

Different Types of Label Used in Garments

Trimmings and Accessories

Different Types of Label Used in Garments:

The label is an important part of a garment. A label is more than just a piece of fabric, which directly communicates with the customer. It's something like that drawing the full attention of the customer. Also describes what the product quality actually is. Based on the label, the customer decides whether he/ she buys the garments or not. So, a label has great importance in selling the garment. This article has presented various types of labels used in garments.



Different Garments Label

Definition of Label:

A garment label is a communicator between the buyer and the product. A garment label contains various types of information of that garments, such as buyer name, country of origin, types of fabric, types of yarn, <u>fabric composition</u>, garments size, special instruction about care, etc. Without any type of label, a garment cannot be sold in the foreign market.

Types of Label used in Garments:

There are mainly two types of label and these are-

- Main Label,
- Sub Label.

Those are discussed below:

A. Main Label:

The main label contains the Brand name or Brand logo of the buyer such as H&M, American Eagle, Nautica, etc. The brand name is an important factor for any product. Because the customers are targeted the Brand during buying any product. A Brand name is a mental satisfaction about the product from the customer's point of view. The main label is totally certified in the right quality of the brand.



Main label

B. Sub Label:

Sub Label is not a label by itself but it includes different types of labels. These are in the following:

- 1. Care Label,
- 2. Size Label,
- 3. Price Label.
- 4. Composition Label,
- 5. Special Label,
- 6. Flag Label.

All kinds of Sub Labels are discussed in the following:

1. Care Label:

<u>Care label</u> is another important types of the label for the garments. It assists the customers to know how the product should care. It indicates different types of care instruction about the garments such as Washing, Bleaching, Drying, Laundering, and Ironing, if it can be maintained in a directed way, then the garments will achieve higher durability and garments shade will be perfect for its highest period of time.



Care label

2. Size Label:

Size label indicates the size of the garments. Size labels are indicated as S, M, L, XL, where S for small, M for medium, L for large, and XL for extra large.



Size label

3. Price Label:

The price label indicates the price of the garments.



Price label

4. Composition Label:

The composition label indicates the fabrication and composition percentage of any garments. That means it indicates which fabrication (Cotton Sub denim, Cotton Regular denim, etc.) and composition percentage (95% Cotton 5% Spandex, 100% Cotton, etc.) have followed during its manufacturing.



Composition label

5. Special Label:

Sometimes the buyer is advised to use the special label in the garments to attract the customers to their items. Special labels are 100% silk, 100% Cotton, and 100% Leather, etc.



Special label

6. Flag Label:

The flag label is a very small label that contains Brands name or Brands logo of the buyer. It is attached to the side seam of the bottom parts of the clothing.



Flag label