

FASHION merchandising PORTFOLIO

By Mrs. King

create your PORTFOLIO

1. Title: "Fashion Merchandising Portfolio-Your Name"
2. Share: Jennifer.king@jordandistrict.org
3. Choose theme:
 - a. Premade templates
 - b. Blank & create your own template
4. Title Page:

Fashion Merchandising Portfolio
By Your Name

PIC INSPIRATION

USE PINTEREST!

Great, inspiring, current pictures

1. Create a board for fashion merchandising
 - a. Please send me a link to this board!
2. May use phone WHEN I SAY to use pinterest to find pictures
3. Save pic to phone then email to your school email to copy to your portfolio

EDITING TIPS

Add borders

Cropping pics

Layering & Order pics

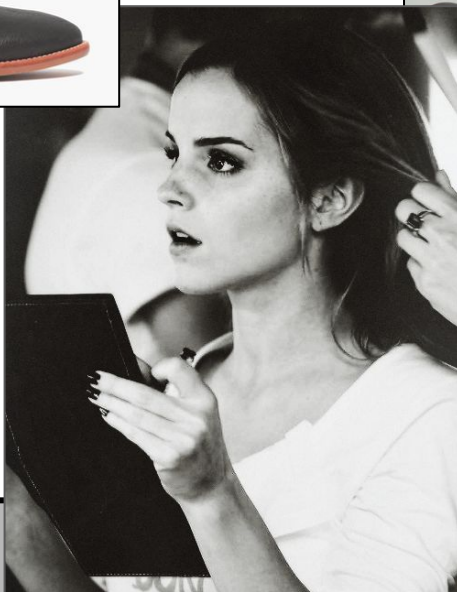
my STYLE assignment

Due February 4th

MY STYLE

1. Title each slide "My Style"
2. 15-20+ pics of your style, clothes, accessories, jewelry, style icons, fav stores, hair, makeup, quotes, etc...
3. Should ADEQUATELY show your style (not all summer or winter clothes...)
4. Arrange so it draws people in (Madewell vs Ross)

MY STYLE



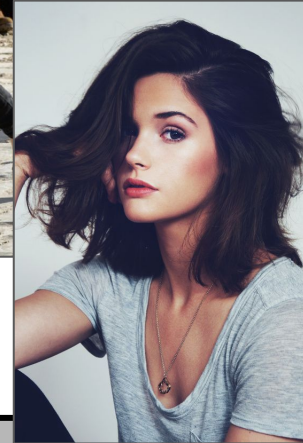
"Style is
a way to
say who you
are without
having to
speak."

- Rachel Zoe

MY STYLE



MY STYLE



FASHION TERMINOLOGY

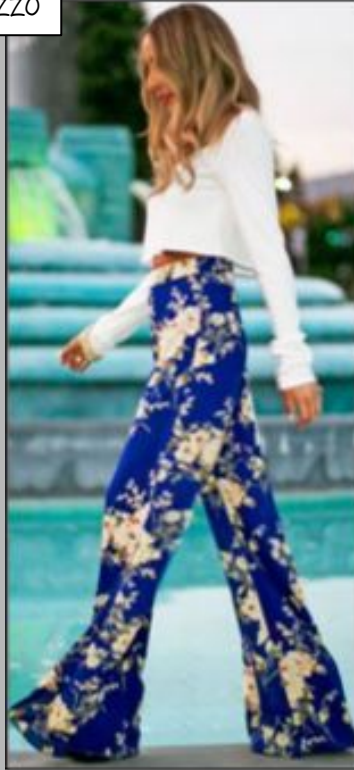
Due February 10

Garment Type-PANTS

Cigarette



Palazzo



Boot Cut



Jogger



Trouser



Draped dress



Tailored dress



TRENDING

Long Drapey Jackets



FAD BLANKET scarf



CLASSIC PENCIL SKIRT



wardrobe TIPS

How to have a great, complete,
& organized wardrobe

Due February 12

wardrobe TIPS

Imagine you write for BuzzFeed, ____ or a blog. Write an article with 5 ways to develop a great, complete & organized wardrobe

- Do some research & write to an audience
- Think BuzzFeed/Blog article, the kind of thing that if you found it on Pinterest you'd click on it & pin!

wardrobe TIPS

1. Title your "Article"
2. Come up with 5 tips (in your own words, no plagiarizing)
3. Each tip should have a picture or gif
4. Works cited page (at least 4 sources)

5 TIPS FOR an enVIABLE wardrobe

1. Define your style

Easiest way to create a vision board is definitely pinterest! Take some time to define your ideal style.

