

Haute couture essay sample

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Haute couture refers to garments that specially created for one specific customer. Typically they are custom fitted with the highest quality materials and construction. Many feel that haute couture is simply too costly to be of real benefit in today's society. However I feel that haute couture does still serve a role in society as an art form.

In terms of business, haute couture can often be a losing situation. Ready to wear items are much more profitable. Because of the time and materials involved, most demographics cannot afford haute couture pieces. So why do most top designers such as Versace and Dior still offer couture services?

The answer lies in the prestige. Those that can afford couture pieces relish the service and are more likely to make future purchases with these designers. Since clients are typically very wealthy this is a legitimate claim to keep couture services. Haute couture also serves as inspiration for the fashion industry. By working with new materials and techniques often haute couture pieces inspirer future ready to wear items. This opportunity to explore is instrumental to innovation in the fashion industry. Haute couture also inspires art forms that might otherwise be lost such as hand embroidery and sewing. These are age old crafts that desire to be passed own and techniques preserved.

In conclusion, haute couture may be too costly for the general public, but I do feel that as an art form haute couture is invaluable. This craft keeps alive age old skills and promoted innovation that can be translated into other garments. Haute couture services also offer a chance to build a specialized clientele for fashion houses.