



NATIONAL COLLEGE OF ART AND DESIGN

FACULTY OF DESIGN

DEPARTMENT OF FASHION AND TEXTILES

(Embroidery)

"LEISURE WEAR'S EFFECT ON TODAY'S SOCIETY"

BY

JOANNE PORTER

Submitted to the Faculty of

History of Art and Design and Complementary Studies

in Candidacy for the Degree of Bachelor of Design

1993

TABLE OF CONTENTS

Acknowledgements	i
List of Plates	ii
Introduction	1
Chapter 1	3
Chapter 2	8
Chapter 3	11
Chapter 4	16
Chapter 5	19
Chapter 6	23
Chapter 7	27
Conclusion	29
Bibliography	30

ACKNOWLEDGEMENTS

I would like to acknowledge the help of the following: "Fruit of the Loom" and "Mc Carters" Ltd Ireland. I would also like to thank Deirdre Campion (tutor) for her help and guidance throughout.

LIST OF PLATES

- Illus: 1. Womens tennis dress at Wimbledon 1887.
- Illus: 2. Suzanne Lenglen in Patou Outfit 1926.
- Illus: 3. Cycling a means of transport in the mid 30's.
- Illus: 4. "*Adidas*" Jogging suit 1983.
- Illus: 5. "Fruit of the Loom" logo.
- Illus: 6. Map of "Fruit of the Loom" factories in Co. Donegal and Co. Derry.
- Illus: 7. "Fruit of the Loom" factory Buncrana.
- Illus: 8. "Fruit of the Loom" spinning mill Campsie.
- Illus: 9. Screen Stars label.
- Illus: 10. Printed "Fruit of the Loom" Screen Stars leisure wear.
- Illus: 11. Summary of "Fruit of the Loom's" range.
- Illus: 12. "Fruit of the Loom's" colour range.
- Illus: 13. "Fruit of the Loom's" unisex leisure wear.
- Illus: 14. Track suit - the every day leisure wear garment.
- Illus: 15. Street Style.

Introduction:

People have always been involved in leisure activities, therefore there has always been a need for leisurewear. Leisure wear has been around for many centuries and it is now more popular today than it has ever been before. This thesis hopes to trace the development of leisure wear from the late 1800's right up to the present day and the factors that influenced it, such as World War 2, rise in oil prices and fashion designers. In the late 1800's clothes for leisure activities were highly impractical and uncomfortable. Women of the time were subject to rigorous and straight laced codes of society, even when they were allowed to take up a leisure activity of some description, ladies leisure wear of the 1900's went through many interesting changes. By the late seventies and the early eighties the impractical clothes of the early years had all disappeared.

The 1970's and early 1980's brought about an intense interest in physical fitness, many factors contributed to this new craze such as marketing ploy's of the time. This new craze created a demand for a whole new range of leisure wear that companies were only too delighted to produce on supply. One such company that began producing leisure wear to service this demand was "Mc Carters" a small family run clothing firm in Buncrana Co. Donegal. "Mc Carters" was set up in 1931 by William Mc Carter. The company began producing ladies vests and over the years the factory expanded, employment rose and they began producing leisure^{gear} for companies such as ^{adidas} "Adidas" and "Levi" to name but a few. It was in the mid eighties that all was not well for the "Mc Carters", they needed to spend between five and ten million, to update the machinery and the premises. "Mc Carters" set about trying to find a large U.S. partners that wanted a partner in Europe and they came up with "Union Underwear" better known by its brand name "Fruit of the Loom". In 1987 a deal was struck between both these companies. The American firm was looking for a European partner that would produce t-shirts and sweat shirts for the total European

market. In just five years both companies have increased employment in Donegal five fold and production has now reached one million garments per week. This thesis will also discuss the companys production policies and their plans for the future, the companys effect on Buncrana and the community at large, its expansion into the six counties and its plans to open a second factory there.

What the future holds for leisure wear and how leisure wear is now acceptable attire for doing practically anything in, whether it be jogging or playing squash, it is also used for doing the gardening or going shopping or even dancing in. Sporting inspired clothes now appear in non sporting circumstances. People wear their sweat shirts and jog bottoms for doing everyday leisure activities. Sociologists explain the fitness phenomenon by suggesting that we now have much more leisure time to fill, and are turning to the simple pleasures of physical activity in an increasingly stressful world. Leisure activities unlike most of our jobs is something we can all individually control. The above factors all contribute to the importance of leisure in today's society. These activities will continue to get more and more popular therefore the need for leisure wear will also grow and this thesis hopes to trace this development.

Chapter 1

It was in the late eighteenth hundreds that women began to take an interest in leisure activities, this interest continued throughout the 19th century right up to present day. I will discuss the development of leisure wear for women up through the 20th century and the factors that influenced it. In the last two decades of the 19th century women were slowly beginning to participate in a whole new range of leisure activities such as golf, swimming, rowing and cricket, but lawn tennis and cycling were the most popular. At this time ladies clothes for such activities were very impractical. Lawn tennis was at first played by women wearing bustles, long skirts and corsets, which were not very practical, (Illus:1). In the late 1920's tennis clothes for ladies were modified, skirts were now shorter and arms were uncovered.

Women's leisure activities began to develop rapidly in the late 19th Century and early 20th Century. In the early 1900's these activities were another means for women to get dressed up. Practicality in clothes for leisure was non-existent as the straight skirts of the 1900's were not very practical for leisure activities that were becoming increasingly popular at this time. Some degree of flexibility was added by the insertion of box pleats from the knee down to enable the wearer a little more movement. At the beginning of the 1900's horse riding was very popular amongst women as it was also a means of transport at the time. The fabric used for leisure clothes in this era was tweed, it was neither very practical or comfortable for leisure activities such as golf, which it was used extensively for, tweed was not very practical because it was heavy and sweaty to wear. At this stage ladies had been involved in golf for almost twenty years, but the clothes were still very restrictive, expanding pleats inserted at the back of the jackets worn, enabled its owner to have a longer drive in golf, this was the only modification that had been made.



Illus: 1. Womens tennis dress at Wimbledon 1887.

It was in the 1920's that the need for practicality in leisure wear had finally been realised. One of the leading designers of the time was Jean Patou, Patou raised the hemlines in leisure wear, this influenced fashion and hemlines in fashion also began to rise. "Suzanne Lenglen, the supreme woman tennis star of the 1920's was dressed on and off court by Jean Patou a Paris designer, he introduced shorter skirts, short sleeves and collarless necklines to Wimbledon in the 1920's" (Wilson, E, 1989) ^{Payer} (Illus:2). The tennis look of the 1920's consisted of bare arms, short skirts and heads bound in scarves. The fabric used for leisure wear was now becoming less heavy, tweed for leisure wear had been abandoned and gabardine was the new fabric.

By the mid 1930's, leisure wear had become both practical and chic. Leisure activities had now become an integral part of peoples lives. Cycling had now become increasingly popular as a form of transport in preference to the horse (Illus 3). In the 1930's bare legs and sleeveless tops were now acceptable leisure attire. It was in the 1940's that leisure wear changed dramatically mainly due to the Second World War. There were fabric restrictions in America and Europe and this in turn had a dramatic affect on the production of leisure wear. Before the Second World War trousers were only respectable for women to wear on the sports field or the beach, but after the War this all changed. There were many factors that contributed to trousers becoming acceptable for every day wear. During the war women were working in factories and doing men's jobs therefore trousers were much more practical. Also due to the rationing throughout the War, stockings were impossible to get, this also contributed to ladies wearing trousers. During the War any excess of fabric was forbidden because of rationing, due to this clothes streamlining became the fashion, this lead to shorter skirts and shorts. By the mid 1940's short skirts, shorts and socks were now acceptable for every leisure activity. Synthetic materials were now becoming increasingly popular for leisure clothes because of its hard wearing, quick drying qualities. Now in the ^{their}



Illus: 2. Suzanne Lenglen in Patou Outfit 1926.





