

Impact of design enrichment for figure problems of women

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■ **ABSTRACT** : The beautiful human body, is when it is in perfect hormonal health, and is also free from disease. Good taste in dress involves not only consideration of beauty but critical judgments of suitability and appropriateness. Clothes are a form of artistic expression. They create definite moods and feelings through personality of the garment. They can project such images as glamour, romance, casual, sporty, elegance and femininity. Well-fitted garments are important for women as it enhances appearance and contributes to a feeling of high self-esteem. Even into the 21st century, we have not achieved the goal of providing the same quality of fit for “everybody”. Instead, we have dismissed the unique body and expect all bodies to fit into standard-sized garments. With the development of a mass customization model, the apparel industry has the opportunity of providing custom-fitted and designed garments for the individual. Most of the ready-made sector is designing garments for the perfect body shapes. There is need for specific designs of garments for women who have fat deposition in the abdominal area at the thigh, at the lower back, at the arms and also some-times they are heavy busted. These different body shapes challenge the designer to design in a way that could conceal the out of shape parts of the body and bring elegance to the dressing sense of obese women. The researchers have designed apparel, which are design specific as per the body shape of the consumer. The designing is done to conceal the deshaped body parts, and impart a good created image where all these defects are concealed.

■ **KEY WORDS** : Obesity, Fitting, Body shapes, Plus-size clothing

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