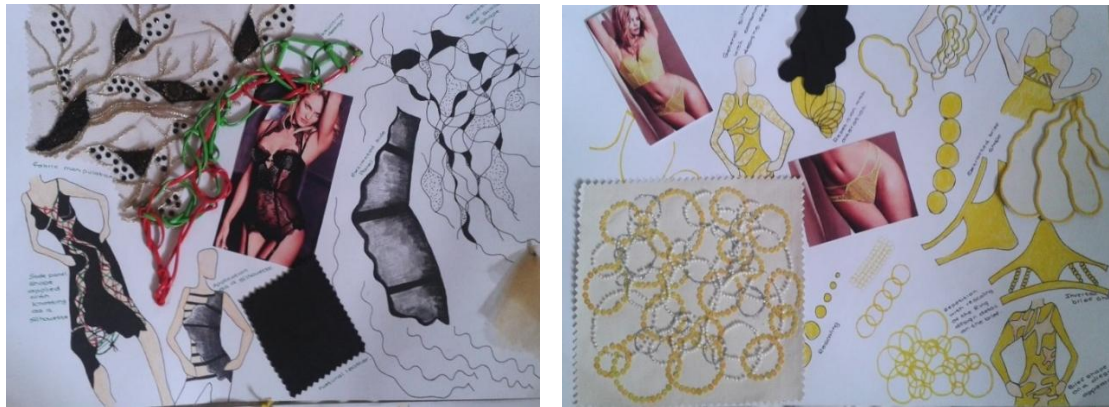


Figure 01 & 02 :Concept developments inspired by corset, brief and bra designs to form creative pattern cutting designs.

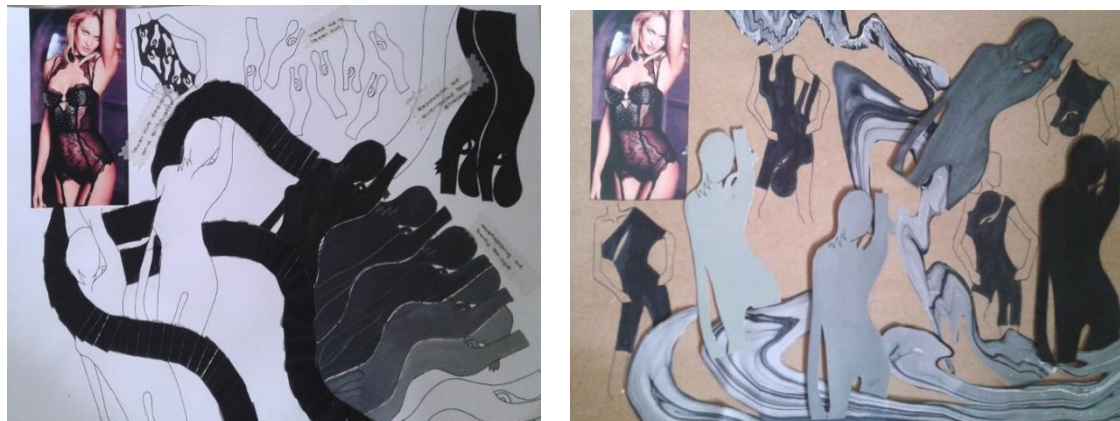


Figure 03 & 04 :Concept developments inspired by corset, brief and bra designs to form creative pattern cutting designs with the technique of gradation.

4. Design developments

Design developments were then derived from the concept developments with silhouette ideas for outerwear with construction details.



