

Name: _____

Class Period: _____

Fashion Design Studio

Unit 5

Consumerism & Personal Style



WHAT IS YOUR PERSONAL STYLE?

Fashion Careers

<hr/> <ul style="list-style-type: none"> • Description: designing clothes • Qualifications: <ul style="list-style-type: none"> • various degrees, and diploma courses available. • Skill with fabrics, colors, and art skills. • Personal Qualities: <ul style="list-style-type: none"> • Must love fashion! • Imagination • An eye for color and detail • Artistic sense • Strategy: <ul style="list-style-type: none"> • Put together a collection of fabric designs on paper. • Enroll in course in textiles and fashion design. 	<hr/> <ul style="list-style-type: none"> • Description: providing publicity and information about fashion designers, manufacturers, and retailers to the press and potential customers. • Qualifications: <ul style="list-style-type: none"> • Not essential but some business courses is an option. • Fashion classes will give you a background in the fashion industry. • Personal Qualities: <ul style="list-style-type: none"> • Business sense • Good communication skills • Dynamic personality. • Tact. • Strategy: <ul style="list-style-type: none"> • enroll in courses in public relations or business studies
<hr/> <ul style="list-style-type: none"> • Description: responsible for ordering stocks of clothes for shops, especially in larger chain stores. • Qualifications: <ul style="list-style-type: none"> • Not essential but some business courses in retailing which covers buying. • Fashion merchandising degrees would make you most employable. • Personal Qualities: <ul style="list-style-type: none"> • An interest in fashion. • A strong color sense. • An eye for detail • Good business sense. • Strategy: <ul style="list-style-type: none"> • enroll in degree program at a good university. Most retailers who are recruiting buyers look for those who have degrees. 	<hr/> <ul style="list-style-type: none"> • Description: photographs cloths on fashion models for use in newspapers, magazines, or advertising. • Qualifications: <ul style="list-style-type: none"> • Degree/diploma optional but not essential. • Personal Qualities: <ul style="list-style-type: none"> • Artistic flair • Eye for color, detail, and composition. • Lively personality • Communicates well. • Strategy: <ul style="list-style-type: none"> • enroll in photography classes or take job as an assistant to an established photographer. Build a portfolio of your best work.

<hr/> <ul style="list-style-type: none"> • Description: coordinating the clothes, jewelry, accessories and son on, used in fashion photographs and the runway shows. • Qualifications: <ul style="list-style-type: none"> • Most stylist move into styling careers after they have had a job in designing. • Personal Qualities: <ul style="list-style-type: none"> • Love of fashion! • Very good color sense • An eye for detail • Energy and diplomacy. • Strategy: <ul style="list-style-type: none"> • build up a portfolio of fashion shots which you have styled. You may get the chance to do this by working as an assistant to an established stylist or photographer. 	<hr/> <ul style="list-style-type: none"> • Description: teaching students of fashion design, fashion illustrations or both at degree/diploma level or evening classes. • Qualifications: <ul style="list-style-type: none"> • Degree/diploma in fashion design/fashion illustration • Experience in the fashion industry. • Personal Qualities: <ul style="list-style-type: none"> • Artistic flair • Love of fashion! • Awareness of trends • Enthusiasm • Patience and the ability to communicate. • Strategy: <ul style="list-style-type: none"> • maintain contacts in fashion education while acquiring commercial experience
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Store Types

_____ : Retail stores that offer large varieties of many types of merchandise placed in appropriate departments.

Examples:

- 1.
- 2.

_____ : Stores that sell a specific type or limited line of apparel.

Examples:

- 1.
- 2.

_____ : Are a type of specialty store. They are small shops that carry unusual, few of a kind merchandise. They go out of business if not properly established.

Examples:

- 1.
- 2.

_____ : Stores that sell mass market merchandise in large, simple buildings with low overhead.

Examples:

- 1.
- 2.

_____ : A group of stores owned, managed, and controlled by a central office.

Examples:

- 1.
- 2.

_____ : Manufacturer-owned discount stores which sell seconds and over-runs.

Examples:

- 1.
- 2.

_____ : A store that carries clothing from one specific brand or manufacturer.

Examples:

- 1.
- 2.

_____ : Sending catalogs to potential customers through the mail. Customer places order by internet or phone. The company then delivers the merchandise by mail.

Examples:

- 1.
- 2.

Shopping

For a wide variety of colors, sizes and styles, shop.....

_____.

For lower prices, shop....

_____.

when you need a specific item shop....

_____.

_____ hours are the best time to shop.

New merchandise comes in on _____.

_____ are detachable signs.

- The price, size, brand name and warranty are found on hangtags.

_____ are permanently attached to garments on the inside where they do not show. They are made of ribbon or cloth.

- By law, a label must include the fiber content of the garment.

_____ is the covering, wrapper, or container in which some merchandise is placed.

List 2 Purchasing Influences

- 1.
- 2.

_____ helps the consumer make an educated guess by showing the buyer the –

- COST: how much does it cost?
- USE: what is the clothing used for?

