

The crisis broke out. The industry holds still. But is true for all the branches? Manufacturing of women's clothes is one of the most stable branches of the world's light industry. And let it remain as well-developed, because women always 'have nothing to put on'.

Clothes are a way of self-expression for a woman. By means of clothes, jewelry and other decorations a woman can show her attitude towards the people around her, to herself, can tell her story, can attract and push away, she can cause delight, surprise, shock... Besides it is very characteristic of a woman to be 'not worse than the others', as she does not aim to impress men with her looks, her real goal is other women. Hence come the fond relationships with vogue and striving not to drag behind the world fashion wave.

Speaking of women's clothes styles, we can distinguish incalculable quantities of them: a single new note makes glamour into sexy style, business style into elegant, and so long into the eternity. We can speak of the following styles: classical (elegant), business, military, femme fatale (dramatic, sexy), casual (street), exotic (ethnic, folklore), country (village) and sportive. There exist as well tender, romantic, beach, cargo, retro (vintage), protest, fashion, unisex styles and many more. So many people, so many minds and names.

Not only inner state and mood of a woman influence the choice of clothes. Different types of female figure require different cuts, styles, ornaments, colours, textiles, decorations. Types of female body are 'apple', 'pear', 'rectangular', 'reverse triangle' and 'sand glass'. The type is determined by the proportion of three main measurements – girths of breast, waist and hips.

The wardrobe of a clever woman is influenced by her height as well – a petite lady can look taller not only due to high heels, and plumpness can be hidden without corsets. Vertical stripe makes you visually slimmer, wide horizontal stripes serves to make you plumper, narrow and contrast horizontal stripes add to your height. Dark colours and mat fabrics make you look taller and slimmer, light and glossy make you visually plumper and shorter. The details of the clothes, depending on their direction, draw your height with themselves.

A location, where a woman goes to, also determines the style to choose. A cocktail party doesn't allow sportive style, and the business meeting rules out low décolleté and absence of stockings.

Summer wardrobe for a woman is vaster than its winter counterpart – the clothes that requires less fabric for its sewing is cheaper and demands more frequent substitution. People say that summer is a season when the outer garments look more of the underwear. Outer garments for winter – fur coats, sheepskin coats, jackets, cloaks, topcoats – are often made of expensive materials (fur, leather), and therefore they are often bought not for just one season.

The variety of styles is also spiced by the list of the existing items of women's clothes:

- underwear;
- outer garments – fur-coats, topcoats, raincoats, jackets, cloaks;
- everything in between – skirts, blouses, dresses, shorts, trousers, jeans, suits, jackets, sundresses, jumpers, etc.

Women 'insidiously' added the traditionally male clothing to their wardrobes. You can assume jokingly, that emancipation was just a pretext to enrich 'the periodical table' of the varieties of female clothes.

Speaking of women, we must note that the marginal utility of a kilo of food is less than the marginal utility of a new piece of clothes, or even the possibility of its appearance (sometimes it costs too much and needs to be saved for). Maybe this fact equals the number of food stores with the host of boutiques and shops of women's wear. It also means that the sewing industry will not lose its leading positions in the world.