



IRIZIUM

Luxury Streetwear Collection



LUXURY STREETWEAR

Luxury streetwear is a fashion trend that combines elements of streetwear with high-end, luxury fashion.

Streetwear itself originated from urban culture and was characterized by casual, comfortable clothing influenced by skateboarding, hip-hop, and other subcultures. It often included graphic t-shirts, hoodies, sneakers, and baggy jeans.

Luxury streetwear takes these casual and urban-inspired clothing items and elevates them to a higher level of quality, craftsmanship, and exclusivity.



KEY ASPECTS

High-quality materials: Luxury streetwear brands often use premium fabrics like Italian leather, Japanese denim, and high-grade cotton to create their clothing. This focus on quality sets them apart from typical streetwear brands.

Limited edition releases: Many luxury streetwear brands produce limited quantities of each item, creating a sense of exclusivity and scarcity. This limited availability can drive up demand and prices.



Higher price points: Due to the use of premium materials and craftsmanship, luxury streetwear items tend to be significantly more expensive than traditional streetwear. Customers are willing to pay a premium for the quality and exclusivity.

Attention to detail: The design and production of luxury streetwear are known for their attention to detail, with precise stitching, unique patterns, and intricate embellishments.

How can Alok Industries work and benefit from this sector of the garment Industry?

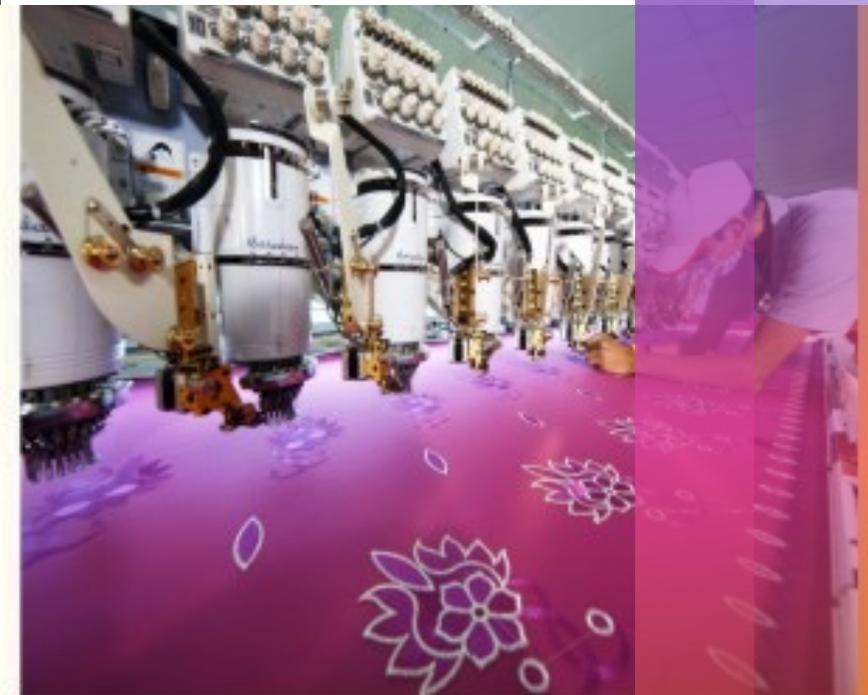
The scope for large-scale garment and fabric manufacturers to produce fabrics and finished garments for luxury streetwear brands can be significant, as these brands often have specific requirements for high-quality materials and craftsmanship.





Quality and Expertise: Luxury streetwear brands place a strong emphasis on the quality of materials and workmanship. Large-scale manufacturers with a proven track record of producing premium fabrics and garments are well-positioned to meet these standards.

Capacity and Scalability: Large manufacturers typically have the capacity to produce garments and fabrics in large quantities, which is important for brands with a global presence and a need for consistent supply.



Customization: Many luxury streetwear brands seek unique materials, textures, and finishes for their products. Manufacturers capable of customizing fabrics and production processes can cater to these specific demands.



Sustainability: Sustainable and eco-friendly practices are increasingly important in the fashion industry. Manufacturers that prioritize sustainability in their processes and materials can appeal to environmentally conscious luxury streetwear brands.



Ethical Manufacturing: Many luxury streetwear brands are committed to ethical manufacturing practices, which include fair wages, safe working conditions, and responsible sourcing of materials. Manufacturers that adhere to ethical standards can attract such brands.

Innovation: Staying updated with the latest textile technology and production methods can be advantageous. Luxury streetwear brands often appreciate innovation in fabrics and manufacturing techniques.



Case Study – Palm Angeles



Average number of garment styles per season	120
Average number of garment pieces per season	(120 x 7,000) 8,40,000 pieces
Average quantity of fabric required per garment	
T-shirts (30)	1.8 meters of 58-60-inch-wide (Total fabric- 15 meters)
Women's tops (15)	1.2 meter of 58-60-inch-wide (Total fabric- 15 meters)
Shirts (15)	2.2 meters of 58-60-inch-wide (Total fabric- 33 meters)
Hoodies (30)	2.3 meters of 58-60-inch-wide (Total fabric- 69 meters)
Shorts (15)	1.5 meters of 58-60-inch-wide (Total fabric- 54 meters)
Pants (15)	2 meters 58-60-inch-wide (Total fabric- 30 meters)
Total quantity of fabric per season	15,85,000 meters of fabric per season

Conclusion

Hence, for a large-scale textile manufacture like Alok Industries, delving into producing these garments can help attract contemporary luxury fashion houses such as The Kooples, Palm Angles, Essentials

