

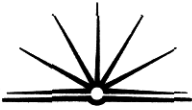
Section 3.

Question 14. - DESIGN.

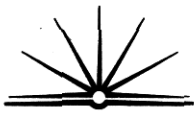
My selected focus area is apparel.

a. Swimwear has come a longway since the turn of the century. Swimwear was first produced and was a full-length swimsuit with only feet, hands and head to be seen. Then the development of technology and materials changed and the swimsuit became a "neck to knee" outfit. Then after years passed people started to pay more attention to the human figure. For women in the 1950's - 1960's there was ~~a~~ a new development called the "bikini" showing all the "curves" and female body. The males' swimsuit became the Speedo, looking just like underpants in the 1970's - 1980's.

b. The impact of these design developments were huge, with people both



males, and more females focussing more on their figures and making swimwear more of a "sexual piece of clothing". Due to this impact, swimwear on contemporary textiles has dramatically impacted. Now with new innovations in fibres, yarns and fabrics, for example Microfibres, the swimwear industry can produce many different styles and designs and even ways of ^{new} decoration for the swimsuit. With the innovation of Microfibres the producers can make fabrics which 'cling' to your body and give excellent durability, as well as helping the fabric to not fade. This impact has also caused problems, mostly with females. One problem being weight and size. To look more "attractive" females go on diets to try and lose weight just so they look good in the bikini.



Many major developments of swimwear have occurred and they will keep on occurring as the consumers' needs and wants change. With this great invention on the turn of the century, swimwear will never be the same again!