Illus: 3. Cycling a means of transport in the mid 30's

Mr. J. J. Farnsworth

St. Louis, Mo. Va. Va.
June 1910

Charles Lee Farnsworth

Forties, leisure had become an integral part of peoples lives. People were beginning to make the utmost of their leisure time.

In the 1950's trousers and particularly jeans, became the symbol of youth and leisure. In the fifties there were many exciting developments in leisure wear but functionalism was not forgotten. Elasticated cloth had now an important role to play in leisure wear, its ease to get into, its comfort were all contributing to its importance. By the 1950's those taking part in leisure activities did not require a strict uniform, people just wear whatever they felt comfortable in, and a sporty look prevailed. Casual clothes were now adopted for a more sporting life style. In the fifties cycling continued to be still very popular and trousers in the form of skipants became the norm to wear.

The 1960's brought about a leisure look in fashion. Fashion was now being influenced by leisure activities, body suits were now not only leisure garments but also fashion garments. Designers such as Yves Saint Laurent and Pierre Cardin led the field by introducing clothes that had a more leisured look in terms of casualness and unstructuredness. Psychedelic colours prevailed in leisure wear and fashion wear in the 1960's. Leisure wear of the sixties was not very practical due to the plastics and vinyls that were popular in fashion at this time. These fabrics of the sixties were not very practical for sportswear they were neither absorbent or comfortable. Therefore in the sixties leisure wear had a difficult time "leisure wear had come through a dark age once again and was about to become the greatest single influence on fashion up to the present moment." (Lee Potter, 1984 p.59). Elements of the forties style began to show in the early seventies, tight fitting tops and trousers. "An interest in physical fitness had become an obsession" (Ruby J. 1988 p.17). The seventies brought about a turn around, synthetics which were now used extensively in leisure wear, were now becoming very expensive due to a rise in oil prices. The platform shoe of the 1960's and 1970's were replaced by the canvas plimsoll shoe which was available in all colours. Now with this new interest in leisure activities, leisure wear had a direct influence an day wear,

people were now wearing track suits and runners for every day use. In the 1970's a survey was carried out in France and it was discovered that 8.4% of the national income was spent on clothing, but by the late 80's this had fallen to 7%, by contrast the amount spent on leisure, sports and holidays had risen, people began to realise that their leisure time was of vital importance to them. Similar trends were apparent in Britain and the United States of America. By the late seventies, exercise was an obsession with most people, it was now the trendy thing to do, there was now a whole new range of leisure wear to cater for this new fad such as track suits. Both sexes have adopted the track suit, t-shirt and running shoes for daily wear. The above mentioned are all unisex, they are comfortable and causal one of the reasons why they are so popular.

Working out in the gym was very popular in the eighties. Almost everyone belonged to a gym where after work they would go and work out. By the 1980's there was no place in leisure wear for the impractical. The eighties became a decade dominated by leisure activities, leisure wear and fashion now had a combined role to play. In the eighties it was acceptable fashion wear in the high street to look as though you had just left the gym. Leisure wear had become an integral part of the modern fashion industry. The term 'leisure wear' is now used because track suits are not only used to go jogging they are also used to go shopping and do the gardening. In one hundred years leisure wear had come through a remarkable change. In the early 1900's leisure wear was extremely impractical and stiff by the 1920's the need for practicality had finally being realised, new materials were introduced and new designs. Many factors contributed to the changes that occurred in leisure wear, such as the second world war, fabric restrictions contributed to skirts getting shorter. Leisure wear then stood still for a while in the sixties due to the fashionable fabrics of the time, ^{such as} Vinyl and plastics, but by the late seventies and early eighties leisure activities were very in vogue. In the early eighties there was a lot of media hype about keeping fit. At this time many stars

such as Jane Fonda released video tapes of how to work out and keep fit in your own home, all of these factors contributed to leisure wears importance in todays society.

Chapter 2

The late 1970's and early 1980's brought about a growing demand for leisure wear. A Donegal family owned firm began producing leisure wear for this market. I will trace the company's history from its conception in 1931, its growth up through the second world war, the sixties, seventies and the company's not so successful eighties and their plans to find a partner in order for them to expand.

A deep interest in physical fitness began in the seventies and early eighties and sport had re-emerged as a trendy leisure activity. This craze for fitness created a demand for a whole new range of leisure wear that manufacturers were not so slow to provide. One such company Mc Carters, which took up the challenge and began creating leisure wear for companies such as "*Adidas*", "*Levi*" and "*Lee Cooper*" in the mid seventies, was a small family run clothing firm in Buncrana, Co. Donegal.

Donegal has a long history in the textile industry which dates back to 1738. Mc Carters was set up in 1931 by William Mc Carter, uncle of the present day Managing Director. William Mc Carter took possession of a small disused church and set up a small factory. Initially there was only three or four workers and a couple of knitting machines. The company produced only one product from 100% cotton yarn, namely untreated, unbleached and undyed ladies interlock vests, they were sold primarily in the Irish market.

By 1934, 3 years after starting production, the company had become well established and they added a dye house where the previously untreated cloth, could now be bleached white or dyed the traditional underwear colours of blue and pink. At this stage the company that had begun with three or four people, now employed fifty, and the growth and prosperity of the company continued through out the rest of the thirties. The outbreak of World War II in 1939 affected the company because the coal to fire the boilers was in short supply and yarn from South America was virtually cut off, despite this there were no lay offs. There was a boom

in the industry after the Second World War , and the company opened sales offices in London and Manchester to service the demands of the United Kingdom. The boiler house and dye house were upgraded and extended to cope with the demand and employment soared.

Then in the late sixties business disimproved slowly and the companys founders were running low on innovation, their product development was not in line with the market place. It was in 1971 that William Mc Carter Jr., the present day Managing Director joined the firm, he is a nephew of the founder. He had graduated from Trinity with a degree in Economics and was studying Business Administration at the Massachusetts Institute of Technology. At this stage the company had 150 people producing underwear and cotton tops, and the company was just about breaking even.

Mary Cullen was then introduced into the firm. She was a Dublin based Clothing Industry Consultant who had worked in the Institute of Industrial Research and Standards, Improving Design, Marketing and Manufacturers in the Irish Clothing Industry. Mary Cullen joined the firm in 1972 and within six months the business was transformed and the company got into fashion and leisure wear of the time.

The company were now developing new cotton blends, polyester/cotton which was a new fibre mix. This brought about a new line in T-shirts and Top's of numerous designs, V backs, sequins were all factors in these new ranges. Now alongside its underwear business it moved production into leisure wear and fashion wear. It was now the mid seventies and the garments they were producing were very popular. Mc Carter's sold garments to "*Bloomingdales*" and "*Miss Selfridge*" also "*Adidas*", "*Levi*", "*Marks & Spencers*", "*British Home Stores*", "*Lee*" and "*Dunnes Stores*".

Mc Carter's & Co., imported the yarn from America, knitted the material in their factory, dyed it, cut it into garments and made them up. William Mc Carter's other two brothers, John and Andrew then joined the firm. The late seventies saw continuous

innovation and expansion. Mc Carter's were now producing track suits for "Adidas", the sports wear company.(Illus 4). By the mid 1980's sales were £10 million a year and there were 450 employees. But all was not well, the company needed to spend between five to ten million over the next few years in order to expand and update machinery.

The Directors then came up with the conclusion that they ought to try and find a large American company which might want a partner in Europe. The company knew what had to be done if they were to succeed in the future, so they drew up a list of potential investors. Andrew Mc Carter set off to America with a Company Portfolio detailing the company's history and strengths. He went to live in America with the intention of targeting investors. "Union Underwear" better known by its brand name "Fruit of the Loom", was owned by Bill Farley an American, and was one of the names on the list.

In Chapter two I have discussed one company's evolvement and its struggle for survival in the leisure wear market. Mc Carters had to change their product range in order to succeed in the market place. A change in personnel in the seventies also improved matters. The company now knew what had to be done if they were to succeed they needed an investor so they set about trying to find one.



Illus: 4. Adidas jogging suits 1983.