_____ : Is the cost of the item divided by the amount of times you plan to wear it.

- How many times do you estimate wearing this item?
- Divide the cost of the item by the amount of times you plan to wear it

Personal Style

_____ : How a person or object is perceived.

_____ : Labeling people who look or dress a certain way.

_____ : The way we view ourselves.

_____ : The effect or feelings created when you meet someone or see something for the first time.

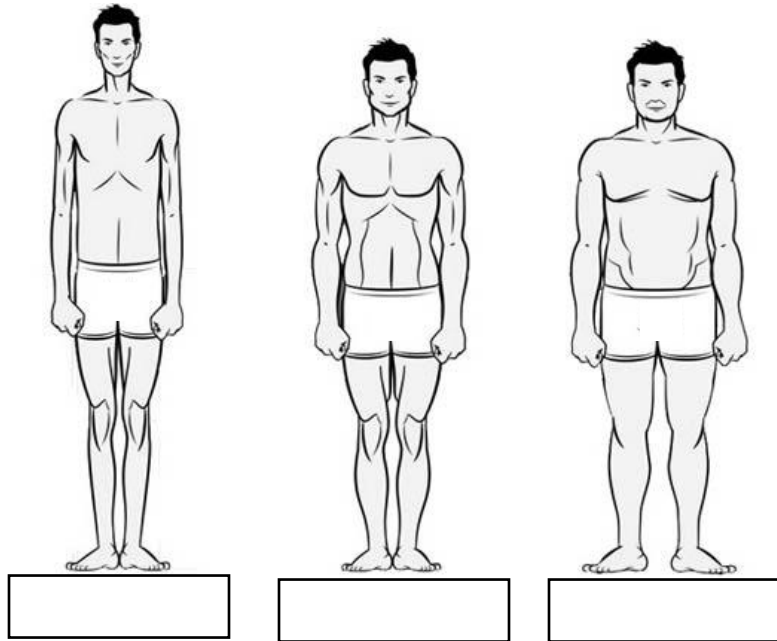
_____ : The image you present through your clothing choices.

_____ : A message sent about a person by a particular article of clothing or an accessory.

_____ : An initial opinion that may take many factors into consideration, and which tries to be objective.

Body Types

Male



Female

_____:

- undefined waist.
- similar bust, waist, and hip measurements.
- waist no more than 8 inches different from your hips or bust.
- arms and legs that are slimmer than their body type.
- usually don't have thigh bulges

_____/_____:

- wider hips and thighs than shoulders and bust Wider hips.
- curvy lower hips and rear are the biggest part of the body.
- bust and shoulders may be on the smaller side.
- face and neck are slender in relation to the overall body size.

- full bust, shoulders, and upper back.
- Narrow hips.
- bust and/or midriff is larger than the hips producing a natural wedge shape.

- figure is curvy.
- hips and shoulders about the same width.
- waist is well defined -about 9 inches smaller than bust or hips.

Face Shapes

- Your face is 1.5 times longer than it is wide.
- You have no major points along your jaw, chin, or hairline.
- Your face resembles an upside down egg.

- Face is almost as wide as it is long
- You have no major points along your jaw, chin, or hairline.

- Your face is almost twice as long as it is wide.
- You have no major points along your jaw, chin, or hairline.
- Can tend to have a prominent chin
- Has elongated appearance

- Forehead, cheekbones, and jaw line are all about the same.
- Squared jaw is the feature that is most obvious.

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- Your hairline is more narrow than your cheeks.
 - Your chin is slightly pointed.
 - Your face is longer than it is wide.

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- Narrow Forehead
 - Wide set angular jaw
 - Cheekbones flair out.
 - Rounded Chin

Yin & Yang

Quiz:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Write down 4 characteristics of Yin Clothing

- 1.
- 2.
- 3.
- 4.

Write down 4 characteristics of Yang Clothing

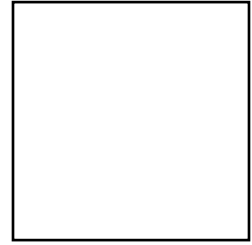
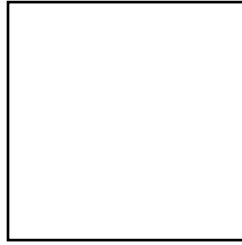
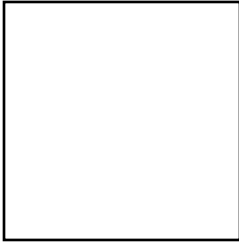
- 1.
- 2.
- 3.
- 4.

Personal Wardrobe

[illegible]

Figure Types:

Draw the 4 basic figure types described in class:



Take the following measurements to discover your figure type:

Shoulder measurement _____

Waist _____

Hip measurement _____

Compare the shoulder to hip measurement, if they are the same or within 1 inch of each other then you could have rectangular figure type.

If shoulders are 2 inches wider than the hips, you could have an inverted triangle figure type.

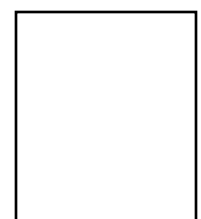
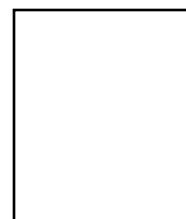
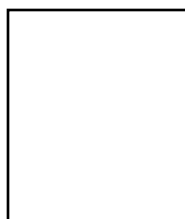
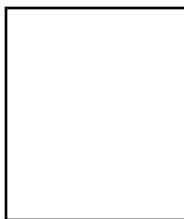
If the hip measurement is 2 inches wider than the shoulders, you could have a triangle figure type.

If your waist is 12 inches or more less than your shoulder and your hip measurement, you have an hourglass figure.

What is your figure type? _____

Face Shapes

Sketch the following face shapes:



Oval

Round

Long

Square

Heart

Diamond

Pear/Triangle

Using the face shapes PowerPoint; determine what your face shape is.

What is your face shape? _____

