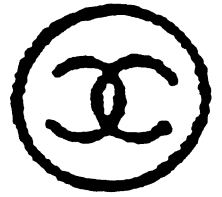

Haute couture

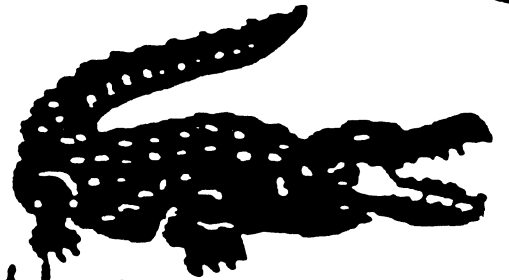


The type of design which predominated until the 1950s was *haute couture*, (French for fine tailoring). A couture garment is made for an individual customer. Look and fit take priority over the cost of materials and the time it takes to make.

CHANEL



Designer label



Designer label clothes are a cross between *couture* and *mass market*. They are not made for individual customers but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are quite costly.

LACOSTE

Mass market



These days the fashion industry relies more on the *mass market*. This caters for a wide range of customers, producing *ready-to-wear* clothes in large quantities and standard sizes. Cheap materials, creatively used, produce affordable high street fashion.

benetton