Once you have a vision for where you want to go with your style, you'll have a reference to keep in mind every time you find yourself getting stumped on the other steps!





**TAKE
EVERYTHING
OUT***

EVERYTHING.

***WE MEAN IT.**

2. CLEAR OUT & TAKE INVENTORY

Now that you know exactly what you want out of your wardrobe it's time to see what you have in your wardrobe! Pull everything out of your closet and make decisions based on 2 criteria:

1. Does this align with your wardrobe vision?
2. Does this spark joy?

If you haven't read "The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering & Organizing" by Marie Kondo, well you better do it soon. The KonMari method is a game changer to say the least. But here is the big take away: if it doesn't bring you joy GET RID OF IT!

3. Make a SHOPPING LIST

Ok, what's left in your closet is stuff that brings you joy. Awesome.

Chances are you just realized that you don't have some pretty important basics. There are probably some beautiful things on that vision board you're dying for also.

Before you run off to the store though, make a detail list. So you need a black dress - what details should it have? Long or short sleeve? Above the knee or maxi? Know what you're looking for so you don't walk away more crap!



4. SHOP!



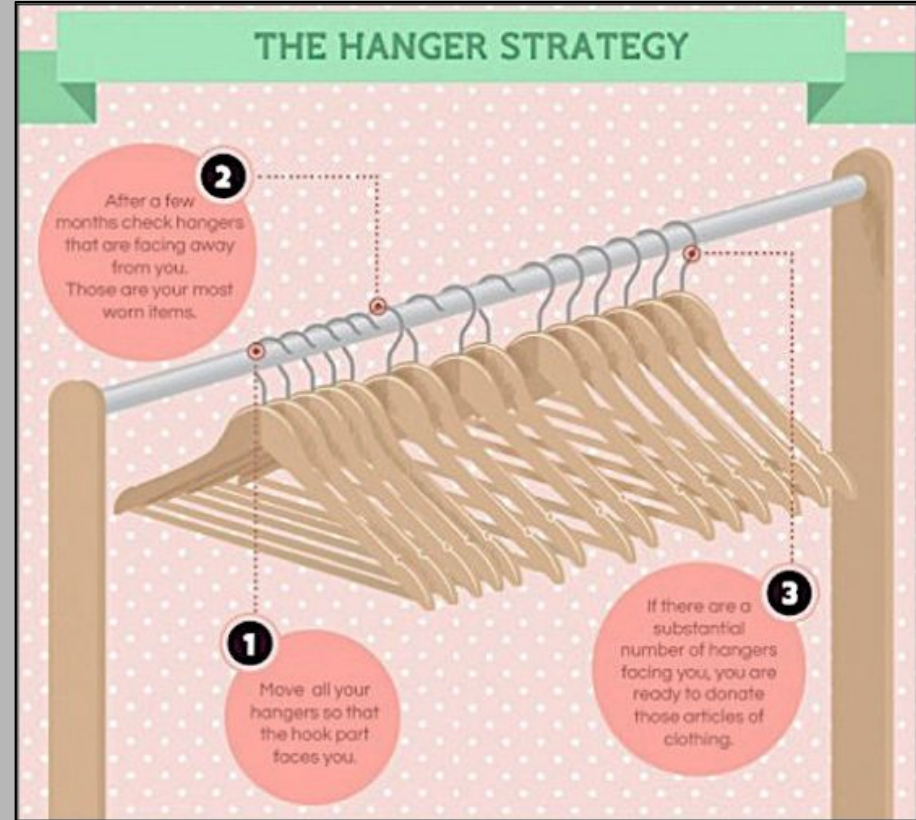
Alright, you have your vision board, you've decluttered your closet and you found the holes in your wardrobe.

NOW you can shop!

Make sure you invest a little into the classic pieces on your list like a little black dress. Also, continue to ask yourself that ever-appropriate KonMari question, "Does this spark joy???"

5. KEEP THE CLUTTER AT BAY

There may be a few items still lurking in your closet that you think you'll wear or you've promised yourself you'd find a way to wear but, well, you just won't. Use the hanger-flip trick to weed out these lingering buggers & convince yourself once & for all to get rid of them!



