

# SOURCES OF RECEIVING INFORMATION OF MODERN TENDENCIES IN FASHION INDUSTRY

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**Abstract.** *The sources of information affecting the formation and expansion of modern tendencies in consuming world are considered in the article. Literal survey of various ways of getting information of modern tendencies in the fashion is analysed. The predictable methods of fashionable clothes in the market are described. An extent of influence of certain fashionable tendencies' sources on particular consuming audience is defined. The ways of getting information of modern tendencies in the fashion world (PR-System) are described. The participant's patterns of fashion process are concerned. The criterions of consuming attitude to fashion standards and fashion goods to be substantiated in sociological and marketing researches are defined.*

**Keywords:** *fashion industry, fashion trend information, trend-book, subjects of design, prognosis analysis.*

## 1 INTRODUCTION

Modern fashion market presented with various trends covers all stratum of the consumers. Designing of clothes as fashion product is turning into the global economic tool dealing with the consuming motives.

Fashion industry conduction as complicated multilateral phenomenon having aim to distribute fashion standards among the all stratum of the consumers (the strategy of fashion industry conduction), production, expansion and fashion good's consuming (the functioning tactics) is worth to be considered as very important factor of fashion's expansion in the modern world. It's out of question that norms and tendencies of fashion development are mostly dependent on consuming supply and demand to be effected with. That's why the studying and applying of theoretical conceptions of functioning and fashion development and fashion behaviour in society is very important for the planning production and fashion clothes designing. To satisfy customers' demands on one or another fashion goods in context of modern tendencies and innovations to be very popular now are correspond to the development of this branch of economy too.

On the other hand, the activity of fashion industry, especially in mass-market segment, as the main sphere of consuming demands is aimed at to be mentioned too.

As we know, the prognosis of modern tendencies, based on the development of fashion clothes selection, is considered to be an integral part of the activity of fashion's participants, which deal with the development of fashionable product. To resume, it can be said that observing

the development of modern clothes selection and on its basis one can mention, that the work of designer starts with the defining of that fashion product which can attract the customer to their trade mark long before the new season's fashions.

The allocation of fashionable clothes can be considered as certain conduction and production of types of clothes as well as the segmentation of modern clothes for the masses. According to the classification all selection of fashionable clothes can be divided into such classes as:

- haute couture
- pret-a-porter (pret-a-porter de lux, and, actually, pret-a-porter)
- bridge (low-bridge, middle-bridge, high-bridge)
- moderate (mass clothes)
- mass-market (retail, budget, non-brand) is clothes of economy-class.

The designer's role in producing of clothes for the masses in fashion industry when modern tendencies' predicting differs but, of course, it has an effect upon the selection of fashionable product, which is aimed to meet their customers' demands.

## 2 ANALYSIS OF PREVIOUS RESEARCHES AND PUBLICATIONS

The criterions of modern sketches' costume development of the 20 century especially in the context of social and economic development of society are analysed in the works of E. Kosareva, M. Romanovskaya, F. Bodo, etc. The questions of social and historical development of fashionable clothes are stressed on in the M. Romanovskaya's work. According to this work women can have more functions and can play their own roles in society [1].

In the same time, E. Kosareva analyses the perfect project in each historical period of the development of fashion industry considering the dynamic model of clothes' formulation as the product of fashion, in the context of sociological and psychological consumption [2].

Furthermore, the problem of inside contradictions and tendencies of modern standards' development and forming of criterions prognosticated is analysed in the works of A. Lynch and M.D. Strauss. They studied the functioning aspects of fashion industry to create the applied prognosis of evolution of these standards [3]. The results of all participants of this investigation (designers, journalists, advertising, retailers, etc.) which make its contribution to the forming of perfect fashion ideal in the formation of fashionable standards of modern consuming society are presented in the Y. Karamura's work [4].

