## Clothing Cues Reader[[1]](#footnote-1)

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| **bespokelogo5VALUE TYPE** |  | **Description of****Importance** | **Behaviour** | **Message/Statement** | **Clothing Cues for****Women and Men** |
| **Economic** | PracticalConvenienceFunctional usefulnessNothing wastedFrugal with money, time, space, energyAcquire wealth | Focus on bargainsComparative shop Convenience shop SalesBest for least costWill sew and mend | It's important to get the best buy, the best dollar value. It's important that clothes last a long time. It's important to be practical. It's important to conserve - the environment is fragile. | Quality clothing at low prices - on sale. Easy care clothing, washable. Man-made fibres, blends. Durable fabrics. Simple, basic styles to mix and match. Classic, timeless styles. Vintage clothing. |
| **Aesthetic** | Beauty of designHarmony, lovelyIndividual expressivenessDeconstruction is a threat | Focus on beautiful clothingBeautiful style, colours textures and patternsCost is not an issue | Beauty of the clothes is importantIt’s important to have total harmony | Colourful, decorativeArtistic mix of texturesHarmoniousWell-designed |
| **Political** | Power, authority leadershipStatus is importantEnhancement of selfCelebrity conscious | Focus on dress to impressInfluenceSeeks status clothesSeeks admirationDress better than others | Image is importantAppearance is importantIt’s important to impress othersIt’s important to influence othersIt’s important to be different than others | Tailored clothing stylesExpensive high fashionName brandsDesigner labels and logosOne-of-a-kindSophisticated, understated |
| **Social** | Other directedConcern about fitting in and belongingConcern for others about fitting inEverybody at ease | Focus on conformity to significant othersDress appropriately or like othersWould likely not dress better than others | It’s important to appear like part of the groupIt’s important to put others at ease | Appropriate for the occasionLike friends or peer groupLike fashion leadersCurrent trends  |
| **Theoretical** | Discovery of facts, truthWants the real thing – no fakesPreserve qualityBeauty not importantORClothes of little importance | Focus on product information – fibre content, care labelEnvironmentally frie4ndlyQualityORNO attention to clothing | It’s important to have the ‘real’ thing – no fakesQuality is importantIt’s important to meet my needsAn orderly system is importantOROther topics are so much more important – clothes don’t matter | 100% wool, real leather or suede, natural fibresReflects personal styleA well-organised wardrobeORWears anything just to cover upUncoordinated clothes |
| **Modesty** | Religious beliefs are importantPart of orderly universePSimplicity of design | Focus on the spiritualAppreciates natural fibresModesty and simplicityUniform dress | It’s important to appear modestIt’s important to have the body coveredIt’s important to not attract attention to myself | Non-revealing body concealing stylesLoose fitting, plenty of easeOpaque fabricsSimple in styleFewer clothes |
| **Sensory** | Sense of touch, feel, sensationComfort | Focus on feel of fabric and fitSoft fabricsLoose or stretch fabrics | It’s important to feel comfortable | Soft fabricsNon-irritating fabricsLoose fitting stylesBody revealing, freedom |
| **Exploratory** | CreativityIndividualityThinking outside the boxExplore options | Focus on uniquenessThe unusualExperimentation in dressWearable art | Creativity is importantIndividuality is important | Add your own touch/flair to an outfitUnusual mix of colours, texturesUnique combination of stylesHand-woven or hand knit fabricHand-printed designsSelf-designed, self--made |



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