WORKS CITED

<http://www.in-dependent.org/blog/updateonabudget>

<http://theblissfulmind.com/2015/03/23/creating-a-capsule-wardrobe/>

"The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering & Organizing" -Marie Kondo

http://www.buzzfeed.com/alessiasantoro/my-closet-overfloweth-with-ill-fitting-shit?utm_term=.umboB84Jk

<http://lifegoalsmag.com/minimalist-wardrobe-checklist/>

World & U.S. Fashion Capitals

Find Info & Pics for the following cities

WORLD CAPITALS:

- Paris, France
- Milan, Italy
- London, England
- Tokyo, Japan

U.S. CAPITALS

- New York, NY
- Los Angeles, CA
- Miami, FL
- Chicago, IL

Each slide should include:

2-3 items of interesting information about that capital

- Style or look city/designers known for
- Designers from that city
- Popular shopping sites
- Other interesting FASHION facts about that city

Pictures

- City
- Common Street Fashion

New York, NY

1. Interesting Fact #1
2. Interesting Fact #2



DESIGNer PRESENTATION

Instructions for your presentation

Monique Lhuillier

By Mrs. King

ABOUT THE Designer

Background: 1-2 Slides

- Birthdate & Age (Alive or Dead)
- Where From (City, Country)
- Education
- How they got started in fashion
- Any awards or honors

Picture of the Designer

ABOUT MONIQUE LHUILLIER



- September 15, 1971 (age 44)
- Cebu, Philippines
- Fashion Institute of Design & Merchandising
- Mother modeled & worked as a seamstress
- Started designing a bridal collection when she couldn't find her own gown.
- Member of CFDA since 2003

target Market

1. Who did they design for?

- Gender
- Age
- Socioeconomic status (\$\$\$)
- Clothing price point

2. Advertisement (for targeting market)

Target Market

A-List Women in their late 20's-early 60's

Price Point:

- Evening dresses average between \$2,000-\$7,000
- Daywear retails in the range of \$250-\$750

key CONTRIBUTIONS

1. Look/style/collection they are know for designing
 - Include at least 2 pictures

HINT: Use the answer given to you!!



Key CONTRIBUTION S

Known for her Bridal Gowns

TYPES OF MERCHANDISE & WHERE SOLD

1. What kind of merchandise do they sell?

- Men's, women's, children's apparel?
- Specific kind of apparel? Couture, Ready-to-Wear, etc
- Accessories
- Home goods

2. Where is the designers merchandise sold?

- Department stores
- Flagship stores
- Boutiques
- Fashion House
- Couture House

3. Picture of the store front

SHOPPING LHuILLIER

Began designing her first bridal collection in 1996

She has a Couture Fashion House in Los Angeles, CA & Upper East Side in Manhattan.

Also sells formal gowns, ready-to-wear, & home goods at Neiman Marcus, Nordstrom & other high-end department stores



WHAT DO YOU THINK?

1. What is your opinion of this designer and their designs?

- Give & informed opinion with a thorough analysis of what you have seen from them in the past and through your research
- If you say just “I Like their stuff” or something equally unspecific & lame I’ll give you a zero on the whole thing. I’m not kidding. Really though. REALLY.