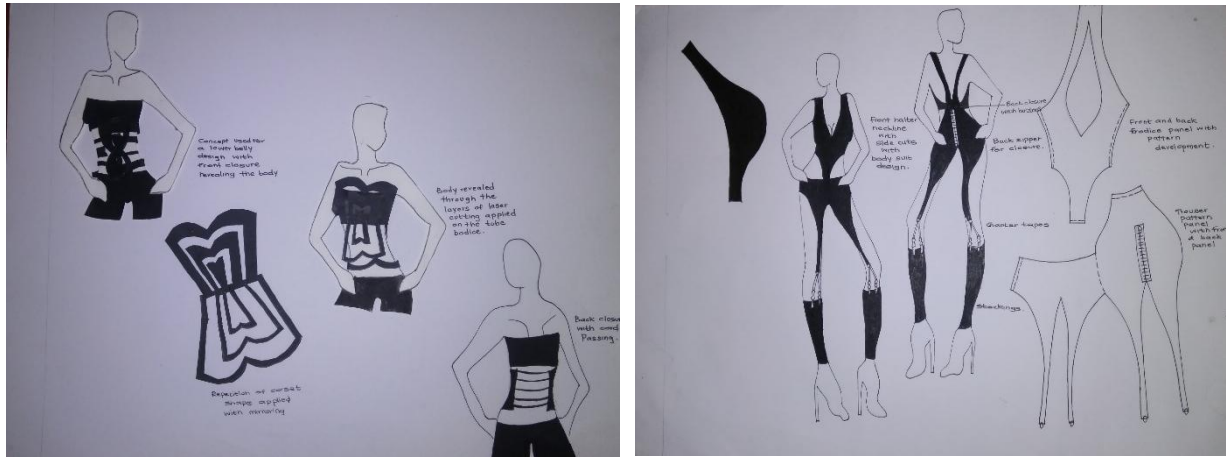


Figure 05,06,07&08 :Design developments derived by corset, brief and bra designs inspired conceptual ideas to form outerwear silhouette ideas.

5. Product developments using creative pattern cutting techniques

Finally the product development process was carried out to solve the problem of new innovative niche market category collection introduction with all the analyzed data. The outcomes of design developments are practically approached by experimenting creative pattern cutting with the use of mannequin and draping procedure to form the final toils. These toils are developed with the drawbacks in the actual production process after finalizing the range plan of six outfits. These toils were developed with the drawbacks in the actual production process after finalizing the range plan of six outfits. Multiple methods such as draping, pivoting and folding were used in developing the pattern pieces for the collection. The pattern making process got even complicated as the fabrication was completely different to innerwear fabrication.



Figure 09: Finalized range- Front view

Product development process via creative pattern making



Figure 10: Final product



Figure 11: Toile on front, side and back view in design development



Figure 12: Creative pattern cutting in mannequin.



Figure 13: Final product



Figure 14, 15, 16, and 17: Draped patterns traced on tissue, toile on front, side and back view with creative pattern cutting.

The descriptive statistical data analyzed showed that majority of the Victoria's secret clients were within the age group of 18-34 years who are 61% females. They have an income level of \$60k-100k above in majority context. The occupation of the clients are Majority College graduates with good occupation in private sector. Ethnicity is 17% Caucasians marital status was mostly married.

When talking about the psychographic factors of the clients, they have a sexy, confident and desire for sensual fashion with exposure of body contours to show seductive nature in their personal aspects. Lifestyle is based on clubbing, parting, addiction to liquor and cigar. Finally their attitudes to look like a celebrity with showing all body contours was the main plus point to innovate a club wear category to the brand in order to increase market sales and income level. It offers more than just clothing but sell lingerie items but also confidence for the customers who purchase while feelings of the clients is considered when designing clothes such as sensual, sexy, seductive feelings expressed.

During the SWOT analysis of the Victoria's secret brand strengths, opportunities, weaknesses and threats were found. The strengths were as follows.

- It was considered to be a luxury brand with high quality products, manufactured by the brand which is well known by Middle Eastern women who pay high amount of money on luxury shopping. Being a luxury brand it is having desirable location to do shopping for lingerie and accessories.
- Victoria's secret sells lingerie items, but also confidence for the customers who purchase while feelings of the client is considered when designing clothes such as sensual, sexy, seductive feelings expressed and it is a brand with strong brand image built up on the basis of customer satisfaction with intellectual relationship with the customer by names such as Victoria Secret and PINK with the slogan of Bring young things.
- Annual fashion shows with Victoria's secret angles ramped up market effort and consider the brand as a trend setter with over 1 billion audience giving worldwide publicity to the brand products launched.

This can be used to promote niche market of club wear to the world by the brand

- Strong advertisements Television Advertisements- brand marketing strategy with the use of social media with 24 million fans, being New York the #1 ranking media and entertainment city it would be a plus point to promote niche markets of the brand
- Use of organic and fair trade raw materials to promote the brand as a sustainable and eco-friendly brand and popular retail store on Facebook, twitter, interest, and You tube- will help the brand to promote the product categories and statistic data has shown that 3.4 million fans in twitter, 3.9 million fans in instagram and 65.9 million views in you tube.
- Email marketing is another strength that optimizes the number of sales in the brand tempting customers to purchase the products due to the customer care guidance given.
- Promotional offers- every year by year the day after the fashion show has be broadcasted in the television Victoria's Secret holds promotional event in the store4 and online to drag the customers to the products launched.
- Huge customer base present in the New York target market with increase the number of sales of club wear clothing as New York customer base is more prone to clubbing which is sleepless night.
- Semiannual sales are held twice a year to allow the customers to buy the VS products at a low price with higher sales and income level.

