

***“Views of office going males regarding their dressing trends and their daily clothing practices in relation to their Office requirement”.***

Mansur.N.D, Afreen.M. (2009)  
[emcom@hotmail.com](mailto:emcom@hotmail.com)  
Department of Clothing and Textile  
RLAK.Govt.College of Home Economics Karachi

**ABSTRACT**

The purpose of this research study was to analyze the buying practices and dressing styles or trends and preferences among office going male (OGM) specifically highlighting the office wears (OW) trends and also to find out various factors affecting these trends and practices.

For this study 8 commercial Banks located at IBRAHIM ISMAIL CHUNDRIGAR ROAD

has been randomly selected which helped in achieving the above purpose.

**Views about daily dressing practices (DDP).**

The result shows that, majority of respondents believed agreed that clothes which are in fashion enhances their personality, make them feel good besides accentuating them in selection of their (OW). Mostly offices going males (OGM) buy their clothes seasonally and are more brands conscious. They usually prefer local brands because of their comfort, durability and easy availability.

In the light of OGM opinion regarding their wearing practices, majority of