

Title

FABRIC AND GARMENT TECHNOLOGY: Zara

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Introduction

The eminent retailer Zara, known for its unique clothing collections, has been chosen for this assignment. Originating from Spain, this high-end brand specializes in a diverse range of fashion products and is considered to be one of the most authentic and largest apparel retailers across the globe (Mierzejewska 2017). With its diligent efforts and exceptional marketing strategies, Zara has been successfully disseminating its broad range of products and/or services to its customers (Zara.com 2020). With time, it has experienced enormous expansion and currently offering online services in many countries. Zara stores consist of clothing items for adults as well as kids (Zara Kids). Its home designs are mostly located in all its European stores and the product range is invariably supplied as per the customer trends. They have huge supply chain management which is remarkable all over the world (Forbes.com 2020). At this pace, Zara has successfully implemented a versatile business model consisting of a wide variety of garments with different fabrics. All of Zara's apparel fabrics are cotton, polyester, and linen and they intend to make everything organic soon. Reports suggest that Zara clothing will be categorically manufactured using 100% sustainable fabrics by the year 2025 (Theguardian.com 2020). This assignment will primarily concentrate on the impact of special fabrics on Zara's broad range of clothing apparel. In particular, this report will highlight a specified fitting model which is based on the retailer's sizing guide. Additionally, to elaborate on the same, it will include four distinct garment categories and their assessment.

Sizing of Fit Model

Zara cuts are more like European apparel, slightly narrower overall. As per the measurements of the fitting model chosen for this report, the details are as follows:

Measurement of the Fitting Model

Categories	Size (cm)
Chest	72
Waist	70
Bust	85
Hip	90
Lower Hip	94
Thigh	42
Shoulder width	36.7

Women's dresses

Size	Chest (cm)	Waist (cm)	Hips (cm)
XXS	80	58	85½
XS	82	62	90
S	86½	66	94
M	90	70	98
L	96	76	104
XL	102	82	110

Womens jackets - size guide Zara

Size	Bust	Waist	Hips
XXS	80	58	85½
XS	82	62	90
S	86½	66	94
M	90	70	98
L	96	76	104
XL	102	82	110

Figure 1: Zara Size Chart

(Source: Sizes.com 2020)

Women's t-shirts and sweatshirts - Zara			
Size	Chest (cm)	Waist (cm)	Hips (cm)
XXS	80	58	85½
XS	82	62	90
S	86½	66	94
M	90	70	98
L	96	76	104
XL	102	82	110

Women's trousers		
Size	Waist (cm)	Hips (cm)
XXS	58	85½
XS	62	90
S	66	94
M	70	98
L	76	104
XL	82	110

Figure 2: Zara Size Chart

(Source: Zara.com 2020)

The following section will detail the assessment of 4 different Zara garments highlighting its fabrics details. This section majorly aims to provide a bunch of potent recommendations that will cohesively assist the notable retailer to focus on quality and generate substantial revenues in the times ahead.

Garment 1



Figure 3: Zara Pleated Trousers

Price	\$20.99
Size Worn	S
Size range offered	S-XL

Specification sheet

The Spec sheet is like a detailed datasheet (document) which contains all the minute summary of the appearance, performance, and other necessary features of a particular product. It contains numerous sections with individual overviews of the product category under broad narrations.

GARMENT SPECIFICATION MANUAL	
Contact Person/Phone	xxxxxxxxx
Brand Name	Zara
Product details	Pleated Trousers
Fabric Type	Older plait cotton fabrics
Product description	<p>Pleated trousers are one kind of formal wear having creases in front and both sides. With specially needled folded material, the trouser is sewed along the waistband. Pleated trousers have a higher rise and are ankle-length. The fabric is purely made of cotton with older plait and stern elasticity along the waistline. It has two small-sized pockets at both ends and two at the back. The pocket shapes never cause the trouser to bulge outside. Trousers can also be custom fitted as the shape; bulging to the end and eventually tapering towards the ankle. Pleated pants allow more comfort and freedom of motion.</p>

Colors	Black, Grey, Beige.
Care Labeling Instructions	Dry Clean. Do Not Bleach.
Other details	If opted for pleated trousers, adding cuffs will provide a more classic look thereby adding more weight to the pant. This makes the fabric drape naturally.
Print type	Normal.

		Measurement (cm)
1.	Hip	94
2.	Lower Hip	81
3.	Front Length	92
4.	Leg width	18
5.	Leg in seam	55
6.	Waist	66

Size grading

	Grade	XS (cm)	S (cm)	M (cm)	L (cm)	XL (cm)
Legs	4	50	54	58	62	64
Hips	4	90	94	98	102	106
Waist	4	62	66	70	76	82

Lower	4	77	81	85	89	94
hips						

The size grading is categorically prepared to keep Zara's normal European dimensions. The tabulated representation consists of the varied sizes ranging from XS to XL with a gradation of 4. All the measurements have been kept in concordance with Zara's size differences. Each measurement is in centimeter.

