

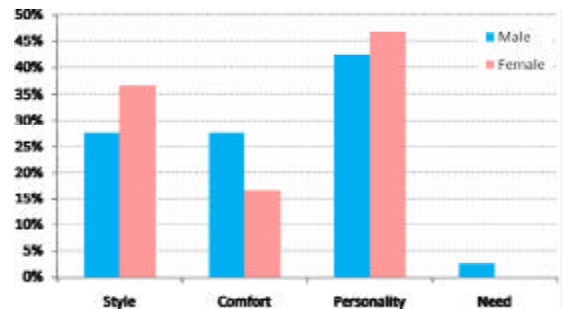
“Fashion anticipates, an elegance is a state of mind... a mirror of the time in which we live, a translation of the future, and should never be static.” -Oleg Cassini

Appearances of clothing with the style and customs prevalent at a given time are generally referred as Fashion. Many fashions are popular in many cultures at any given time. Important is the idea that the course of design and fashion will change more rapidly than the culture as a whole.

The term "fashion" is frequently used in a positive sense, as a synonym for glamour, beauty and style. In this sense, fashions are a sort of communal art, through which a culture examines its notions of beauty and goodness. The term "fashion" is also sometimes used in a negative sense, as a synonym for fads and trends and materialism.

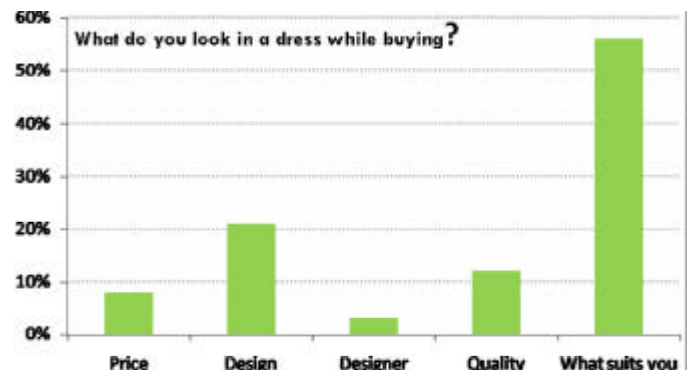
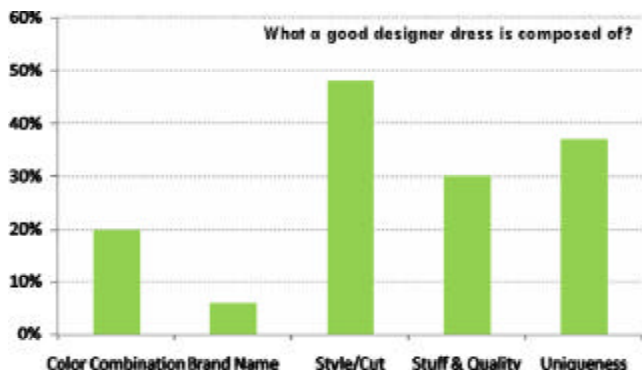
In the face of a rapidly shifting retail landscape, the luxury brands sector continued to climb to new stary heights in the past few years. The latest Synchroize survey on designer brands reveals that consumers remain enraptured by the allure of luxury, and there are generous payoffs for designer brands that dare to diversify. This study reveals how the consumers view this category and their liking & buying patterns.

In this regard a questionnaire was developed for those who mostly wear designer's clothes. A sample of 100 respondents both male and female was drawn from across the three metros. The results of the survey are shared below ...

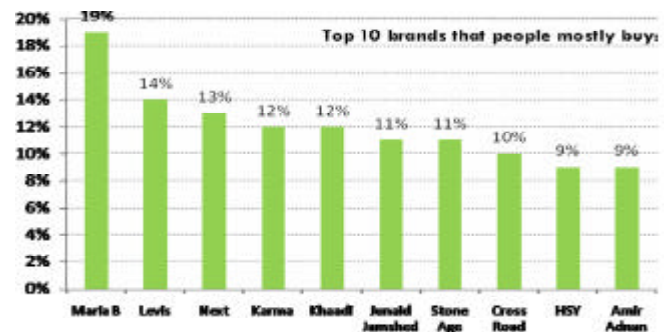
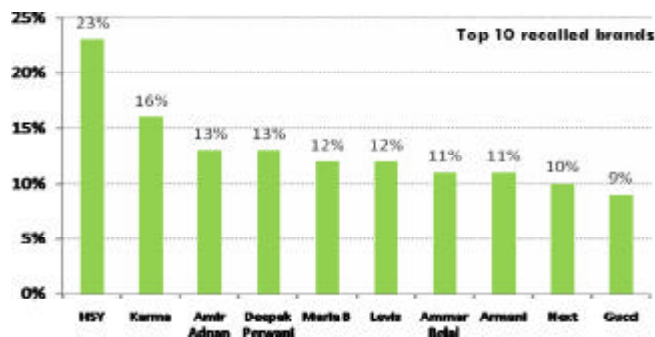