1983. April 15

"A View of the Coastline
to the Western Coast"

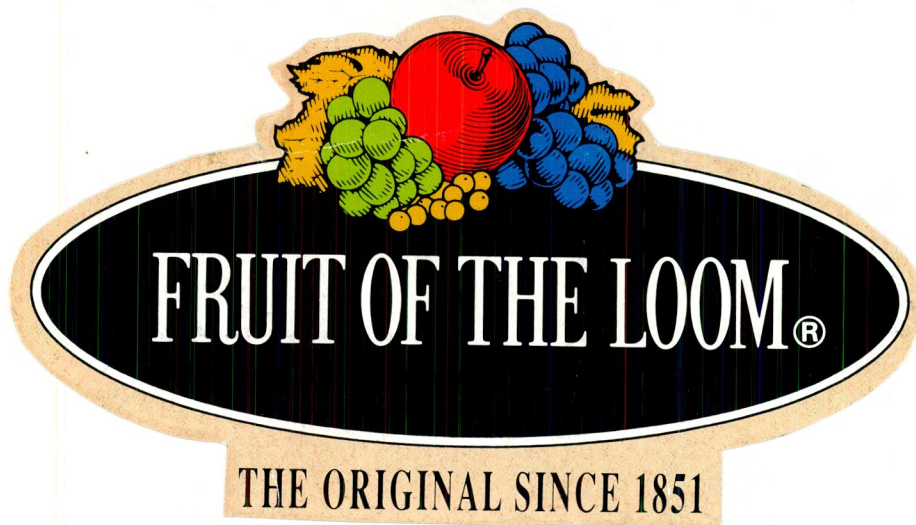
Perseus "Spoke"

Chapter 3

Mc Carter's now knew what had to be done if they were to succeed so they set about finding a large American firm that wanted a partner in Europe. The company then formed a partnership with the large American firm "Fruit of the Loom". The amalgamation of both companies and their effect on each other, the major expansions that got under way and the streamlining of all the production methods and the company's movement into the six counties. —

"Fruit of the Loom" is the largest manufacturer of underwear and leisure wear in the world, it is one of the world's best known brand names. The "Fruit of the Loom" story began in 1851 when the symbol "Fruit of the Loom"(Illus 5) first appeared on a roll of cloth. In 1871 it became one of the first registered trade marks in the United States of America. Today, it is the U.S. market leader in underwear and T-shirts. It is the largest vertically integrated manufacturer in the world, this means that it controls every aspect of its operation from selecting the yarn, knitting its own fabric, bleaching or dyeing the fabric, cutting and sewing the garment and delivering the final order.

"Fruit of the Loom" made an attractive offer to Mc Carter's because they wanted a company in Europe to reproduce "Fruit of the Loom" Classic range of T-shirts and sweatshirts. Andrew Mc Carter met with "Fruit of the Loom" in May 1986 and its management then came to Ireland in July 1986. Within four months a deal between the Industrial Development Authority (I.D.A), "Fruit of the Loom" and Mc Carter's had been agreed. The American firm bought out part of the Mc Carter's company and grant aid from the Industrial Development Authority (I.D.A) also made an investment in the company. At this stage the company employed 470 people producing 40,000 lbs of fabric per week this converts to 120,000 garments per week.



Illus: 5. Fruit of the Loom logo.

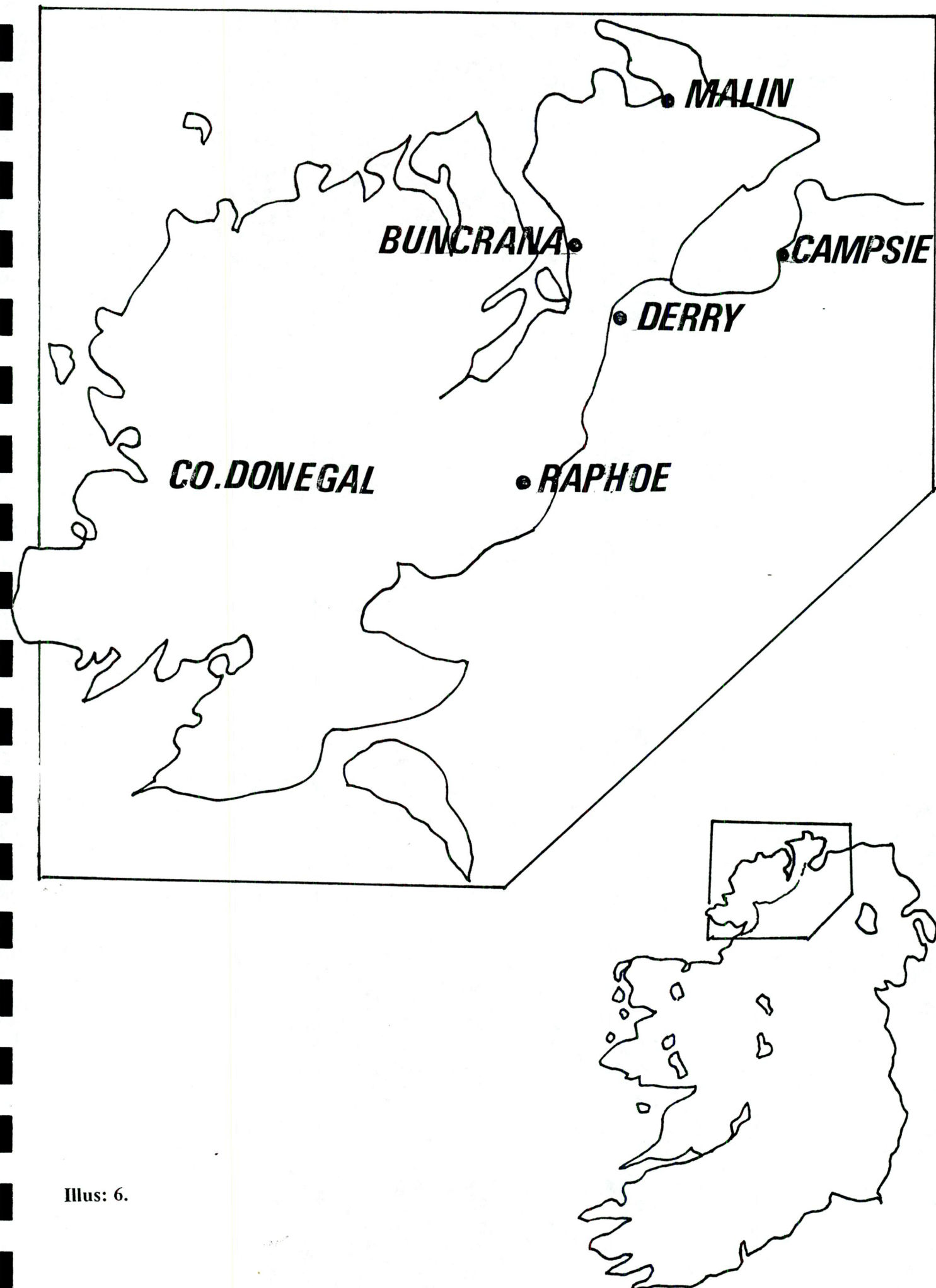


This venture between the American giant "Fruit of the Loom" and the Buncrana firm of "Mc Carters" planned to produce sweat shirts t-shirts for the total European market of 320 million people. The three most senior offices of the American firm joined the other seven directors on the "Mc Carters" board, but none of them came to live in Ireland. After the partnership "Mc Carters" phased out all but two products t-shirts and sweat shirts. The company now produces only t-shirts and sweat shirts in its Donegal plants.

Sales in Ireland are handled by "Mc Carters" directly, but exports are handled by "Fruit of the Loom" which now takes Irish made goods to replace those previously made in America. By 1988 a £35 million expansion had got under way, employment in the company rose from 470 people to 1,000 and they are now producing an average of 360,000 garments per week, which are exported all over Europe. Employment and production continued to soar. By 1990 the firm employed 1,500 people in three sites in Co. Donegal, Buncrana, Raphoe and Malin (Illus 6). In 1990 it was the 5th largest employer in Ireland.