So, there are many official sources of information of fashionable tendencies that many designer companies and trade-marks can use them in their activities. Moreover, the informal observing of what is worn, what is interested in, what is potential customers speaking about is considered to be invaluable way of getting information. The compilation of information about modern tendencies of clients' preferences, the combination of minds and opinions in professional surveys are available for designers and can be dependent on retailers which are interested in objective customers [5].

The description of the official informative sources of modern tendencies shows that the majority of agencies and companies creating trend-information and situated in the world-fashion cities are aimed at to make contacts and to expand the prognostic information. Companies and agencies dealing with and prognosis of fashion tendencies base their works offering the high stylish and street fashion analysing the scientific and technical progress, cultural aspects of the social development, including mass culture. The information, systemized and carefully collected about prognostic parameters of fashionable tendencies is presented visually by manufacturers of mass style (the basic drafts or the main silhouettes and forms' fragments of clothing and garment accessories, coloured palette, the samples of fabric texture and materials both for not numerous and numerous fashionable production as for the masses) in the forms of magazines, journals and so-called "trend-books". These trend-books are usually produced according to specific field and extend among fashionable clothing' manufacturers for particular consuming (men's, women's, child clothing, underwear or outer clothing). Many firms dealing with the prognostication of fashion tendencies present their publications to constant clients and give the renewed information according to the specific directions [6]. Among them "Promostyl" France and

"Nelly" Netherlands in this direction are considered to be the leading and the most successful ones.

### 3 OBSERVATION AND DISCUSSION

#### 3.1 Prognostic observation of fashion-market

The results of prognosis of fashionable clothing for high next season are very often realized in detailed trend-books, which accumulate the most successful images and fashionable clothes presented in professional modern publications. The numerous images and fashionable items presented in trend-books for next season are based with aims and tasks of fashionable clothing's' production for particular group of customers and usually vary from four to six but more often it's limited to five variants. The experience of successful trends and trade-marks' activities in the industry of fashion confirms that five new tendencies and the designing of fashionable clothes models in its direction - is thought to be an essential number which can be presented in the shopping centers of the one retail-trend of fashionable clothes [7]. Traditionally, these five directions have got such artistic and framed images as: three modern, classical one and ethnical image. Classical image (can be, the retro one) and ethnical imaginable subjects can afford to create the great number of combinations of sharply-pointed ideas which is believed to be an extra way for designers being inspired to create fashionable clothes for masses, especially in the fast fashion' conception [8].

Each of fashionable tendencies or directions, as a rule, is provided with imaginable motto which can then relieve the work as for mass-media and mechanism of expansion as for the sellers and agents' instructing. [9].

Besides, artistic images and framed modern items, as a rule, trend-books contain information about coloured palette of each modern tendency. The coloured palette usually prognosticates and performs closely interacting with materials' consuming. And at the moment trend-books' formation the coloured palette is presented too like that new samples of output in textile industry (fabric, materials, and specials items). But in the retailer-trends' activity in the conception of immediate response the creating of fashionable coloured palette is practiced due to the machine projection (CAPR) [10].

As a rule, the realization of modern tendencies by means of drafting trend-boards is performed by designers or by suppliers, but with the exception of presentation to be operated with purchase's section collaborators in the leading fashion industry's organizations. When designers and suppliers cooperate at the same time with several trade-marks, and, in this case they are dealing with fashionable brands' performance apart from of each company. But if these trade-marks conduct its

activity in the same of segment of clothes or work for special group of customers, they are given single summarizing information about short-term modern tendencies. In future when selecting the current tendencies for clothing's manufacturing of each trade-mark, the other buyers of this trend join to its concern to follow the individual peculiarities of its fashionable output [11-13].