Out of 100 respondents, 45% of both male & female respondents say that one's personality is depicted by what he/she wears whereas 33% viewed it gauges your style with what you wear. Graph 1

The designers claim their USP to have the superior quality but now it's all about the design and style which attracts its consumers. The overwhelming majority of consumers (48%) believe that designer brands are known for style and design which the apparel have. Graph 6



When asked to recall for Designer's brand, we came up with HSY to be highest recalled brand among 23% respondents whereas Kamra was pointed out by 16%, which was then followed by Amir Adnan & Deepak Perwani by 13%. Graph 2



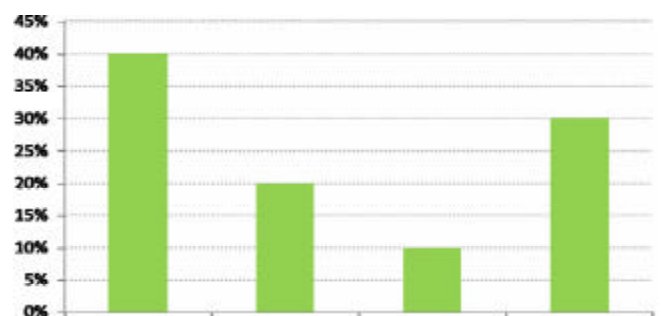
Here interesting to know is the fact that buying brands were very different from that of the recalled ones Maria B. takes the lead to be the highest selling brands among both male & female designer brands which then followed by the international brands i.e. Levi's (14%) & Next (13%), whereas HSY - the highest recalled brand is bought by 9% of the respondents Graph 3

When the respondents were asked about the designs they are inspired of then 39% of them told that they are inspired by the western designs and 36% told that they wear whatever is in vogue. They keep themselves updated and move with the trends while buying a designer dress, they are not specific to any eastern or western dresses but choose what is new and trendy. Graph 18

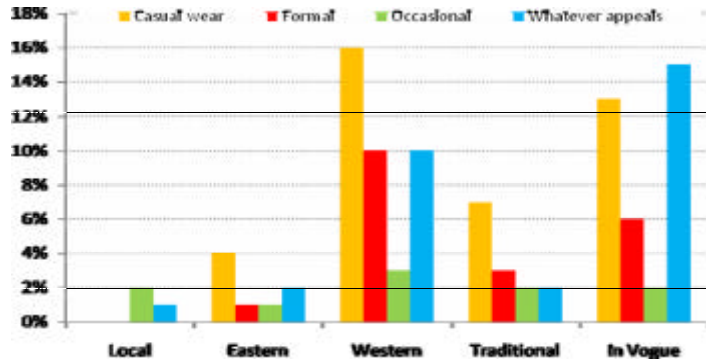
The Western fashion trends have been moving heavily towards Pakistan fashion clothing and patterns for many years but today, Pakistani culture is developing a strong connection with the distinctive fashion style - Western Fashion. Western trends are having a huge impact on the mainstream identities of Pakistani style and culture whereas the local trends are just being ignored and so our results depicts

Local	3%
Eastern	8%
Western	39%
Traditional	14%
In Vogue	36%

Pakistani fashion's spiritual quest for perfection plays a role in their choices of beautifully colored, dramatic, and flowing garments in Pakistan. The styles



speaking to the spirit with sumptuous vibrant colors woven into the intricate and ornate designs to be found resonating throughout Pakistan. So what is your style is really important. Coming back to designer brands the respondents were asked the type of branded outfit they generally buy and wear then we find that mostly people (40%) buy casual wear from designer brands and very few respondents (10%) buy the occasional dresses Graph 12



Here is another interesting graph, showing the responses as what type of outfit people prefer in different customs. Almost 16% of the respondents prefer casual wear in western designs and then people like to wear what is in vogue for both casual wear (13%) or whatever appeals them (15%). Overall, people mostly appear to go for designer's casual dress and prefer the western wear. On the other

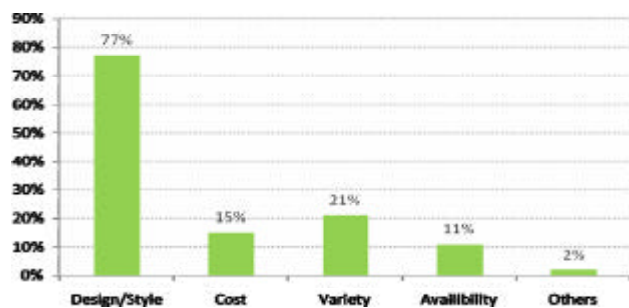
hand, local designs are not much appreciated by the consumers

Coming to the buying habits of the respondents we get to know that 30% buy designer clothes at some occasion, like Eid, wedding, other ceremonies etc. and 29% buy whenever they go out for shopping. There were also few respondents who wait for the time when they will be offered the discounted rate and then they go to shop the designers' outfits Graph 4