Currently "Fruit of the Loom" have more than forty separate locations throughout the world, and a total work force in the United States, Canada, Ireland and sales offices in Britain, France, Italy Germany and Spain in excess of 30 thousand people.

By 1990 plans came about for the Kentucky based firm "Fruit of the Loom" to build a textile mill employing 5 to 6 hundred people at Campsie on the out skirts of Derry City. Derry lies at the head of Lough Foyle with the hills of Donegal to the west and sperring to the east. Derry has a population of 100,000 of whom 65 per cent are under the age of 35, its current unemployment rate is around 23 per cent. In the early years of this century the clothing and textiles industries were among the mainstay of the economy. Thirty years ago the huge American firm "DuPont" opened a plant on the out skirts of Derry. Derry City has had a tough struggle for survival. The outbreak of the troubles has had a drastic effect on the



Illus: 6.

City. Twenty years ago many Derry streets were full of bombed out buildings but since then, a new Derry has emerged. A transformation in the city has occurred over the past few years.

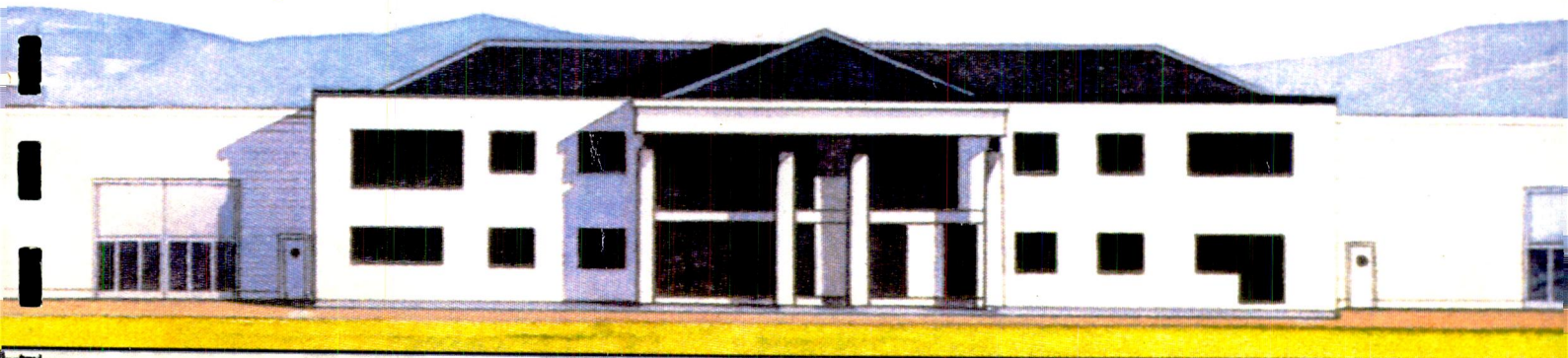
After the Derry site was named for the new venture, an Industrial Development Authority (I.D.A) spokesman said that "Bill Farley had chosen to make the investment in Derry rather than Donegal in order to have a better geographical spread and because the grants from the Northern Ireland Industrial Development Board (I.D.B) were considerably more generous for this labour intensive industry than from those in the Republic" (Irish Times - 4.4.90). This was the largest single investment in Northern Ireland for ten years. The Derry spinning mill (Illus: 8) was opened in 1991 and the £50 million mill had twenty seven spinning machines each of which cost £400,000, twenty one more are planned. The new mill will at full production be the largest cotton mill outside of the United States of America.

The raw Memphis cotton is bought in the United States where "Fruit of the Loom" and an associated company "Westpoint Pepperell" take up to 20% of the whole U.S cotton crop. About 20 million lbs of cotton in 500lb bales is sent to the companies state of art mill in Campsie, Derry. Significant savings occur because the 6% import duty on spun yarn does not apply to raw cotton. Yarn production will be further streamlined if an completion of a dock development at Lisahally near the Derry mill. Then the cotton will be shipped directly to Derry, currently it is shipped to Belfast via Liverpool. The cotton spun in the Derry mill is then trucked to the companys plants in Buncrana (Illus: 7) Raphoe and Malin, over the border where it is then knitted into fabric, bleached or dyed, then cut and sewn into garments.

"Fruit of the Loom" produce a special screen star (Illus: 9) t-shirt which is sold blank specifically for printing on by the other companys. Screen stars is a specially developed line of garments, incorporating the same high quality associated with "Fruit of the Loom" they are designed specially to suit the print and promotion market. Over fifty million screen stars

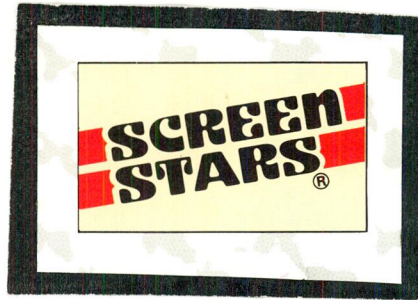


Illus: 7. "Fruit of the Loom" Factory Buncrana.



Illus: 8. "Fruit of the Loom" Spinning Mill Campsie.





Illus 9. Screen Stars Label.



Illus: 10. Printed "Fruit of the Loom" Screen Stars leisure wear.

garments are sold in Europe every year, principal customers are screen printers, large corporations, advertising and promotional companies, fashion buyers, sportswear buyers, designers and rock bands, almost everyone possess some form of printed t-shirt, whether it be a memento from a rock concert they attended, or a holiday they had taken. Business had gone from strength to strength except for a few months at the beginning of 1991 when the employees had to be put on a three day week. A short fall in sales in the U.K. market was blamed also the cancellation of a number of rock concerts in the U.K. due to the Gulf war, had also hit sales, however the company soon returned to full working capacity. Each year "Fruit of the Loom" produce a range of printed t-shirts in America (Illus: 10).

In just five years the Buncrana based family run business has been transformed into a multi million pound garment manufacturing industry. This is possibly the most successful industrial project in the history of the Irish Republic. If it had not been for the partnership "Mc Carters" would never have been able to expand the way they have. "Fruit of the Loom" is now the largest manufacturing employer in the Republic. Between 1987 and 1990 it increased its turnover six times to £60 million. In July 1992 the company announced a 600 job package for Derry over the next three years, however William Mc Carter has said "he now expected this figure would reach 900 instead of the originally planned 600" (Irish Press 9.7.92.)

Plans for a sewing plant in Derry also got under way. A total of five hundred will be employed at a new £3 million sewing plant in Templemore, Derry and a remaining 400 employees will be based at the companies Campsie textile mill. When the plant was opened in 1987, Bill Farley said that "he hoped employment would eventually grow to 6,000." (Bill Farley interview - Irish Times - 28.7.87). In October 1992 industry minister Des O' Malley announced "Fruit of the Loom's" latest expansion plan of 1,680 jobs, and £90 million of investment. The companys total workforce in both Derry and the Republic now exceeds 2,300 in just five years the workforce has increased almost five fold. The expansion

programmes in Donegal and Derry will result in Mc Carters becoming the biggest integrated active wear operation anywhere outside the United States of America. In July 1992 the target of one million garments per week was reached. There has been £100 million worth of investment into "Fruit of the Loom's" Derry operations already. The additional jobs will be in place by 1997.

Today "Fruit of the Loom" consumes over 650lbs of yarn every week in the production of over one million garments by more than 2,000 employees. The three Buncrana factories, Shore Road, Ballymacarry and Main Street now cover over 500,000 sq ft while two purpose built satellite sewing factories have also being added. The first is a 16,000 sq ft factory located in Malin Head (Illus: 6) it employs 180 employees with a second and much larger factory covering 60,000 sq ft and employing 400 people is sited in Raphoe (Illus: 6). Throughout this major expansion plan, premises occupied by "Fruit of the Loom" rose from 2,000 sq ft to well over one million sq ft. Following "Fruit of the Loom's" partnership with "Mc Carters" in 1987 the company has become Irelands largest producer of leisurewear, supplying products that are very much in demand. They have cornered the market and they have no major competitors. The "Fruit of the Loom" story proves that if a company wants to make a product change it can do so if the strategy is carried out properly with proper planning and good investment.

