

CHILDREN CLOTHING ANALYSIS

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The purpose of this research is to gather all the input data needed to design children clothing when specific issues of sizing and fitting of the clothing is concerned.

Social survey was conducted via Facebook network.

Questionnaire included the questions as follows:

1. What type of winter clothes for kids from 1 to 3 years old do you prefer?
2. Would it be a set of clothes such as a jacket and overall or a coverall?
3. Explain your choices: advantages, disadvantages, some advice of yours.

The survey was attended by young mothers with children those are from one to five years old. The sample included 60 respondents. Most of them (65%) chose the clothing set and considered it optimal for children over 1 year old. Coveralls are considered more convenient for small children up to 1.5 years old. That is because they are still in a diapers and their undressing is considered the most difficult task.

The basic requirements for designing and manufacturing of winter children's clothes were analyzed. The list includes requirements for materials, heaters, temperature regimes, for the design, and technology of seam processing.

A survey was conducted to determine the weighting factors of quality indexes of winter overalls for infants. The expert group consists of 23 experts, whose field of research is clothing design. For the study, a list of 19 quality indexes for upper shoulder clothes was formed. The indexes were selected based on the basic functional purpose of the clothing, physiological characteristics of the development of children of the examined age group, as well as the convenience and safety of the garment use.

The expert opinion is considered sufficiently coherent ($W = 0.63$). As a result, the most important quality indexes are determined, as well as their weighting factors. Ensuring a high level of compliance with selected quality indexes when designing children clothing guarantees a competitive product.

A review of the most famous brands of winter and demi-season children's clothes in Poland, Canada, Finland, Italy, America and England. The assortment of the main types of clothes for winter wardrobe for children and the size grid of children's clothes from different manufacturers are analyzed.

The analysis of fashion collections of different brands allowed characterizing the main directions of their production and segmentation of the market for children's winter clothing. Thus, the manufacturers when developing the fashion collections allocate clothes lines oriented to the domestic market and, separately, for export. Besides that they do differentiate the luxury collections of the quality of the main insulating and finishing materials as well as clothing line for climatic conditions of severe winter (due to selected materials of the top and heater, technologies of manufacturing and use of synthetic membrane fabric). Along with them the line of clothes for active skiing and the line of winter clothing for a specific age are considered. The line of winter clothing for a specific age is taking into account physiological development and needs of children: for infants (envelopes, transformable clothing), for children up to 2 years, and a line for children up to 6-8 years (max 15 years).