Pricing details and budgetary breakdown

Different brands have different means of calculating their respective budgets to manufacturing apparel (Berman 2016). The different parameters that are cohesively considered for any garment industrial costing are as follows:

- Fabric and trims
- Logistics cost
- Garment testing
- Embroidery.
- Printing.
- Appliqués.

However, in any retail industry, one coherent formula is universally applied.

Fabric cost + trims + labor charges + business overhead + revenues and profit margins =

Garment Cost.

In the context of this report, the cost detailed breakdown is shown in the table below.

Costing sheet

Description	Consumption	Per unit cost	Total summation (\$)
Main fabric	0.5	5	2.50
Lining	0.25	2	0.50
Secondary fabric	0.5	5	2.50
Total fabric cost	5.50		
Elastics	0.5	0.3	0.15
Sewing thread	1	0.2	0.20
Main label	1	0.2	0.20
Trimming costs	0.5	0.01	0.005
Packaging cost	0.5	0.01	0.005
Commercial prices	1	0.08	0.08

Fabric testing

After the initial budget schematic is made, every retailer aims to evaluate the fabric quality to ensure customer comfort and trends. These methods are so designed that they typically adhere to a company's internal testing procedures. The purpose is to aid the manufacturing business (apparel industry) consistently to monitor its quality. These testing methods enable the manufacturing business entities to follow uniformed processes to evaluate textile, fabrics, and garments in a consistent fashion (Hossain and NazmusSalahin 2019). Zara chiefly ensures that the clothing they offer and sell coherently meet the defined international quality benchmark. Such testing is not merely for quality evaluation but also to obtain compliance with the top-level retailer standards.

The fabric tests maculated for this report are elaborated in the following section.

- I. **Tensile strength:** This testing majorly corresponds to quality and durability. The tensile strength of any garments refers to its capability of withstanding enormous loads/pressure tending to elongate. It aids to resist tension to the clothing material. Some retailers define it as a measurement by which the highest stress a garment can endure while being pulled or stretched before it tears apart is ascertained (Aysa 2019).
- II. **Flammability:** This testing directly corresponds to the main fabric type and the fit of the product (Frattaroli et al. 2016). Since many fabrics have certain ignition rates, each manufacture must undergo this testing before the finished product is released. Also, the clothing fit plays a viable role in how the fast fabric will ignite and cause damage and to what extent.
- III. **Colorfastness:** This test is employed to evaluate the amount of color that is transferred from stained fabric materials to other surfaces just by rubbing. Both dry and wet crocking testing is applied (Aysa 2019). The main rationale behind this testing is to ensure that the original stain (color) of the garments does not fade out upon hand cleaning, dry cleaning, ironing, etc.

Garment 2



Figure 4: Fabric Coat in Khaki Marl

Price	\$22.00
Size Worn	S

Size range offered	S-XL
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Specification manual

GARMENT SPECIFICATION MANUAL	
Contact Person/Phone	xxxxxxxxx
Brand Name	Zara
Product details	Fabric Coat in Khaki Marl
Fabric Type	Jersey fabric; often coated with marl finish fabric.
Product description	<p>This Khaki Marl Coat has a front straight-cut typically made of sturdy jersey fabric with a tinge of woolen touch. It has specially designed small notch lapels, three show buttons at both the ends and an open front that enhances its trendy look. Such trench coats fit snug making it more conformable. Moreover, the globally recognized khaki color adds on to its aesthetic look. The quilted design with its fastening toggle and ribbed cuffs make it trendy and fashionable among the youngsters. This light tan fabric is enormously pervasive which defines its rugged look and unique traits among the users.</p>

Colors	Khaki Marl, Black, Grey, Navy Blue, Beige.
Care Labeling Instructions	Dry Clean. Do Not Bleach.
Print type	Moderately quilted.

		Measurement (cm)
1.	Shoulder	16
	Shoulder to hem	70
2.	Sleeve length	58
	Sleeve width	30
	Armhole	48
3.	Neckline measurement	35
4.	Hip	51
5.	Waist	45
6.	Bust	42
7.	Length of pocket	24
	Width of pocket	19
8.	Lower hip	47

Size grading

	Grade	XS (cm)	S (cm)	M (cm)	L (cm)	XL (cm)
Legs	4	80	84	86	90	94

Hips	4	75	79	83	87	91
Waist	4	82	86	90	94	98
Lower hips	4	86	90	94	98	102

The size grading in the above table is again prepared as per basic European dimensions; narrower and moderately slimmer. The table consists of the sizes ranging from XS to XL with 4 gradings.