Chapter 4

The demand for "Fruit of the Loom" leisure wear is steadily increasing and "Fruit of the Loom" and "Mc Carters Ltd" are producing leisure wear to service the demand. "Fruit of the Loom" products go through rigorous tests to ensure that the consumer gets good quality products at competitive prices. the companys production is growing steadily each year, they supply a large and varied range of leisure wear. Bill Farley, chairman and principal owner of "Fruit of the Loom" also owned "Sandersons", the British textile company, but in 1990 he sold the firm in an attempt to reduce his debts. "Sandersons" one of the best known names in the British furnishing fabrics sector, had previously being the company owned by "West Point Pepperelle", which Bill Farley took over in 1989. He sold "Sandersons" to a dutch textile group "Gamma" for £45 million pounds sterling.

Senior executives in "Fruit of the Loom" both in America and Donegal insist that demand for their product is growing at an explosive rate. Many factors contribute to this, such as the companys leisure wear is of the highest quality its also cheap and comfortable to wear it comes in all sizes and colours. More than seventy in process checks and inspections ensure that each garment produced meets the rigid standards required, and that garment consistency is retained from one order to the next. Computer controlled dyeing means that it guarantees quality of colour across all orders be they large or small. The company produce a wide range of fashionable colours (Illus: 12). Within the expansion of its North-West manufacturing plants and an active European distribution network, continuity of supply across all colours and sizes is available. Sizes range from children right up to adults double extra large. All of "Fruit of the Loom's" range are unisex, there is no such thing as male and

HEAVYWEIGHT	PREMIUM T	9032R	100% COTTON	S M L XL	180	190	72
	FULL-CUT HEAVYWEIGHT (XXL)	9032XR	100% COTTON	XXL	180	190	72
	LONG SLEEVE HEAVYWEIGHT	4932R	100% COTTON	S M L XL	180	190	72
	HEAVYWEIGHT T	5932R	50% COTTON 50% POLYESTER	S M L XL	167	185	72
STANDARD WEIGHT	STANDARD T	832R	100% COTTON	S M L XL	130	138	144
	FULL-CUT T	632R	100% COTTON	S M L XL	130	138	120
	FULL-CUT T (XXL)	630XR	100% COTTON	XXL	130	138	108
	STANDARD T	932R	50% COTTON 50% POLYESTER	S M L XL	118	124	144
	STANDARD T (XXL)	932XR	50% COTTON 50% POLYESTER	XXL	118	124	72
FLEECE	RAGLAN SWEATSHIRT	432R	50% COTTON 50% POLYESTER	S M L XL	260	280	36
	DROP SHOULDER SWEATSHIRT	1632R	50% COTTON 50% POLYESTER	S M L XL	260	280	36
	JOG PANTS	15332PR	65% COTTON 35% POLYESTER	S M L XL	240	250	36
	HOODED SWEATSHIRT	24332R	50% COTTON 50% POLYESTER	S M L XL	260	280	36
	POLO STYLE SWEATSHIRT	81232R	100% COTTON	S M L XL	260	280	36
CASUAL	SINGLE JERSEY POLO SHIRT	8332R	100% COTTON	S M L XL	130	140	72
	PIQUE POLO SHIRT	83132R	35% COTTON 65% POLYESTER	S M L XL	165	180	36
	RUGBY SHIRT	7732R	100% COTTON	M L XL	—	200	36
	SINGLE JERSEY POLO SHIRT	8132R	50% COTTON 50% POLYESTER	S M L XL	167	185	72
CHILDREN'S	CHILDREN'S FULL-CUT T	632BR	100% COTTON	AGE 3-4 5-6 7-8 9-11 HEIGHT 104cm 116cm 128cm 140cm	130	139	144
	CHILDREN'S FULL-CUT T	932BR	50% COTTON 50% POLYESTER		118	124	144
	CHILDREN'S DROP SHOULDER SWEATSHIRT	16332BR	50% COTTON 50% POLYESTER		260	280	36

Illus: 11. Summary of "Fruit of the Loom's" range.



Illus: 12. "Fruit of the Loom's" colour range.

female tracksuits, t-shirts, polo shirts, jog bottoms, the only thing that many differentiate male from female leisure wear is colour. (illus.13)

More than twenty mechanics are employed to maintain the companys several hundred sewing machines, and ninety, forty ft containers are used to transport goods between the companys six locations. Production in 1987 was forty thousand pounds of fabric per week, by 1992 it was eight hundred thousand pounds of fabric per week and they forecast that by 1998 it will be 1.6 million lbs of fabric per week. "Fruit of the Loom" and "Mc Carters" have become highly specialised in the mass production of sweat shirts and t-shirts. The "Fruit of the Loom" range is vast and includes -

T-shirts: New combed cotton T "Gold" range; full cut heavyweight, long sleeved

heavyweight

T "Classic range; full cut standard weight T; Classic cut & Standard cut

T-Shirts.

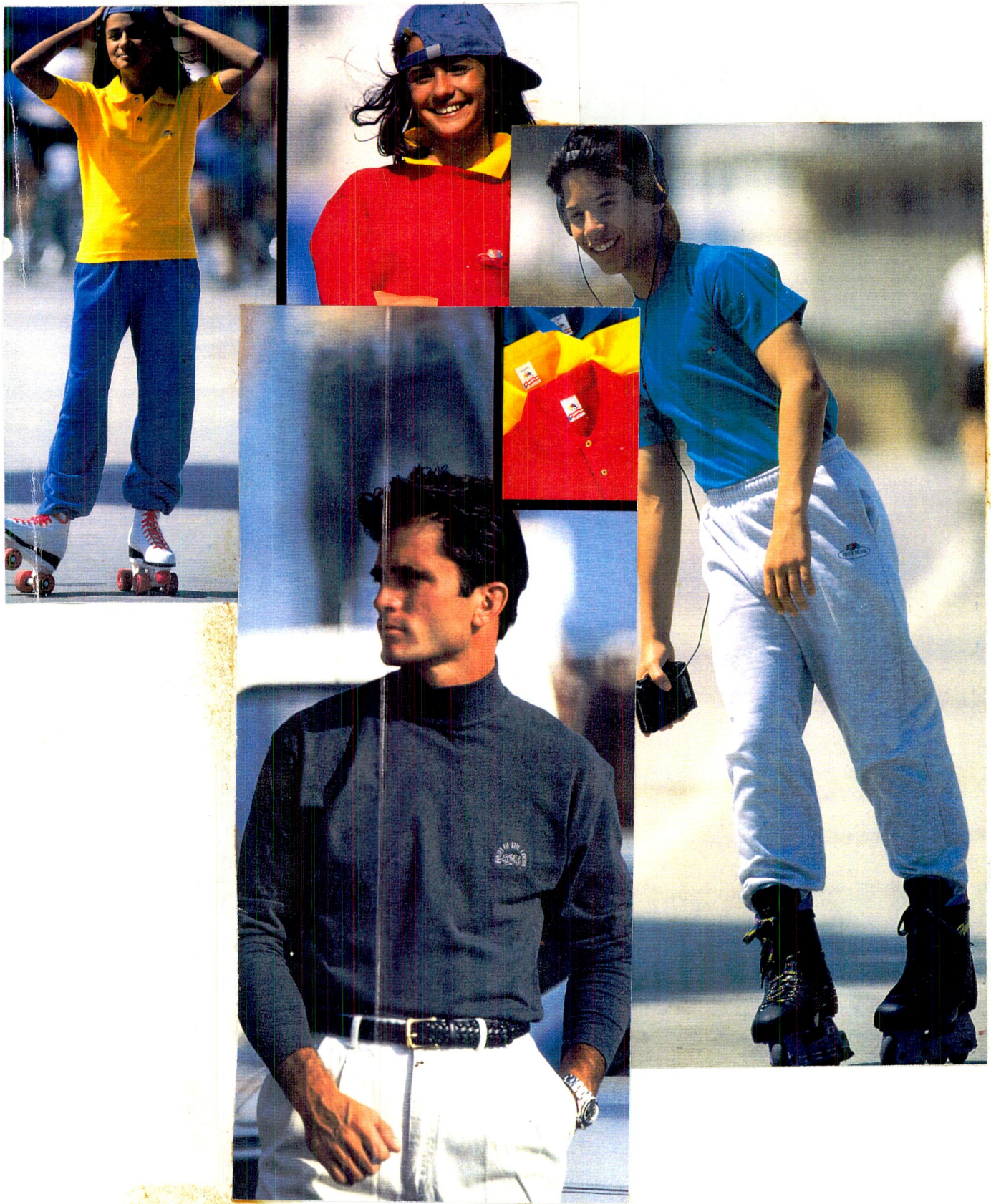
Casual wear: Polo shirts; turtle neck; roll neck; new super "supersoft" leisure shirt and leisure shorts.