### **3.2 Review of conduction of participants of fashion process in the conditions of fashion industry**

More mobile and available source of information to a wide range of participants in the fashion industry can be specialized professional publications such as International Textiles [14] or Textile Intelligence [15]. These publications give information on fabrics to be popular, materials, coloured palette and items in the context of its realization in the fashionable clothing's models. These magazines are published long before to the beginning of high season than other trend-books of famous agencies. Besides, the information presented there is not so similar to as different. However, the most designers of the famous trade-marks dealing with the segment of mass market accept this because they are able to sell their products when conducting the fashionable models of clothing's selection (especially in the context of the fast fashion conception).

Professional and specialized publications (journals) are thought to be an additional source for prognostication of modern tendencies. They present information about specialized exhibitions performed, in particular the textile sphere, sewing equipment, fashionable clothes, etc. The most famous publications are: "Drapers" (Great Britain), «Индустрия моды» (Россия) etc. The results of the specialized exhibitions which are very important for those who can't visit them are believed to be very valuable and can be found in publications above-mentioned. Specialized exhibitions and shows take place as a rule twice a year showing achievements of all spheres of fashion. Festival KievFashion [16] is considered to be an excellent and exciting example of such kind of events. Besides, many exhibitions of special directions of the fashion industry can be said are regularly held, the specialized textile named Premiere Vision (PV) must be particularly mentioned. During the exhibitions the main participants present their prognosis in the sphere of coloured palette and textural or raw materials' peculiarities for fashionable clothes performance, accompanying them with music and video about stylish and imaginable features of modern tendencies in future.

As a rule in different market's sectors of fashionable clothes the specialized exhibitions as modern output are held together with exhibitions of materials for this clothes' production. The specific nature of this cooperation lies in the timeliness of modern

tendencies that presented in the exhibitions of raw materials and fabrics that leave behind the novelty of presented samples of clothes. And performing the exhibitions at the same time causes to close business contacts of the various participants in fashionable clothing's manufacturing as the product of fashion [17]

Taking into account that the notion "fashionable clothes" is very common one and consists of many kinds and can be classified according to its segment (outer clothing, smart, underwear, men's, child clothing, sporting, etc.), and even (pret-a-porter, bridge, clothes for masses etc.) in the world of fashion industry many specialized exhibitions are held, devoted to the prognosis, creating and fashionable clothing's producing.

The regular rotation of these exhibition's performance is considered to be the specific feature of these exhibition's performance - many of them despite the good reputation and popularity stop their existence or change the basic nature of their structure, when the others systematically appear and expand its activity, depending on the specific of modern tendencies' development and the industry of fashion in some segments [2, 18, 19]. In addition to the Internet development and other reliable electronic resources the prognosis is becoming to be more and more efficient and available to all participants of fashion industry, that promotes to the more global expansion and mobilize the output's manufacturing [20].

Despite the fact that the designing trends work out the fashionable clothes of various directions including mass clothing (above-mentioned), the notion "designer clothes" traditionally refers to the fashionable output of the most expensive segment in the fashion-market.

Being above-mentioned the collections of designers made in "haute couture" direction are considered to be reliable way of information about fashionable images and tendencies for companies and trade-marks, that work in the mass-clothing's segment [21]. As a rule, the representatives of mass-market's clothing especially working in fast fashion conception [22], they are not allowed to the presentation of "haute couture" collections. The invitations to catwalks and fashion shows are given only to constant clients (reputation), to the public (the prestige to be promoted), to media officials (to be widely light up in the press) and to buyers, that dealing with trade segment in realization of pret-a-porter collections (to rise the popularity of any fashion brand).