Pricing details and budgetary breakdown

The detailed budgetary breakdown of the fabric coat is minutely made to ensure the easy affordability of the clothing. Each item has been calculated based on per unit so that a total approximate costing is derived from the cost sheet. This data will be helpful for all future manufacturing for its easy comprehension and simple per unit charge calculations.

The cost detailed breakdown is shown in the table below.

Costing sheet

Description	Consumption	Per unit cost	Total summation (\$)
Main fabric	0.5	5	2.50
Lining	0.5	2	1.00
Secondary fabric	0.5	5	2.50
Total fabric cost	6.00		
Elastics	0.5	0.2	0.10

Sewing thread	1	0.2	0.20
Main label	1	0.2	0.20
Trimming costs	0.5	0.01	0.005
Buttons	4	0.5	2.00
Laces	4	0.5	2.00
Packaging cost	0.4	0.2	0.08
Commercial prices	1	0.09	0.09

Fabric testing for Garment 2

Some of the basic fabric testings need to be undertaken to ensure the garment quality and durability. The ones to be performed for this garment are as follows:

- I. Tensile strength.**
- II. Flammability.**
- III. Tear strength:** This is a typical fabric feature to be tested. It corresponds to the force needed to initiate or to continue tearing a specific fabric material. This is done in warp or weft direction under appropriate yet docile conditions. Using composites is an effective way of improving a garment's tear strength.
- IV. Appearance retention:** This is done after laundering to check the retention rate of the garment. That is if the appearance has altered before and after putting the same in the washer machine. This testing focuses on enhancing the dual rub ratings. Additionally, a seam strength test can be performed to assure that the extensive sewing on the coat is intact post washing and will not scoop out owing to light washing pressure.

- V. **Abrasion resistance:** This testing is essential to check for the fabric's ability to resist uneven surface wearing owing to flat rubbing or surface contact with some other material (Radmanovac, Ćirković and Šarac 2017).

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Garment 3



Figure 4: Zara's fabricated summer dress collection

Price	\$59.00
Size Worn	S
Size range offered	XS-XL

Specification manual

GARMENT SPECIFICATION MANUAL	
Contact Person/Phone	XXXXXXXXXX
Brand Name	Zara
Product details	Fabricated Summer Flare Dress
Fabric Type	Recycled cotton fabric blended with acrylic material.
Product description	<p>This is an easy wrap floral dress for the summer season. The comfortable cotton fabrics with acrylic blend suits all occasions making this product a versatile material. The apparel is of medium length touching just below the knees till the ankles. It has light flares at the bottom giving it a classic look. It comes with a lace-like black material tied along the waistline till the ankle. This latest trend is very much in vogue among the corporate goers or for a simple weekend outing.</p>
Colors	Mix and match.
Care Labeling Instructions	Machine wash is permissible. Do Not Bleach.
Print type	Floral.

		Measurement (cm)
1.	Shoulder	16
	Shoulder to hem	70
2.	Sleeve length	58
	Sleeve width	30
	Armhole	48
	Arm sleeve width	25
3.	Neckline opening length	20
4.	Hip	50
5.	Waist	50
6.	Bust	45
7.	Lower hip	48

Size grading

	Grade	XS (cm)	S (cm)	M (cm)	L (cm)	XL (cm)
Legs	4	80	84	86	90	94
Hips	4	72	76	80	84	89
Waist	4	82	86	90	94	98
Lower hips	4	83	87	91	95	99

Pricing details and budgetary breakdown

The price detail of the denim jeans is similar to the pleated trousers from Zara.

The cost detailed breakdown is shown in the table below.

Costing sheet

Description	Consumption	Per unit cost	Total summation (\$)
Main fabric	1.5	5	7.50
Lining	0.5	2	1.00
Secondary fabric	0.5	5	2.50
Total fabric cost		11.00	
Elastics	0.5	0.2	0.10
Sewing thread	1	0.4	0.40
Main label	1	0.4	0.40
Trimming costs	0.5	0.01	0.005
Buttons	4	0.5	2.00
Laces	4	0.5	2.00
Packaging cost	0.5	0.2	0.10
Commercial prices	1	0.08	0.08

Fabric testing for Garment 3

Enhancing customer awareness is eventually making clothing quality testing even more critical than ever (Radmanovac, Ćirković and Šarac 2017). For this particular some of the most common testing procedure to be used is as follows:

- Appearance retention.
- Tensile strength.
- Fitting dimension check.
- Waterproof test.
- Colorfastness.
- Symmetry check.
- Flammability

Garment 4



Figure 6: Zara mid-rise Denim Fabric Jeans

Price	\$25.99
Size Worn	S
Size range offered	XS-XL

Zara’s denim fabrics are one of its most iconic clothing materials known all across the globe. Such fabrics are comfortable and are best suited irrespective of any climatic conditions. Also, the usage of specialized denim fabric harbors a collateral advantage for different other garments.