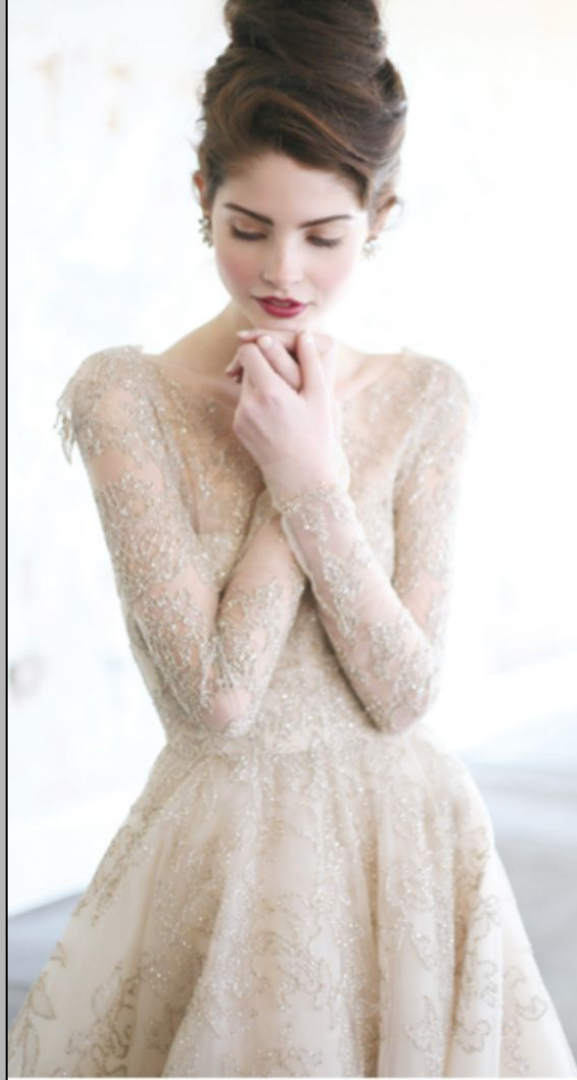
2. Another Picture

MY OPINION

I am really impressed with Monique Lhuillier:

- High quality construction and materials
- Attention to detail
- Love the delicate aesthetic

Also, I love her story - I can (kind of) relate



WORKS CITED

List all websites used!

OTHER IMPORTANT TIPS

Other Tips for a good grade:

- Use the correct name pronunciation
- At least one picture per slide
- 5-7 minutes
- Short statements, not paragraphs
- Visually Pleasing & Organized
- Don't read off of the screen, LOOK AT THE AUDIENCE
- Tell stories
- Make it interesting!!!!!!!!!!!! Please don't bore us!

THE FASHION CYCLE & TRENDS

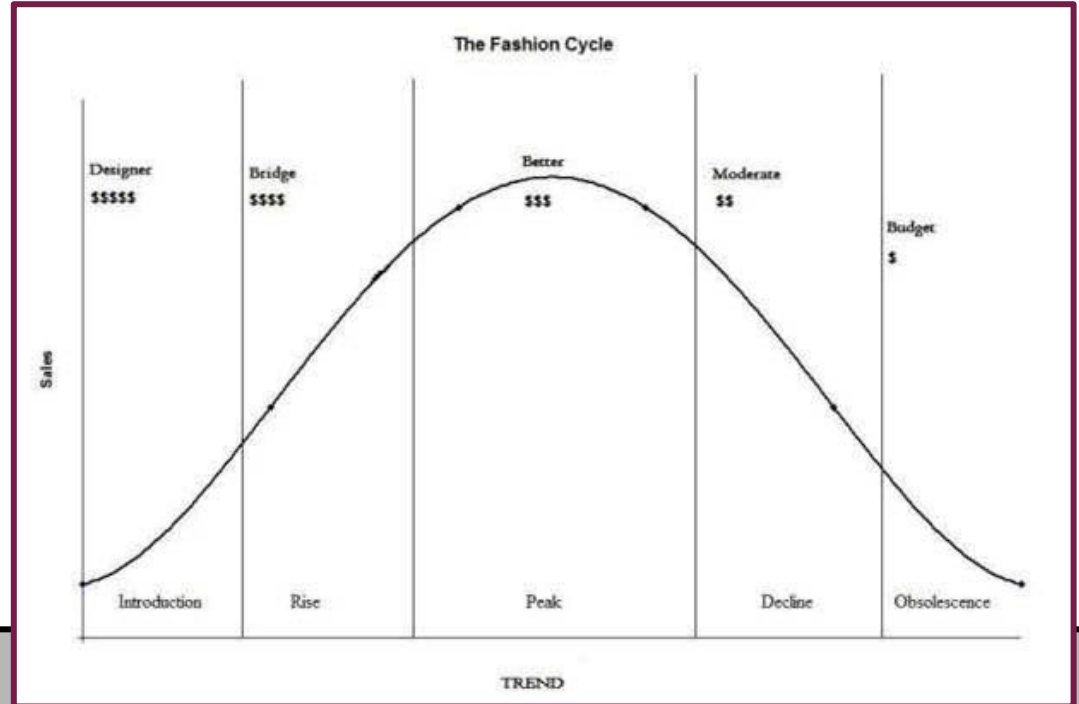
THE FASHION CYCLE

Please include a picture of the fashion cycle including the **CORRECT STAGES**

1. Introduction
2. Rise
3. Peak
4. Decline
5. Obsolete

HINT-

GOOGLE: FASHION CYCLE PICTURES



summer/Fall 2015 Trends

What were you wearing when school started?

BE SPECIFIC.

- List 3 Trends w/ PICTURE of EACH & LABELS
 - (different than your trend slide from fashion terminology)

LONG, LOOSE WOOL COATS



SPRING 2016 Trends



When you shop for Spring what will you buy? What are other people wearing for spring time?

BE SPECIFIC.