Moreover, soon after new collection's presentation of fashionable clothes some brands organized so-called 'media day' when stylists and journalists have the possibility to know more about the collections. As a rule, these 'media days' devoted not only to the collection presenting in Fashion Week, but to

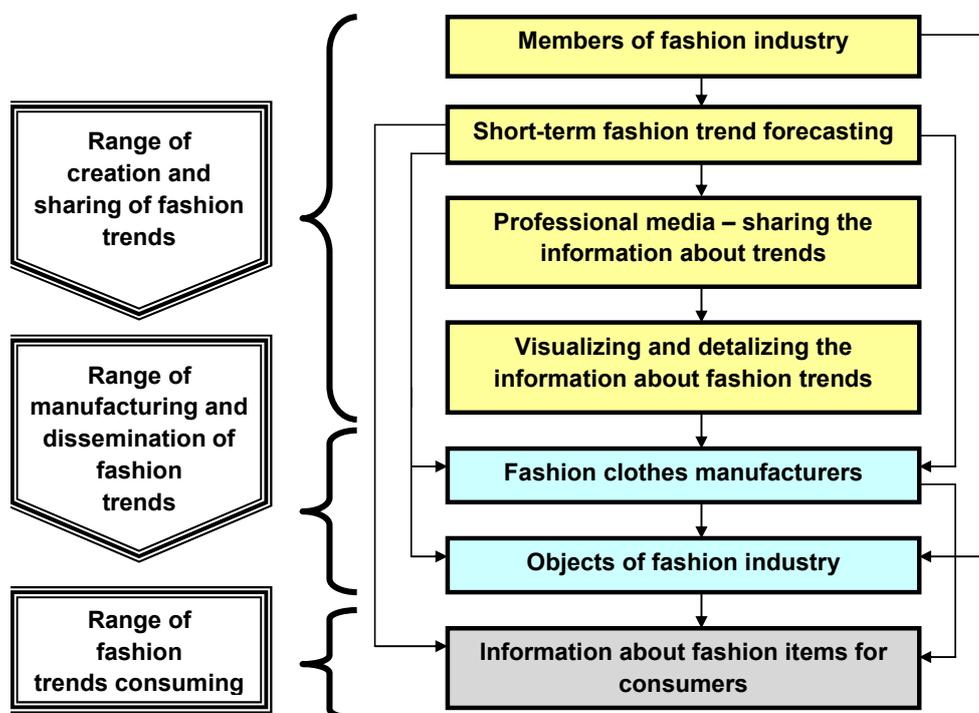
the period of new fashion journals' publications for the next season (from two to eight long after catwalks and shows).

But, the information about trendy goods, presented in such shows can be received long before as it appears in commercial network [11]. Many professional trendy journals (Collezioni or L'Officiel), women's journals such as Vogue, Elle and others, are considered to be the reliable sources of information. Electronic resources are too very popular nowadays, some of them buy the rights to provide live broadcast of high fashion (WGSN.com, firstview.com, mgsn.com and others) [3]. Thus, the performance of trendy clothes' pret-a-porter collections is directed towards the fashion-calendar of haute-couture showing, though the collections of haute couture have now less influence on the creating and realization of mass clothes. From the other side, they play the role of outdoor advertising, and the pret-a-porter collections are provide with high artistic and stylistic features, but from another side they promote these artistic images to the mass-consuming. In another words, they form and create the fashion trend [23]. As these shows are held twice a year, it helps to preserve the seasonal functioning in the fashion industry, despite the mentioned activity of changing in selected collections of fast fashion direction [24]. Despite the fact that the live broadcast information about fashion shows of high fashion is quite valuable for the production of trendy clothes as fashion industry production, it is considered to be a source

of knowledge of world fashion trends for customers being the subjects of fashion industry [25, 1]. In particular, mass customers, having no possibility to buy haute couture or pret-a-porter clothes, get the additional goods and garment accessories of these designers as well as fashionable clothes, produced by license, realizing at the same time their own ambitions and reputation in society.

So, analysing the sources of information about fashion trends as objects in the fashion industry among all subjects of industry it must be mentioned that both manufacturers and customers realize the necessity of this information through different sources. The expansion of information about modern directions in current or next season can be seen in a model (Figure 1). The information gathered by sectors working with the public of modern tendencies and made on its basis fashionable goods is thought to be very essential for designers. The designer brands having the beneficial cooperation with mass-media, supply them with new information about its activity and mass-media, in its turn, gives them a general publicity, providing themselves with high rating through the readers and the great popularity through the customers.