Fleece: Set In fleece top; new roll neck fleece; Polo fleece; Raglan sweatshirt; hooded sweatshirt; jog bottoms.

Childrens Wear: Full Cut T-shirt; Polo shirt; set in fleece top and jog bottoms

In all "Fruit of the Loom" produce a total of twenty different products. The T-shirts are made from tubular knit cloth which stops the shirt twisting after washing. It is also pre-shrunk during manufacture. One of the main reasons for the company's success is its high productivity of a specialised range.

A key element in the company's strategy is high volume and low cost. Production is of a specialised range of products. The company also carries a large stock so that it can



Illus: 13. "Fruit of the Loom's" Unisex leisure wear.



immediately supply very large orders. Production is highly specialised and a production line structure exists. Production is as a piece work basis hence people get paid for what they produce. This creates an incentive for high productivity. Demand for "Fruit of the Loom" products is such that they are already employing one hundred and forty people at an advance factory provided by the Industrial Development Board (I.D.B) in Northern Ireland, so that the workforce will be in place when the new factory is built. It takes three months to train a worker to stitch a garment so advance training is in operation.

The Clothing Manufacturing Industry in Ireland is predominately indigenous although foreign Multinational companies such as "Fruit of the Loom" make up a substantial minority of the sector, with 39% of its employment. Developing countries account for only about 10% of Irish Clothing imports compared with about 40% of U.K Clothing imports. In attempting to cope with low-wage competition from developing countries, the more successful Irish companies have mostly opted for one of two types of approach. Some have moved upmarket into more expensive fashion garments which are produced in relatively small production runs. Others such as "Fruit of the Loom" have become more highly specialised producers of high volumes in a limited range of products aimed at certain niches in the market. "Mc Carter & Co.", in order to expand substantially, reached a joint venture with American firm "Fruit of the Loom", which was looking for a European base to manufacture for sale in the integrated European market. Owing to this joint venture agreement, the company has become highly specialised in the mass production of T-shirts and sweatshirts.

In this chapter I have looked at the company's production methods and the range they produce. They only produce a total range of twenty leisure wear garments, but they are the market leader in this field. They have identified a market for their product and gone all out to supply leisure wear for this market. There will always be a need for leisure wear, because people feel comfortable and relaxed in it and I can't see them ever giving this comfort up.

Chapter 5

The amalgamation between the world leader in leisure wear "Fruit of the Loom" and the Buncrana based "Mc Carter's Ltd", has had a dramatic effect on the community of Buncrana. Buncrana has had a very long history of textile Industries from the seventeen hundreds right up to present day. The textile industry is stronger today than it has ever been before due to the partnership of both companies. This partnership has had a very important role in Buncrana's economy. "Fruit of the Loom" has made dramatic effects on Buncrana and the surrounding areas.

Buncrana, situated on the shores of Lough Swilly has known both good times and bad. Buncrana was a British Army and Navy base up to the foundation of the state. In the 1920's Buncrana was an important and busy fishing port, with onshore processing as well, however the fishing port has long since disappeared. After World War II the absence of rationing brought more revenue from cross border visitors. Up to the 1960's summers brought tourists from Scotland, England and Northern Ireland to the region, there were also a lot of Derry day trippers as Derry is only fourteen miles away. Donegal's tourism industry has deteriorate drastically since the 1960's due to low cost foreign holidays and the escalation of the troubles in the six counties. Buncrana had stood still since the 1960's, it has suffered the fate endured by many border towns, with most of the residents going across the border to Derry to do their weekly shopping. In the past five years and since "Fruit of the Loom" has moved into the town the look of the town has improved with the economy, many schemes got under way to give the town a face lift.

Since the 1930's the firm of "Mc Carter's" has been the backbone of the town. Many families, indeed some entire families depend on it now for their income. Buncrana has now a population of 3,100 and a remarkable 1,550 industrial jobs. "Fruit of the Loom" has had an explosive impact upon the somewhat latent pre 1980's economy of Inishowen. The expansion

of the business in Buncrana has manifested itself in many ways, such as employment, construction, housing and even in the financial sector.

In 1989 "Mc Carter's" wanted to pay its staff by electronic transfer, however Bank of Ireland was reluctant to install an expensive pass machine, they weren't sure if they would get the seven hundred transactions they needed to break even. Starting with one thousand two hundred transactions Buncrana now has both Allied Irish Banks and Bank of Irelands automatic pass machines. "Mc Carter's" had an important role on Buncrana's past, it now has a vital role to play in the future of the town and region.

Mc Carter's has turned Buncrana into the jobs capital of Ireland. Mc Carter's have created jobs in the most unlikely part of Donegal namely, Malin Head, Milford and Raphoe. A local financial institution's manager said that "before Fruit of the Loom he'd take in £150,000 a year in deposits but now he takes in one million a year". ()

(Irish Independent 24-20-92) House prices in Buncrana have also risen, a three bedroom house in Buncrana would have cost around £28,000 before "Fruit of the Loom". Now since "Fruit of the Loom" it would cost £50,000. Many businesses in the town have prospered because of "Fruit of the Loom", businesses such as hotels and restaurants, many groups who come to Buncrana on company business and stay overnight in the towns hotels. Bus companies have also done very well transporting employees from the surrounding town lands to the "Fruit of the Loom" plants throughout Donegal. Flat owners in the town are also reaping in the profit because many of the company's employees from places other than Donegal stay in accommodation within the town.

Mr William Mc Carter believes that success is due to the quality of local staff and management, many of whom are with the company since before the "Fruit of the Loom" partnership. A small number of people have made an appeal to Bord Penola about the new development in the town. The complaints come from residents living close to the proposed

site, they are concerned about the fumes and steam from the proposed factory. The company has had a model built in order to let the towns people see what the finished expansions will look like. "Fruit of the Loom" cannot go ahead with their plans because of the complaint. Planning permission cannot be granted until or if this request is turned down. It holds up the development of 2,500 other jobs. Green Peace have spent time in Buncrana doing tests on the effluent that the factory releases into Lough Swilly, but everything showed up clear.

The company also plays an important role in the social development of the town. A typical example is Buncrana's new Leisure Centre. The vast amount of hot waste water that "Fruit of the Loom" produces is used to heat the swimming pool. There was also a query over the proximity of the new plant to the community owned tennis courts, the company safeguarded the position of the tennis courts and also resurfaced them. Many tradesmen such as plumbers and electricians are also employed within the factory. Therefore "Fruit of the Loom" have contributed vastly not only to the economy but also the community.

The company are doing their utmost to keep on the townspeople's side. "Fruit of the Loom" have also bought a local historical military site, Fort Dunree, from the Department of Defence. The company plans to turn the site into a state of the art International Conference Centre. This will in fact create even more employment in Buncrana. There are also plans for a new dam to be constructed on the outskirts of Buncrana in order to have sufficient water for the factories and the community. "Fruit of the Loom" has had a dramatic effect on Buncrana. It is now a town with a healthy economy and a future, if the demand for leisure wear continues which I'm sure it will.