- List 2 new Spring trends, include pics and label

GINGHAM CHECK

FALL 2016 Trends

PREDICT! What do you think people will be wearing the first day of school next year?

BE SPECIFIC.

- List at least 1 thing you think will be trending next fall PLUS pictures! (List a 2nd for 5 points extra credit!)

“FARRAH HAIR”



WHAT NOT TO WEAR

Applying the Elements & Principles of Design

MEET YOUR CLIENTS

You will be **assigned 2 clients**-It will be your job to help them look their best!

As part of the Client profile you'll learn some information about them, not only what they look like but also what they feel confident and insecure about, and some other things that you'll need to take into consideration

REMEMBER: You are NOT the client do not dress them strictly how you would dress. Keep in mind their personality & lifestyle.

INCLUDE CLIENT PROFILE & PIC

Please also include the picture of your client and their client profile (copy & paste) on the slide before your outfit suggestions & explanations

See “WHAT NOT TO WEAR - CLIENT PROFILES” (Shared with you)

HELP THEM OUT

You're job will be to help these clients look and feel their very best.

Find or Create 2 outfits that would be flattering on your client. You may consider doing a casual outfit & a Work outfit. Other occasion outfits may be appropriate as well (Date, Lunch With Friends, Interview, etc)

- Color Season Reference: <http://outfitideas4you.com/what-season-am-i-seasonal-color-analysis-quiz/>

Teach your client why that outfit works. Use the Elements & Principles of Design to Validate your outfit suggestions.

Reference at least 2 Elements & 2 Principles in your explanation.

OUTFITS

1. FIND Outfits in all the usual ways (pinterest, google, etc)

-Please include pictures that show a standing, face-forward view of the entire model including the shoes. We need to see exactly what all of the parts of the outfit are doing to the body

2. CREATE figure flattering outfit on Polyvore.com

include top & bottom, coats or jackets as needed, accessories & shoes. Arrange to be visually pleasing



YES



No



No



WHAT NOT TO WEAR

APPLYING THE ELEMENTS & PRINCIPLES OF
DESIGN

CLIENT PROFILE #1

KATHERINE

Age 23

Hazel Eyes

Dark Brown Hair

Cool Undertone

Triangle Body type

Confident: Collarbone, Long hair, Thin Arms

Not-So-Confident: Wide hips & belly

Illusion Wish List: Long Legs

Shy but would like to look more confident without being too bold.

Works as a Paralegal at a law firm

Favorite Color to Wear: Grey

Won't Wear: Red





CLIENT PROFILE #1

KATHERINE

THE WORK OUTFIT

Something like this outfit would be a great option for Katherine. It projects tailored confidence without being too bold for her shy personality.

The because the pants & shirt are the SAME COLOR, a long slender silhouette is created through her legs, hips and torso.

The EMPHASIS in this outfit is certainly the blazer with a high collar. This leads the eye to the upper body and face.

The blazer has a lightly padded shoulder creating a HORIZONTAL LINE. This will slightly widen her shoulders & balance out her hip width.

This outfit is perfect for a young professional with its SYMMETRICAL, formal design.

Store segmentation

A Progressive Assignment :)

PICK a STORE

SLIDE 1 - Pick a Store

Pick your favorite store (physical &/or online) to shop at

Examples:

- Bohme (physical)
- ASOS (online)
- Forever 21 (Both)

You'll be doing some research on this store!

Each slide should include a picture!!!



4 P'S OF Marketing

Define the 4 P's according to your chosen store

SLIDE 2 - PRODUCTS

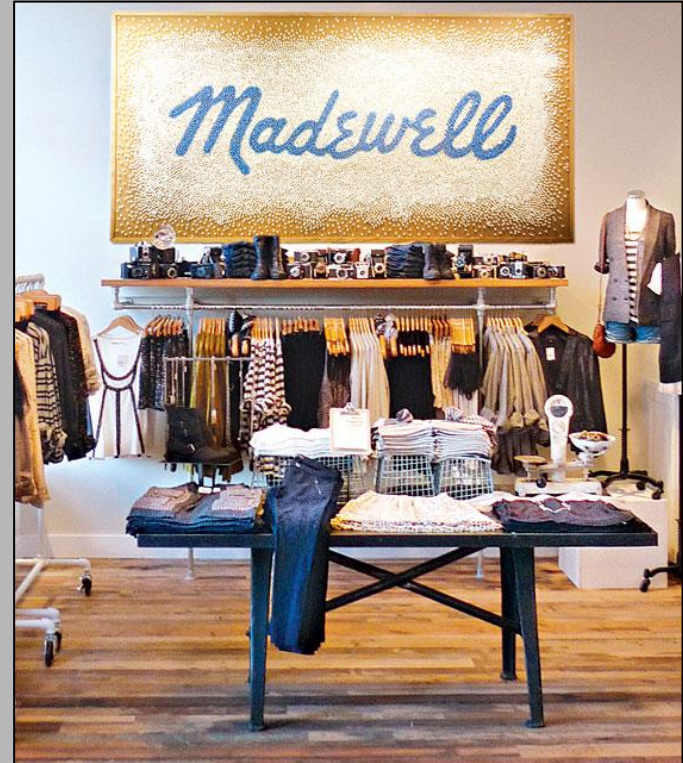
- Goods &/or Service?
- Is there a range of products?
- What needs or wants is it satisfying?

