## 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** | Practical  Convenience  Functional usefulness  Nothing wasted  Frugal with money, time, space, energy  Acquire wealth | Focus on bargains  Comparative shop  Convenience shop  Sales  Best for least cost  Will 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 design  Harmony, lovely  Individual expressiveness  Deconstruction is a threat | Focus on beautiful clothing  Beautiful style, colours textures and patterns  Cost is not an issue | Beauty of the clothes is important  It’s important to have total harmony | Colourful, decorative  Artistic mix of textures  Harmonious  Well-designed |
| **Political** | Power, authority leadership  Status is important  Enhancement of self  Celebrity conscious | Focus on dress to impress  Influence  Seeks status clothes  Seeks admiration  Dress better than others | Image is important  Appearance is important  It’s important to impress others  It’s important to influence others  It’s important to be different than others | Tailored clothing styles  Expensive high fashion  Name brands  Designer labels and logos  One-of-a-kind  Sophisticated, understated |
| **Social** | Other directed  Concern about fitting in and belonging  Concern for others about fitting in  Everybody at ease | Focus on conformity to significant others  Dress appropriately or like others  Would likely not dress better than others | It’s important to appear like part of the group  It’s important to put others at ease | Appropriate for the occasion  Like friends or peer group  Like fashion leaders  Current trends |
| **Theoretical** | Discovery of facts, truth  Wants the real thing – no fakes  Preserve quality  Beauty not important  OR  Clothes of little importance | Focus on product information – fibre content, care label  Environmentally frie4ndly  Quality  OR  NO attention to clothing | It’s important to have the ‘real’ thing – no fakes  Quality is important  It’s important to meet my needs  An orderly system is important  OR  Other topics are so much more important – clothes don’t matter | 100% wool, real leather or suede, natural fibres  Reflects personal style  A well-organised wardrobe  OR  Wears anything just to cover up  Uncoordinated clothes |
| **Modesty** | Religious beliefs are important  Part of orderly universe  P  Simplicity of design | Focus on the spiritual  Appreciates natural fibres  Modesty and simplicity  Uniform dress | It’s important to appear modest  It’s important to have the body covered  It’s important to not attract attention to myself | Non-revealing body concealing styles  Loose fitting, plenty of ease  Opaque fabrics  Simple in style  Fewer clothes |
| **Sensory** | Sense of touch, feel, sensation  Comfort | Focus on feel of fabric and fit  Soft fabrics  Loose or stretch fabrics | It’s important to feel comfortable | Soft fabrics  Non-irritating fabrics  Loose fitting styles  Body revealing, freedom |
| **Exploratory** | Creativity  Individuality  Thinking outside the box  Explore options | Focus on uniqueness  The unusual  Experimentation in dress  Wearable art | Creativity is important  Individuality is important | Add your own touch/flair to an outfit  Unusual mix of colours, textures  Unique combination of styles  Hand-woven or hand knit fabric  Hand-printed designs  Self-designed, self--made |



1. © Judith Rasband, Conselle L.C. www.aopi.com.au [↑](#footnote-ref-1)