Among the obligations of PR-sector officials of trademarks and designer's companies are the development and expansion of press-dossier (in some cases they are called press-files), which are devoted to the beginning of new modern product made by trade-mark in current season.



**Figure 1** Implementation model of fashion industry participants' needs in the fashion information

Novelty is considered to be the required element of each press-dossier, connected with modern product's promotion to the market, but also with contact information about manufacturer and seller of this fashion product. Such review is accompanied with visual information about of its own product, but also about modern trends and artistic images, when it was made. This information gives to the mass-media editions, which prefer the special consuming one or another trade-mark. Moreover, for the last time the conducting of different PR-steps, devoted to the collections' presentation made by designers and trade-marks but also commercial or charitable steps and events.

Another important aspect of grounding and information' expansion about modern product of trade-marks is look-book made by designers in PR-sections. Look-book is stylistically visually designed material about modern clothes' collections and accessories of trade-mark, which is sent to the mass-media editions for being used in publications. In another words, look-book – it is a catalogue of trendy product of any trade-mark, designed for press in general and in particular for being used by journalists in future information promotional articles of given publication. The catalogues of modern model's clothes differ from look-book as they are sent to potential customers not for being advertised but for selling, so the accents are made mainly on coloured palette, and the possibility to be compiled with other products of fashion or accessories and other peculiarities of consumption.

### **3.3 Channels of information about fashion trends in the fashion industry**

The fashion industry as one of the most developed areas in the world economy has its own specifics. Its activities are directly related to the constant attention to the satisfaction of social, aesthetic, functional consumer problems ahead of their desires, tastes and requests [26]. This has contributed to the formation of multi-functional system of PR-communications, which cover the whole spectrum of interaction with the media at all stages of the development, distribution and consumption of fashion as a product of the fashion industry, as represented in Figure 2.

Thus, information about fashion trends for the consumer is an essential component of advertising because advertising always performs a function of non-personal information. On the other hand, the transience and regular turnover of fashion trends and fashion designs determines informative nature of advertising in the fashion industry. Therefore, all sources of information about fashion trends for the consumer as the widest range of participants of the fashion industry serve advertising and informational purposes only. For