The specification data sheet

GARMENT SPECIFICATION MANUAL	
Contact Person/Phone	xxxxxxxxx
Brand Name	Zara
Product details	Denim Jeans
Fabric Type	Denim fabric; sturdy cotton woven with warp textiles.
Product description	The classic blue denim possesses 100% cotton fabrics blended with polyester and tinge of spandex. It is featured by riveted reinforcements and made of pure denim fabrics. It has a slim fit appearance but often manufactured as super skinny fits. It has two medium-sized pockets at

	both ends and two at the back. The cotton material is spun and extensively made in a way that it is freed from substantial debris. Its stern durability does not let it wear or snap apart too easily. Sometimes, the high-end version also has a tinge of chambray fabrics making its overall cost a little pricey. It has a broadened waist area for attaching belts. The twill weaving of the denim jeans distinguishes its appearance from cotton pants. It follows an indigo dyeing procedure.
Colors	Blue.
Care Labeling Instructions	Plain washing is allowed. Do not bleach.
Print type	Normal faded.

Categories	Measurements (cm)
Hip	94
Lower hip	81
Waist	66

Size grading

The table below has all the size gradation range for this Denim product.

	Grade	XS	S	M	L	XL
		(cm)	(cm)	(cm)	(cm)	(cm)
Legs	4	50	54	58	62	64
Hips	4	90	94	98	102	106
Waist	4	62	66	70	76	82
Lower hips	4	77	81	85	89	94

The size grading is kept at 4 and following the standard measurements of Zara outlets. Each measurement is kept in centimeter with a size range from XS to XL.

Pricing details and budgetary breakdown

Costing sheet

Description	Consumption	Per unit cost	Total summation (\$)
Main fabric	0.5	4	2.00
Lining	0.25	2	0.50
Secondary fabric	0.5	5	2.50
Total fabric cost		5.50	
Elastics	0.5	0.2	0.10
Sewing thread	1	0.4	0.40

Main label	1	0.5	0.50
Trimming costs	0.5	0.01	0.005
Buttons	4	0.2	0.80
Packaging cost	0.5	0.2	0.10
Commercial prices	1	0.5	0.50

Fabric testing

On today's date, any educated buyer prefers apparel having a blend of style and quality (Mayrhofer and Roederer 2016). Just like the other apparels, the following testing is to be performed to ensure the denim quality.

- Color shading and colorfastness.
- Size fitting check.
- Waterproof test.
- Symmetry check.
- Flammability.
- Adhesive check.
- Abrasion resistance.
- Zip quality check.

All the above quality control checks will help the manufacture to categorically evaluate the worth and quality standard of the brand's clothing. Apart from the ones mentioned above, other laboratory tests that evaluate the regulatory requirements can also be included. This will also

assist in ameliorating their apparel stability to establish their stern foothold in the destination market.

Recommendations

Zara is a multifaceted retail brand with all the necessary ingredients that make it stand above its contemporaries (Mayrhofer and Roederer 2016). However, every business harbors some areas of additional improvisation so that it suits better in the convoluted market architecture. Based on the above concerns, the areas that Zara should be focusing on are as follows:

- i. The utilization of clothing materials mainly fabrics requires experience and knowledge. Zara needs to inculcate new employee training on computerized designs thereby optimizing fabric consumption based on varied designs and gradation.
- ii. Cutting room practices to alter the garment design also improves fabric utilization. Sometimes, lowering the overall dimensions help. For example, if +/- 0.5 cm is the tolerance, it is often solicited to work towards its lower end to obtain the desired quality.

Conclusion

As seen, for any retailer fabric is considered as the most indispensable ingredient. It not only offers a classic identity to the garment but also bestows quality and worth to the potential purchases. Improper fabric selection can impact the overall look and feel of the garment and can potentially slur the reputation of the brand offering it. In the retail market, Zara is among those innovative brands that collectively focus on improving its fabric types with time and exposures to newer aspects of clothing. The testing procedure mentioned in this shred of the report is satisfactory and well accepted by the most common quality standards. Such testing is equally

significant to both the fashion industry and also its wide range of prospective consumers. In these aspects, Zara stands strong among its potential competitors owing to its diligent performance to monitor quality fashion. Its production capacity never exhibits any alterations and fraudulence. Hence, in conclusion, it can be stated that the prodigious impact of fabrics on garments is crucial in determining apparel quality. This helps an eminent brand like Zara to derive substantial revenues and facilitate fluidic refinement with minimal intervention. Such unique traits make one company commercially much ahead of its potential competitors in the complex and dynamic market architecture.

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