The weaknesses were summarized as follows,

- Not enough discounts offers as this is luxury brand will cut off middle class customer range. To improve it increase semi- annual sales and promotional offers.
- People like organic cotton clothes- as this brand is not much prone to organic cotton fabrics introduction of organic cotton clothes can improve sales of the brand.
- As this brand is more prone to sexual awareness of customer it can be improved in even in other psychographic aspects too to improve brand identity by introduction of a niche

market such as club wear. Lack of plus sizes in the brand have a negative impact. Thus to improve it brand could be introduced with plus sized lingerie and intimate apparels.

- On the other hand the opportunities of the brand were identified as mentioned below,
- Open new stores on key locations- will help to focus on the target customer and increase the sales and revenue as store expansion directly effect on the sales average
- Advertise its different lines- advertising in differences sources such as online advertising, email marketing, e- commerce, and coupons are opportunities to improve marketing strategy of the brand for niche market introduction.
- Focus on other market like Asia- will help to expand the customer basis as Asian immigrants are in highest rate in the New York market which can directly influence of increase of revenue
- Personalize the shopping experience according to customer requirements is a great opportunity to give customer sensed products for a niche market like club wear with personal thought highlighted.
- Domestic expansion- will help the brand to produce all apparels in house than outsourcing from abroad which reduce taxes for outsourcing.
- Market position- with the introduction of the niche market of club wear brand can improve the market gap and thus the market position.

Finally the threats of the brand was under consideration.

- Several lingerie competitors switching in to the market such as Adore Me, True &co. Fruit of the loom, Macy's, target, Saks, Chico's will directly affect the sales of the brand. To minimize this treat increase the brand loyalty as well as introducing new niche market such as club wear to reduce the competitor impact.
- Fake product with same name coming to the market is a direct threat. To minimize it brand loyalty should be maintained properly with correct labeling.
- Economic downturn- will directly affect the brand loss. So to withstand economic downturn the brand should have stable forum with international alliances.
- Eastern cultures against of being sexy- as this a sex based brand, it direct influence the brand. To minimize the impact strong views of customers should be brought out such as the article of Deny kirkova on inner wear under wear trend.

Discussion

The results supported by qualitative and quantitative data reveals the market demand for inner wear into outer wear trend and the potential of developing as a niche market with premium price range. Victoria's Secret possess product types such as loungewear, bras, swimsuits, clothing, shoes, panties, fragrances, bio fit garments and beauty products etc. This data proved that Victoria's secret has the capacity to build up a premium product category such as club wear to fill the market gap of innovative market category from intimate wear market category. The data reveals through secondary data resources reveals the power of Victoria Secret to launch such a product category.

The design experiments carried out to figure out new and innovative silhouettes aligning to the trend were proved to feasible for commercial production via the applications of creative pattern cutting. The triangulation of draping, folding and pivoting pattern cutting techniques caused to bring out new silhouettes. It was a great challenge to achieve the fitness and right shape in the final garment and toile making process helped in adjusting the collection into a perfect fit.

Conclusion

We conclude the paper by saying that the research carried out clearly direct in the product strategic process for club wear collection, under the innovative niche market of Victoria's Secret brand while experimenting the design application of creative pattern cutting. The competitive advantages and the market opportunities were clearly highlighted in relation to the Victoria's secret brand and target clients of New York City.

The impact of competitors were notified by the competitor analysis and the perceptual positioning map. This clearly indicate the objective of the niche market in refining function, fashion forward, price oriented and value added product strategy.

Contrarily this project would benefit in building up an alliance with the creative pattern cutting and design skills in the target brand and thus complete the market gap between the current product categories. Moreover this product category would benefit for customers who wish to expose their body contours through the garments while bringing out the trend of inner wear to outer wear to fashion market and prioritize the feeling exposure.

Further by the selected target market of New York which is a leading club wear city in USA, we would be able to promote this niche market which is of higher requisition by the clients who often prefer clubbing with night life. Giving much concern on the feelings of the individuals this collection would best remark a foundation for feeling sensitive clothing category for the New York City.

During this research vast knowledge regarding the strengths and weakness of the brand as well as opportunities and threats that can be maximized or minimized in order to uplift the standards of the brand were gathered to compete with the competitor brands of the world.

Finally through this outerwear collection, innovative niche market for inner wear to outer wear concept will be developed, making the brand sensitive to psychographic factors of customers to benefit the brand as well ourselves as upcoming fashion designers in this competitive fashion world.

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