

Overview Of Garment industry

Development

Garment industry throughout the world has the same problem: large supplies of finished garments cannot find their customers. The industry of highly or less-developed countries faces many crises and constant fall of production, loss of markets, workers being redundant, closing-up factories and moving production into countries with cheap manpower. Developed countries were forced to intensify researches of automatic systems of technology processes, thus leading to progress in the field of mechatronics, [automatization](#) and [robotics](#) and inventing new so-called intelligent [sewing machines](#). Therefore, it is necessary to pay attention to the education of engineers for garment industry and try to master technology production processes by applying the latest production techniques and technologies in order to adjust and survive in the market.

We are all witnesses to new types of knowledge in garment industry owing to general development of informatics technologies. Automatization of production processes is inevitable. Rapid change of fashion trends, new fabrics and more demanding customers impose the need for flexible production which must be adjusted to all changes of production parameters for various garments. We see the future in the production of clothes without warehouses full of finished garments, i.e. production for a known customer.

Producers of clothes today do their business in conditions of rapid dynamics of change and unstoppable trend of globalization, with many innovations and large competition.

Characteristic

Whole world is treated as a potential source of production, and at the same time as a unique market of garments with the following characteristics:

Consumers – demands are getting bigger and changes in customers' needs happen very quickly, thus strengthening their influence on business,

Competition – it is getting stronger every day (every new fashion item is just a “temporary monopole”),

New technologies – new technology, new machines and different cultures change potentials and needs,

Purchase – producers of clothes are getting more dependent on the chain of supply due to continuous changes and matching the offer to the customers' needs, and also because of compulsory increasing of efficiency and decreasing of costs as the basis of competition (no supplies, no mistakes, no delays...),

Market – business ethics is a changeable category, and intentions and trends of competition are hard to follow.

Fashion industry is very fast, whereas life cycle is very short. Whole industry is based on latest fashion trends and consumers' pleasure. For that reason, the market is extremely inclined to competitions. But the future in fashion industry has been planned maybe more than in any other period of history. Taking successful world fashion companies into consideration, we can conclude the following:

1. Large, vertical integration of PBS in order to shorten the process of making clothes.
2. Companies with 200–500 employees produce only for known buyers in fashion seasons, particularly basic fashion items (e.g. shirts and trousers).
3. Those who are very operative are producers of wide range of garments, i.e. those who produce so-called high fashion, large sizes, medical clothes, unique items and high-tech [sportswear](#). They have a developed network of stores throughout the world selling products according to individual orders and their production and sale are very flexible, of good quality and 4–5 times faster than of other producers.

The future of these producers of clothes is “possible”, but stability and success depend on current wishes and needs of a choosy market. The EU market is the fastest changing market in the world. Influences of demographic structure, taking care of environment and further acceptance of new technologies are inevitable. These factors could impose more complex challenges to fashion designers and producers of clothes.

Garment industry in the world will not give any results unless it strives for necessary improvements that will lead to productivity growth, more rational usage of all natural resources and cost reduction, i.e. it does not see the necessity for changes in management, capacity and planning. It implies applying new solutions in production, together with applying new informational systems, management techniques and modern design. It is necessary to add new values to garments by applying new fabrics and technologies:

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- Green textiles (Eco label)
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- Waterproof breathable fabrics
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- Temperature regulating fabrics
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- Compression clothing
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- Antimicrobial technology
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- Ultra violet protection
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- Insect repellent
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- Flame retardant
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- Personal protective equipment
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- Anti-odour
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- Anti-static technology

New data about purchasing power generally show the consequences of economic crisis which were particularly obvious in certain countries. In rich countries of Europe there has been a slight fall of income among population, except Sweden. A larger fall was in Portugal, Italy, Ireland, Greece, and Spain, whereas Turkey has growth of around 10%.

Beside purchasing power, disposal of clothes in Europe is currently under the influence of:

- *Changes in the age structure of **population***. More than 17% of population is over 60-year old and it is expected to rise to 27% by 2020, and they are of high purchasing power).
- ***Changes in a work life***. Number of highly educated women increased considerably and they have less time for shopping.
- ***Globalization***. National borders are no longer important for taking part in marketing.
- ***Economic situation***. There is still no improvement in labor market in Europe.
- Changes in habits made a tendency towards casual, comfortable sportswear and clothes made of [natural fibers](#) which are easy to care for.