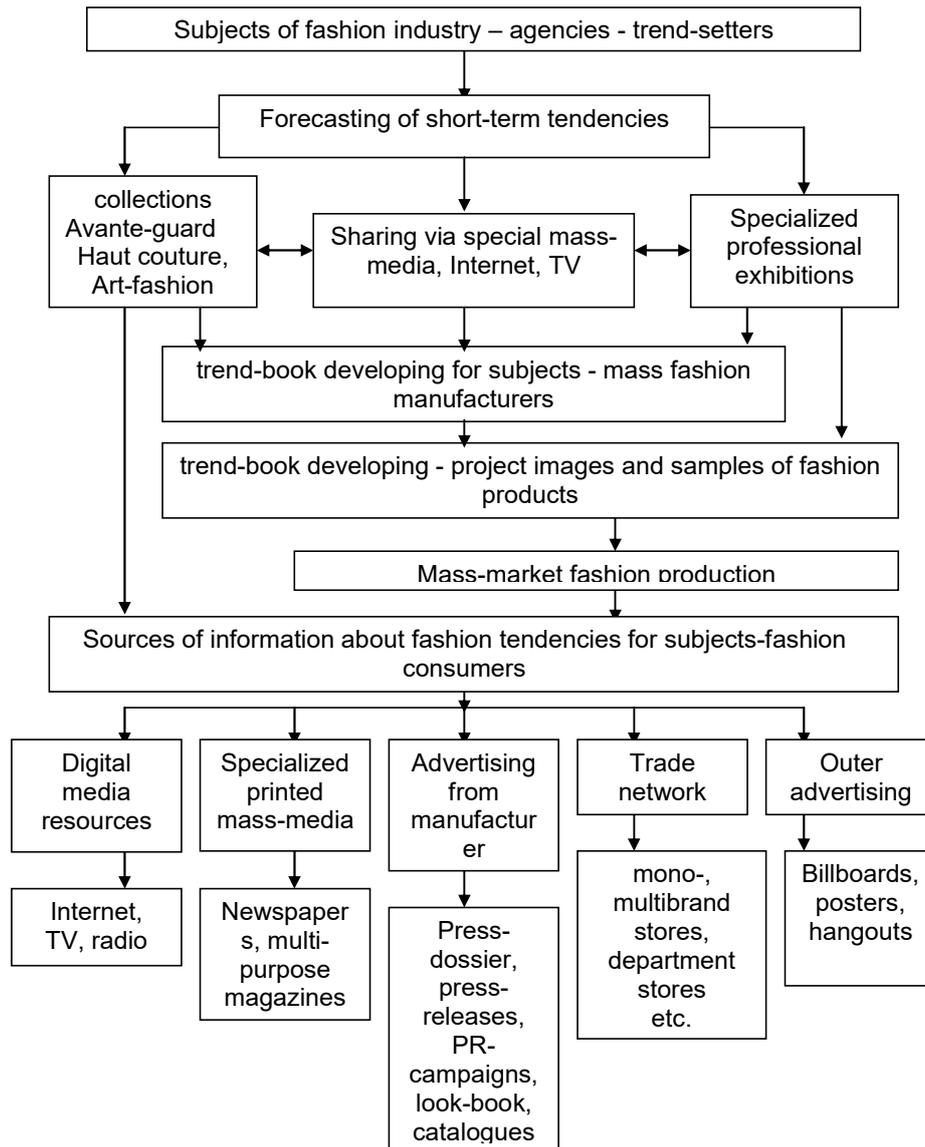
example, for information and advertisements about fashion trends and fashion products in printed media it is accepted to use photographs provided by the manufacturer or trained editorial staff as well as targeted advertising of certain design firms and brands (advertorial). Magazines, on the pages of which information about fashion trends and products is published, can be divided into groups depending on the editorial policy and the target consumer information (mutually influencing criteria). The first group, the most often referred to as glossy magazines, are some of the creators of fashion and fashion information, called "Consumer Magazines". They are endowed with the highest authority in the fashion world because on the one hand, on a professional level, they disseminate information about fashion and fashion trends among a wide range of customers (educational function), and on the other hand, they are analysing the activities of the subjects of fashion-market (arbitral function) [27]. Specificity of glossy magazines is that they have a network structure that is promoting a unified editorial policy (and with it the information about fashion) in different regions of the fashion-market, but for each region edition revision corrects the information provided in accordance with the peculiarities of the industry development fashion and consumer requirements. Most influential in this area are the editions of L'Officiel, Vogue, ELLE, Harper's Bazar, etc.

In order to expand the channels providing information about fashion and the fashion industry, fashion industry subjects seek to promote other types of periodicals, i.e. so lifestyle magazines. The basic directions of their editorial policy should be regarded as a reflection of socio-cultural norms, traditions and trends in the life and activity of various social groups, demographic and subcultural formations. The main features of the periodicals of this type are:

- the predominance of the visual illustrations above the text;
- description of the chronicles of social life;
- review of the consumer fashion victim fashion shows and in retail networks;
- small issue and limitations in the availability, which adds such publications an extra weight in consumer circles.

In this segment of the media such magazines as Vanity, Cosmopolitan, Glamour, The Face are popular.

Another area of operation of the fashion industry is a business apparel and accessories, which could not but affect the interaction of this industry sector with business magazines and weekly analytical and overview newspapers, in particular Forbes, The Economist, Business Week, The New York Times, etc.