The residents of Buncrana have now adopted "Fruit of the Loom" leisure wear as a uniform. Everyone in the town owns at least one item of "Fruit of the Loom", if you walk up the main street most of the people you will meet will be wearing leisure wear. A lot of young

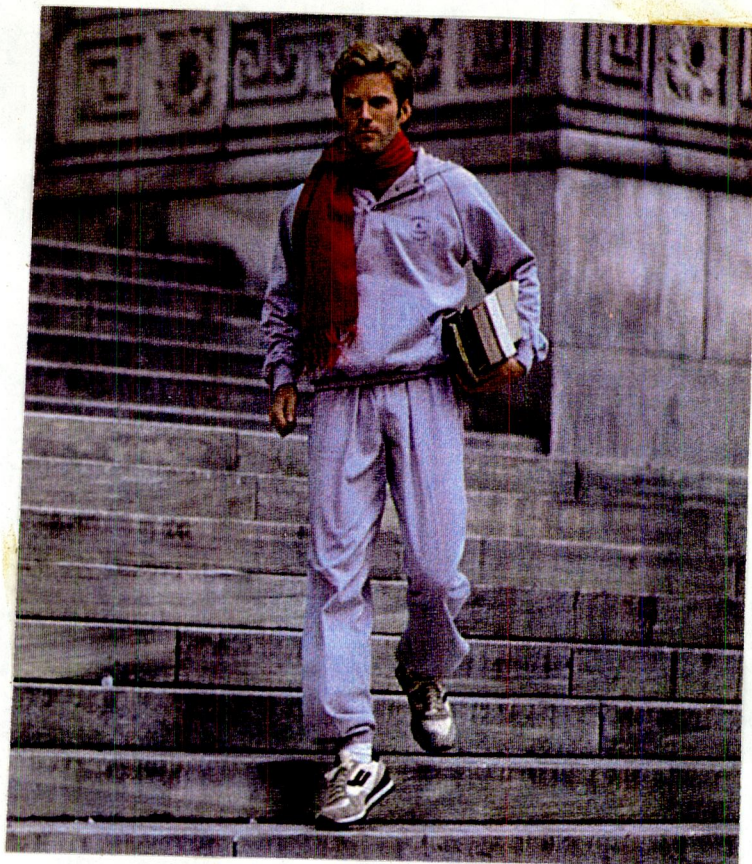
people have adopted "Fruit of the Loom" leisure wear as fashion garments. Leisure wear has now moved into the fashion end of the market.

Chapter 6

Sport and leisure facilities are one of the growth areas of the nineties. In 1990 the Henley Centre, Ireland carried out research which proved that only a small minority of Irish adults participate in sport - 46%, in Europe and Britain it was only a minority that did not take part. In Northern Ireland 56% of the population over the age of 16 years participate in some form of sporting activity. (Sunday Times 29-11-90) Spending on sport and leisure is almost directly related to the economy. The greater the economy the better the sports facilities. However, spending on sport is growing at a rate of 6.5% greater than inflation, confirming the growth of a more health and fitness conscious society. The market for leisure facilities is growing significantly in the 1990's therefore the leisure wear market is also growing.

Over the next decade the increase in the number of working women with consequent disposable income at their discretion will result in a significant growth in facilities and activity programmes for women. The clothing of the sports person has become common wardrobe currency, and for most sports and most every day activities nothing can beat the track suit. (Illus:14) It has become invaluable for the expectant mother or the keen gardener. The T-shirt is another stable garment of any person - large outsized or closely fitting, it is available in a multitude of different colours with stripes or slogans or one of the most popular designer names. Today leisure wear is unisex, there are no difference^s in design.

The changes that have occurred in active leisure wear are far more pronounced than those that have overtaken the suit or the raincoat. Today leisure wear has been revolutionised - fabrics have changed considerably from the tweeds first used in the 1920's. One such fabric is 'Gore-Tex', a fabric first introduced in the 1970's. This fabric was ideal for bad weather leisure activities. Every square inch of 'Gore-Tex' has nine billion pores, every pore is large enough to let water vapour out but small enough to keep water in liquid



Illus: 14. Track suit - the every day leisure wear garment.



form ie. rain from seeping in. The surface of 'Gore-Tex' is only one thousandth of an inch thick, therefore 'Gore-Tex' can be bonded to the inner side of an existing fabric without adding excess bulk or weight. The result of a fabric such as this is protection against the wet, the cold and also wind. Today 'Gore-Tex' is found in outerwear, running suits, trainers, socks and gloves.

Velcro is another revolutionary fabric which is extensively used on leisure wear. It eliminates the use of buttons, zips and even laces. It is used on trainers and exercise clothing - it allows easy access, it also allows for different sized figures to be accommodated in certain sizes. Technology provides us with a list of useful advantages, the above are just a few. Today leisure wear is influenced by professional athletics, the fitness revolution and also fashion (street style). Everyone that has lived through the fitness revolution has an appreciation of what clothes look right as they set about making themselves healthy. The track suit is considered the universal warm-up outfit, an example of this is the substitute on a football team, they keep their track suit on until their turn comes to play.

"Fruit of the Loom" produce a number of different types of sweatshirts. They provide a spectrum of different colours, sweatshirts with hoods or without them, whatever you desire and jog bottoms to match - these items are sold individually and range in price from £4.99 to £19.99. "Fruit of the Loom" sweatshirts have a woven cotton outside and a fleecy inside. Sweatshirts are absorbent and in constructive and tough, they afford an image of modesty and they are easily removed or added to in order to control body temperature. The 100% cotton sweatshirts that "Fruit of the Loom" produce are very absorbent and soft, therefore they are ideal attire for any form of sport or leisure activity. Nothing can beat track suits for every day activities, you only have to look around you on the street, there are vast numbers of people wearing leisure wear for their every day activities and chores. A track suit's soft fabric, its generous cut, fitted cuffs, legs and waist allows great comfort and freedom of movement - everyone loves them for their comfort be they young or old and if we

feel comfortable in what we are wearing then naturally we feel more relaxed. There is physiological effect involved, if you feel comfortable in what you are wearing, then you will feel better because of this. A track suit's practical fabric means it has the characteristic fleecy lining, cool in warm weather and warm in cold weather, therefore they are ideal for any leisure activity in any season.

The T-shirt is the other stable garment of the sports person, large outsized or close fitting. "Fruit of the Loom" produce an extensive range of T-shirts in colours that no one else in Europe can offer, because "Fruit of the Loom" have the means to produce this wide range of colours.

The T-shirt is the global garment of the twentieth century. They are as popular in the Third World as they are in the First World because of their comfort, low cost and disposability. American in origin, the T-shirt started out as an undergarment and then grew from strength to strength through World War II, Hollywood and Rock 'n' Roll - then they hit the market at the height of the jeans revolution and the simple white T-shirt was the ideal partner for a pair of jeans. Printed T-shirts have become very popular, they are used to promote everything from Coca-Cola to World Peace. A person wearing a printed T-shirt can become a human billboard. "Fruit of the Loom" produce a special range of T-shirts called 'Screen Stars' specially made for printing on as they have no logo's and are suitably prepared for printing. 'Screen Stars' T-shirts are used primarily for promotion, more and more companies now use T-shirts as an advertising medium, recognising that their message stays around a lot longer. 'Screen Stars' garment have been used for The Soccer World Cup, The Rugby World Cup and many more local and national events. Many fashion designers also use "Fruit of the Loom's" Screen Star T-shirts. Designers such as Daniel Jones, Chevignon and Pepe Jeans, all use 'Screen Star' T-shirts for their own special designs. Many leading rock artists such as The Rolling Stones, U2 and major rock events have all featured "Fruit of the Loom's" Screen Star T-shirts. Also thousands of International and National companies

print their logo's or corporate messages on 'Screen Stars' T-shirts. Companies such as Coca-Cola, Pepsi, Camel, British Airways, Guinness, Ferrari and Corona.

