

Market Levels in the Fashion Industry

In the fashion industry, fashion designer can work at various fashions design levels. At first fashion designer may select the category of designing a dress like women's wear, men's wear and children's wear. Then the selection of fashion designing level will depend on their training, ability and interests – and of course how much they would like to be paid for their work. So, find your appropriate place in fashion design levels from the beginning of your work. But when you start a collection you should have a very clear understanding of who you are designing for.

Levels in Fashion Design:

Brands or label or fashion markets can be pushed into various categories. Every beginner designer should know how it is structured to understand that each level of the market requires a different marketing strategy. There are different fashion designs working levels within the fashion industry.

These are listed in below:

Haute couture

Ready to wear (prêt-à-porter)

Designer wear or clothing

Luxury super brands

Mid-level brands and designers

Independent designer labels

Casual wear and sportswear brands

High street

Mass market

Supermarkets

1. Haute couture:

The haute couture fashion shows are held twice a year in January and July. The fashion shows especially present women's wear to potential buyers and function as advertising for the fashion houses. Haute couture garments are made to fit to individual customers so, it is very expensive. Couturier uses the most exclusive fabrics and highly skilled craftsman. Without customer these marvelous making and embellishment skills would be lost. Without three or four-year fashion design degree course and internee in-house with a couturier it is impossible to get required skills to do job at this level.

Today there are very few customers who can afford haute couture, but it is still an essential part of the fashion industry. Haute couture clothes push at the boundaries of fashion.

The top 10 top haute couturiers names are:

Elie Saab

Jean Paul Gaultier

Giambattista Valli

Dior

Iris Van Herpen

Valentino

Ulyana Sergeenko

Armani Prive

Chanel

On Aura tu Vu

2. Ready to wear (prêt-à-porter):

Some fashion designers create high quality garment, but which are produced in larger numbers to fit many customers within the range of standard sizes – these are 'ready to wear'. Ready-to-wear collections are not designed for an individual customer. Fashion designers are reflecting their own concepts for the customers. Ready-to-wear fashion is designed by a diverse range of designers, from independent designers through to the luxury super brands. Ready-to-wear styles are at the top end of the fashion industry.

3. Designer wear or clothing:

Designer wear or clothing lines usually will be the one that set the trends and will introduce innovative styles individually. Designer maintains his or her own fashion house or boutiques. Some fashion designers that use very high quality materials and techniques to ensure high quality end products. Then they present their most exclusive and luxury clothing on regular clothing companies or fashion show events to carrying the label and fame.

4. Luxury super brands:

Fashion luxury super brands are global companies. They have huge advertising budgets, they also design and produce their own perfume and fashion accessories and sell it on their own stores. Super brands also design and sell diffusion lines under their name.

Luxury fashion designer designs his/her goods and produce here and then super brands promote their collections on the catwalk during the designer prêt-à-porter shows.

5. Mid-level brands and designers:

A mid-level brand or designer is not as powerful as a super brand, but it is established company. It sells wholesale product or may have concessions or Franchises and it may have its own stores. A mid-level brand and designer is usually well known within a specific area of design or within a particular country. A mid-level designer may show on the catwalk and work with a high-street store.

6. Independent designer labels:

To making a collection an independent fashion designer works with a small team. All the team members have complete control over their business and they are enough capable to design very personal collections. They also maintain all the other areas of the business including finance, sampling, manufacturing, press and sales. This can take up a great deal of time, leaving little time to design fashion, so it is difficult for the independent designer to find a balance.

The independent designer may show his or her all preparations on the catwalk at the fashion exhibitions and fairs. Generally, the collections are sold wholesale to boutique house or department stores, and the Fashion designer either sells directly to them or via a sales agent.

7. Casual wear and sportswear brands:

Casual wear and sportswear are the another level of fashion design area. casualwear and sportswear have also a super brands to produce and promote these product. Nike and Levi Strauss are two such brands. They produce diffusion lines, accessories and toiletries, and many other collections. They advertise their product in different media but they do not show at the prêt-à-porter shows.

Casual wear and sportswear is also designed at mid-level and as new labels. Japanese company Evisu is a successful mid-level brand in the jeans and casualwear market.

Top casual and sportswear brands name are listed in below:

Casual wear brand

Sportswear brand

Ralph Lauren

Puma

Brooks Brothers

Bonobos Good Sport

Armani

Adidas

Pierre Cardin

Nike

Gieves & Hawkes

Olivers Apparel

Brioni
Public Rec
Calvin Klein
Rhone

8. High street:

High-street fashion companies design their product collections and straight send to retail. They have chains of stores or permission to open stores across the country or even the world. The UK has a very strong high-street fashion market.

High Street or street wear fashion may be made quicker than ready-to-wear designers. It is very high standards, pick up on fashion trends and use good quality materials, but it's high volume manufacture and sale make it non-exclusive. High-street fashions are not the part of the biannual fashion weeks and they do not usually show their collections on the catwalk. High street fashion can be found anywhere - in big department stores, in out of town malls, in chain stores and independent local shops. One recent exception to this rule is Top Shop, which enjoys some crossover appeal.

Top ten most popular high-street fashion brands on Instagram followers during April and May 2017:

9. Mass market:

Today in the fashion industry relies more on mass market sales. The mass market produces ready-to-wear clothes in large quantities and standard sizes for the wide range of customers. Designer use inexpensive materials, creatively made, produce affordable fashion and sold it more cheaply. To save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. Mass market designers generally adapt the trends set by the famous names in fashion. They frequently wait around a season to make a style of garment.

10. Supermarkets:

Supermarkets is the another fashion design level. They have recently started selling ranges of clothing alongside groceries and other products. To satisfy the consumer demands, designers are produced their garments quickly and in bulk. They sell their garments at a very reasonable price because the manufacturing cost is less.

Founder of fashion retailer Next, George Davis joined ASDA supermarket in 1990 to start the fashion-led brand George at ASDA. It is stocked in over 250 stores in the UK and is now also sold in Canada, Mexico, Germany, Korea, Japan and the USA. Supermarket retailer Tesco has followed suit by introducing clothing lines Florence + Fred and Cherokee to its stores.