**Figure 2** Channels of information about fashion trends in the fashion industry (system of PR-communications)

It is not by chance that many brand designers, whose sphere of production is the business clothes and everything connected with it, make extensive use of advertising-information capabilities of these publications to inform the target audience about fashion trends and products of the current season. Drawing attention of the business elite to development of fashion in the business outfit, such fashion houses (as Hugo Boss, Giorgio Armani, Nino Cerutti) form a new level of fashion product consuming [28].

In contrast to the Internet, which is actively overtaking the functions of printed periodicals, TV and radio broadcasting, information about fashion trends on television (except for specialized channels about fashion) is not very effective both for manufacturers and for consumers, because it does not rely on the particular attention of the target consumer, but requires large budgetary costs. As for the radio as a source of information in the fashion

industry the lack of visual imagery makes it impossible to disseminate comprehensive information about fashion trends and therefore shifts the emphasis towards newsroom messages character of promotions, new collections and sales. Another source of information for the fashion industry consumers is outdoor advertising. However, it can be considered effective only for the dissemination of information on tendencies of network and retail brands as has the ability to inform consumers quickly. On the other hand, it is a benefit for the newsroom and advertising messages but not for visual analytic to which belongs the information about fashion trends in the fashion industry. As one of the factors the rate of turnover and the nature of consumer perception of fashion innovation may be regarded. The psychological background of different consumer reactions to innovations in fashion is that any change is observed in the human mind as more or

less radical. Therefore, the rate and nature of the consumers' perception of fashion innovation is taken into account by a number of fashion industry members for an adequate segmentation of the consumer market on the basis of relationship to fashion. Thus, it is proved that the sources of information have a permanent impact on the formation and distribution of fashion trends of the modern consumer society. Various sources of information on trends in the fashion industry justify the development of methods for the fashion market of clothes, designed for different purposes. The influence of information sources on the formation of the fashion trends for the target consumer audience is revealed. Sources of information about fashion trends in the fashion industry (PR-communications system) explain the behaviour of the participants in the processes of development of fashion in a fashion industry. Criteria of consumer attitudes to modern standards of fashion products are essential for the fashion industry as well. They were theoretically proved in sociological and marketing research, which also led to creating a model of interaction between the needs of participants in the fashion industry information about fashion trends.

#### 4 CONCLUSIONS

Thus, present review describes the various sources of the modern fashion trends. It mainly characterizes the activities of various members of the fashion industry, involved in the commercial production and distribution of fashion trends. The article is focused in particular on the mass production of clothing, which is usually caused by a tendency of so-called "fast fashion".

It was determined that, in addition to the typical functions of promotion of fashion products and services to the mass market, in the current stage of development of the advertising industry, fashion has acquired another, important for the participants of the fashion process function - consumer tastes modeling, formation of certain fashion trends, and determining the need for fashion innovation.

All these pre-conditions for the development of society of mass consumption (technological, economic and cultural) has led to the fact that members of the elite society, who were the only carriers and consumers of contemporary designs and artistic innovations before, as it turned out, are involved in mass consumption process. We have to constantly sell various fashionable innovations to demonstrate their status and social position.

On the basis of the above arguments and facts the article characterizes and analyses the comparison of the principles of formation of the fashion industry in the context of modern mass consumer society. In addition, the criteria of mutual influence and the reasons for

the evolution of these definitions in today's public consciousness are defined.

Thus, if we consider the value of the direct "distributors" of fashionable standards in a society, then their function is obvious. Of particular importance are those members of the fashion process, who in the structure of the fashion industry and trade constitute the auxiliary segments. They, like the fashion industry entities, directly form the consumer's perception of actuality of a fashion object, and then satisfy their need of possessing the object.

Thus, it is the close interaction between "manufacturers" and "consumers", with the "distributors" who allow the fashion industry to carry out its basic purpose – to meet consumer demand in the fashion standards and fashion products. In this case the result of the complementary activities of all participants in the process should be considered as trendy fashion innovation, the essence of which is to continuously upgrade the standards of fashion and objects under the influence of certain factors.

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