

Design preferences of adolescent girls (12-18 years) for skirts

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■ **ABSTRACT :** Apparels, one of the basic needs of mankind, represent a major industry in the entire world where customer is important. The cut and sew industry (apparel) is one of the largest global fashion industry. If fashion industry has to grow meaningfully, there should be coordination between research, commercialization of designs, establishing close working relationship with garment industry and the retailers. Moreover, it is possible to source the whole spectrum of fashion garments for people. Present investigation is an exhaustive study of the preferences of school going girls for skirts. Considering the fashion, style as well as the outlook of girls towards clothing, market is flooded with a variety of designs and styles of dresses including skirts. The current trends showed skirts as one of the most preferred dress among the school going girls.

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