

SPECIALIZATION CHART

SPECIALTY - WOMEN'S WEAR

DIVISIONS	REMARKS	MARKET	COMMENTS
Day wear	Comfort Practical Stylish	Haute Couture Designer Label Mass Market	Women's wear changes faster than the other styles and color.
Evening wear	Glamorous	Haute Couture Designer Label Mass Market	
Lingerie (underwear)	Pretty Comfort Washable	Some Designer Labels	Changes from season to season especially in mass market.
Sports wear	Comfort Washable	Some Designer Labels Mass Market	Couture tends to be classic and so longer lasting.
Knitwear (sweaters etc.)	Fashionable Colors of the season	Designer Label Mass Market	

SPECIALTY - MEN'S WEAR

DIVISIONS	REMARKS	MARKET	COMMENTS
Day Wear	Casual Practical Comfortable	Haute Couture Mass Market	Men's fashions tend to change more gradually than women's.
Evening wear	Smart Formal and suitable for the season	Haute Couture Mass Market	
Sports wear	Comfortable Washable	Mass Market Designer Label	Conservative with fewer extremes in styles.
Knitwear	Right weight and color for sport	Designer Label Mass Market	

SPECIALTY - CHILDREN'S WEAR

DIVISIONS	REMARKS	MARKET	COMMENTS
Boy's wear	Practical Hard wearing and washable	Mass Market Some Designer Labels	Children's clothes should be designed to appeal to child and parent.
Girl's wear	Not too expensive, as they are quickly out grown.	Mass Market Some Designer Labels	Needs to be designed for wear rather than be fashion conscious.
Teenage Clothes	Highly fashion conscious and too expensive	Mass Market Some Designer Labels	
Knitwear	Bright, comfortable, washable	Mass Market Some Designer Labels	