A STUDY ON SCOPE OF CUSTOM MADE TAILORING IN TAMILNADU

M. KRISHNAKUMAR

ASSOCIATE PROFESSOR,
DEPARTMENT OF FASHION MANAGEMENT STUDIES,
NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT),
(MINISTRY OF TEXTILES, GOVT. OF INDIA)
DHARMASALA, MANGATTUPARAMBA,
KANNUR, KERALA, INDIA.

ABSTRACT
The business of ready-made garment is increasing day by day due to changes of fashions in human life. The reason why consumer behavior change in apparel purchase is attributed to: their want of more choice, value, service, experience and convenience. Consumers also look for one-stop shopping, people do not want to spend more time in making the custom made shopping. Tailoring comprises the techniques applied to the development and construction of a tailored outfit, ranging from the simplest technique used in the industry for mass production of tailored suits to the most refined technique of haute couture. This study is aimed to study the scope of custom made tailoring in Tamilnadu. The findings show that the scope of custom made tailoring is diminishing.

KEY WORDS: apparel, custom made tailoring, consumer behavior, readymade garments.