Once in a month	11%
At some occasion	30%
Whenever go shopping	29%
Once for every season	9%
Whenever I get the sale or the discounted rates	21%

These days when the country is in economic crises and the purchasing habits are changed due to financial collapse all over the country, we asked our respondents what effect recession has made in their buying behavior of designer clothes. A large number of respondents i.e. 56% had reduced the frequency for buying outfits, whereas 30% people came up with having no effect in their buying trends Graph 19

Reduced buying frequency	56%
Stick to casual	14%
No effect	30%



As earlier discussed that people are much inspired by the design or style of an outfit, in this regard we asked them what they like most about their designer, and again they responded that the way their designer style their dress in the best thing about them. They feel as their designer don't design dress for them but shape their dreams. Whereas 21% of respondents were

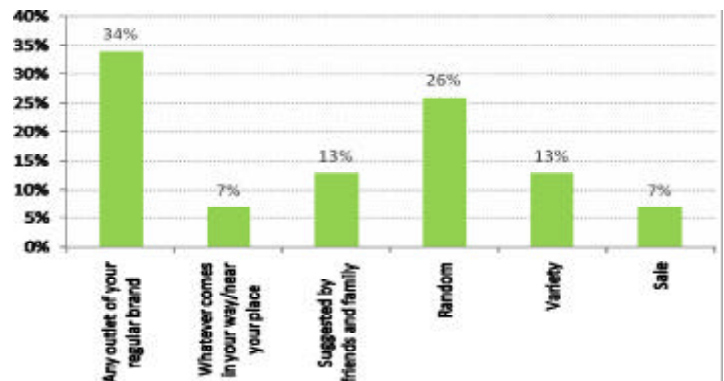
of the view that their Designer excels in vast variety and so it makes them comfortable to choose anything of their choice. There were also few respondents who were price conscious and told that buying dresses from their designer is affordable and comes in their budget. Graph 7

In concern to their designer brand, they were asked for the additional accessories of their brand. Whether they like their brand to other matching accessories with the clothes like jewelry, ties, shoes, etc, mostly people admired this idea 75% of the consumers surveyed were willing to having matching accessories with their. Graph 11

Matching Accessories	
Yes	75%
No	25%

Making a Family Brand	
Yes	38%
No	17%
Maybe	45%

Next the respondents were queried for the outlet they mostly go for shopping, then 34% appeared to be loyal to their brand as they only buy from their designer outlet, whereas 26% are those who do not go for a specific outlet but just make their choice on a random basis Graph 15



Variety was another factor. People go through the different outlets and then having the best variety and diversified designer shop wins

Quality is another factor which consumer demands. When comes to casual vs formal wear, the respondents were asked for the difference in quality they feel. A large number of respondents making almost 51% said that the quality remains the same in both casual & formal wear. Graph 10

Remains the same	51%
Get poor	6%
Get better	19%
Never noticed	24%

Online place the order	3%
Ask your friends or family to buy	44%
Go for their international outlet	22%
Wait to go back	31%

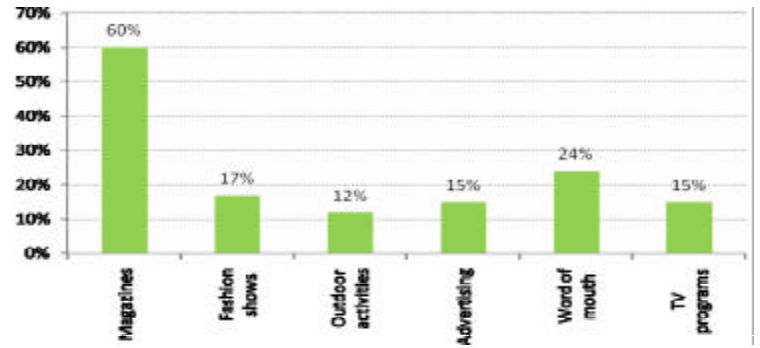
Our respondents were asked as to what they do when they are out of the country. How they manage buying their clothing. Almost 44% of the respondents said that they ask their friends or other family members to get it for them and 22% were used to go for any other

international outlet or what is available there. We also find 31% of the respondents who just get stuck in such situation and they wait to go back to the country to have their branded outfits Graph 16

Those respondents who mostly buy the international brands were asked their way as how they adapt the international design then half of the respondents told that prefer to wear as it is originally designed and other 40% told that they adapt it according to their local customs and traditions Graph 9

As it is originally designed	50
Adapt with local tradition	40
Prefer the local design	10

Fashion is something that never remains the same and changes almost after every 6 months. In this scenario, it is very important for an individual to keep himself updated of all the changing trends to move with the trends. Thus, respondents were queried as how they get themselves updated about their brand and trends, then 60% told that magazines are by far the most used vehicles for fashion updates. Magazine



advertising is clearly a fundamental contributor to a luxury brand's success, both in terms of sales and aspirations and so had become a tool for people to remain updated. [Graph 14](#)