Chapter 7

The European leisure wear industry has grown dramatically in the past decade. Increasing demand for more casual garments from both the fashion and promotional clothing sector means that European consumers now consider T-shirts and sweatshirts an integral part of their wardrobe. It was only in the early Seventies that T-shirts took off as outerwear, by then they had been around for nearly one hundred years, having evolved out of the Nineteenth Century men's underwear and sports wear. In 1986 there were 1.8 billion T-shirts sold in America. "In the 1960's in England, printed T-shirts could be obtained exclusively through fabric printers who charged 9d a shirt and specified a six month delivery date". (Gordon and Haller, 1988, p.16) Sociologists explain the fitness phenomena that has come about, by suggesting that we have much more leisure time available to us and we are now turning to the simple pleasures of physical activity in an increasingly complex world, people now seek satisfaction from their own individual efforts and accomplishments.

The Nineties style is about comfort and individuality. Leading designers have taken their influences from the street styles of London and New York and they have decided that sports wear is in vogue for the Nineties. The new classics of the Nineties are bomber jackets, hooded sweatshirts, trainers, and baseball caps. Sports wear looks set to be a strong influence on what we wear in the next decade, as a more relaxed approach to dressing emerges. While traditional sports wear may not be suitable for your working environment, the world's major fashion designers have adopted the casual concept. Shirts of the Nineties will have hoods instead of collars, trousers may be shaped like track pants, and shorts will continue to be a big hit. As we move into the Nineties, values are changing. There will be less emphasis on the material and a renewed interest in the spiritual. An interest in Global issues and the green movement have stirred us and had a major affect on the late Eighties/early Nineties fashion. "Fruit of the Loom", products because they are produced from cotton are

very environmentally friendly. Leisure time has increased for people of the Nineties therefore the need for leisure wear is growing.

Leisure wear as a fashion statement first began to emerge in the Eighties on the streets of New York, with the rise of black youth culture, hip hop and house music. This whole new type of music encouraged people to dance all night, this then demanded a new style of dress, and clumpy Dr.Marten's were replaced by trainers. Children were being mugged on the streets of New York for their designer trainers and leisure wear. Acid house, the music of the Nineties, the acceptable attire for this was, hooded sweatshirts and trainers and not the restrictive fitted jackets of the Eighties, comfort is the trend of the Nineties. Leisure wear is accessible, affordable, bright, individual and cheap.

Fashion designers have begun to be influenced by the new leisure trend of the Nineties. In Paris, Jean Paul Gaultier, looked to street style for inspiration (Illus: 15), he mixed cycling gear with pinstripe jackets and shorts. The most sought after fashion wear of the Nineties will carry names such as "Fruit of the Loom", "*Puma*", and "*Adidas*", rather than "*Chanel*" and "*Gaultier*". Now in the Nineties there is a de-emphasis on label dressing and a chance to express individuality by mixing different cultural and style elements.



Illus: 15. Street Style.

Conclusion

Leisure wear has come through remarkable changes over the past one hundred years. Where material such as heavy tweeds was once used, today it is cotton/polyester and lycra - much more practical for leisure activities. The material is not the only factor to have changed, the shape of leisure clothes has also changed dramatically from the long straight skirts and jackets to the unisex jogging suits of today. Peoples attitudes have also changed, leisure wear is not only used for doing leisure activities. It is used for doing a range of activities from dancing to gardening. Leisure wear is so popular because of its comfort and cost. Its loose fitting gives us a more relaxed feeling. "Fruit of the Loom" have identified this market and they now produce leisure wear on a huge scale to service this demand. They produce a wide range of leisure wear that is cheap to buy, practical for all activities and above all, comfortable. The market for these type of garments will continue to grow because people will always have leisure time to fill and they will require outfits for this. There is also the demand of the young people who follow Acid house and Rave music - they have adopted leisure wear as a dress statement. This street style that has emerged is very popular in the larger cities of the world such as London and New York. Fashion designers are also looking to leisure wear for inspiration, cycling shorts are not only leisure wear but also fashion wear, both of these have merged in the past few years. Today people are realising that their leisure time is of vital importance, therefore there is a need to be dressed appropriately.

BIBLIOGRAPHY

1. Aylesworth, Thomas, G. The Glamour Years 1919-1945.
London, Bison Books, 1987.
2. Byrde, penelope, A Visual History of Costume The Twentieth Century.
London, A Batsford Book, 1986.
3. Cennington, Phillis, Emily, English Costume for Sports and Outdoor recreation.
London, Black, 1969.
4. Gordan, John and Haller Alice, The T-shirt Book.
London, EBURY PRESS, 1988.
5. Johnson, Lorraine, The Book of Looks.
London, Michael Joseph, 1984.
6. Lee, Potter, Charlie, Sportswear in Vogue Since 1910.
London, Thomas and Hudson, 1981.
7. Lurie, Alison, The Language of Clothes.
New York, Rondam House, 1981.
8. Mc Kendrick, Neil, The Birth of a Consumer Society.
London, Europa Publications, 1982.
9. Merdes, Valerie, D. An Introduction to Womens Fashionable Dress 1900-1980.
London, Victoria and Albert Museum, 1981.
10. Norfleet, Barbara, P. All the Right People.
Boston, Little, Brown, 1986.
11. Powell, Steve, Sports Photography.
London, Batsford, 1984.
12. Rearick, Charles, Pleasures of the Belle Époque.

New Haven, Yale University Press, 1985.

13. Ruby, Jennifer, Costume in context the 1960`s and 1970`s.

London, Batsford, 1988.

14. Warburton, Gertrude, Fashion for a Living.

London, Mc Graw-Hill.

15. Wilcox, Claire, Modern Fashion in Detail.

London, Victoria and Albert Museum, 1991.

16. Wilson, Elizabeth, and Taylor, Lou, Through the Looking Glass.

London, BBC Books, 1989.

17. Wilson, William, Man at his Best.

New York, addidson Wesley Publishing Company inc., 1985.

18. Winnifrith, Tom, and Barrett Cryill, The Philosophy of Leisure.

Basingstoke, Macmillian, 1989.

MAGAZINE ARTICLES

1.	Business and Finance	Page 1
2.	Business and Finance	Page 3-4
3.	Business and Finance	Page 4
4.	Business and Finance	Page 5
5.	Cosmopolitan	Page 20-21
6.	Futura	Page 10
7.	Futura	Page 29-36
8.	Irish Exporter	Page 18-19
9.	Phoenix	Page 30
10.	Ulster Business	Page 10
11.	Ulster Business	Page 49-57
12.	Ulster Business	Page 8

NEWSPAPER ARTICLES

13.	Derry Journal	Sean Mc Laughlin	23-10-90
14.	Guardian	Perry Chartlon	9- 7-90
15.	Irish Independent	Jim Aughney	31-3-90
16.	Irish Independent	Chris Glennon	16-9-92
17.	Irish Independent	Tim Hastings	24-10-92
18.	Irish Press	George Jackson	7-9-92
19.	Irish Times	Martin Cowley	28-7-87
20.	Irish Times	Jim Dunne	4-4-90
21.	Irish Times	Niall Kieley	18-9-90

22.	Irish Times	Jackie Gallagher	24-10-92
23.	Sunday Business Post	Susan O' Keefe	30-11-88
24.	Sunday Business Post	Susan O' Keefe	4-2-90
25.	Sunday Business Post	Susan O' Keefe	25-3-90
26.	Sunday Business Post	Susan O' Keefe	8-4-90
27.	Sunday Business Post	Gerry Byrne	15-7-90
28.	Sunday Business Post	John Doherty	14-10-90
29.	Sunday Business Post	Damien Kilberd	28-10-90
30.	Sunday Business Post	Kathleen Barrington	4-8-91
31.	Sunday Business Post	Kathleen Barrington	11-8-91
32.	Sunday Business Post	Trevor Mc Bride	5-7-92
33.	Sunday Press	Sarah O'Hara	27-9-92
34.	Sunday Times	Richard Douthwaite	2-10-88
35.	Sunday Times	Gerard O' Neill	4-3-90
36.	Sunday Times	Kathleen Barrington	7-10-90
37.	Sunday Times	Dale Buss	1-11-92
38.	Sunday Times	Rory Godson	25-10-92