Madewell Products:

GOODS: *Women's apparel especially jeans, shoes, bags, jewelry & accessories*

SERVICES: *Jean alterations*

Satisfies NEED for clothing to cover body especially basics like jeans and t-shirts and WANT for quality casual wear.



4 P'S OF MARKETING

Define the 4 P's according to your chosen store

SLIDE 3 - PRICE

- What is the range of REGULARLY priced products?
- Are there often sales or coupons?

Madewell Prices:

REGULAR PRICES: *Most products range \$15-\$300*

SALE PRICES & DISCOUNTS:

- *Student & Teacher Discount of %15*
- *Often 30% off Reduced Clearance*
- *Other seasonal sales*



MADEWELL
BRANDING PACKAGE
WOMENS DENIM

4 P'S OF Marketing

Define the 4 P's according to your chosen store

SLIDE 4 - PLACE

Where does the store sell their product?

- Physical store? Online? Both?
- Stand alone store? Malls? Strip malls?
- Locations? (Cities? Areas of the country? URL?)
- How is the product distributed?



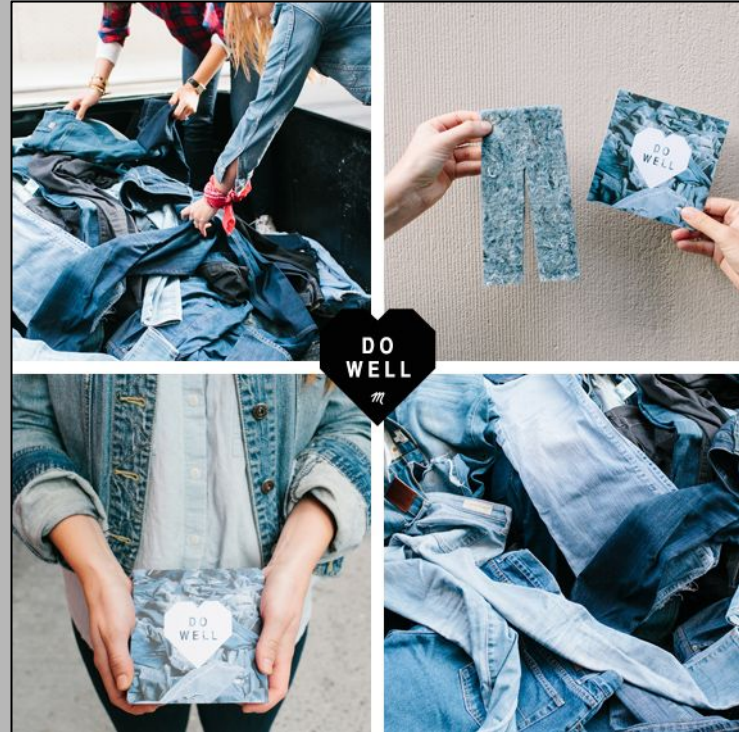
4 P'S OF Marketing

Define the 4 P's according to your chosen store

SLIDE 5 - PROMOTION

How does the business communicate to consumers about the goods & services? **(All advertising & events that bring name recognition, branding status, & drive customers to buy)**

- Magazines
- Pop-up ads
- Bloggers
- Emails
- Commercials
- Events
- Sales
- etc



TARGET MARKET

SLIDE 6 - DEMOGRAPHICS

Personal characteristics:

- Age
- Gender
- Income
- Ethnic background
- Education
- Religion
- Occupation
- Lifestyle

Target Market



Demographic/Socioeconomic

Gender: Women and Men
Age: 25-35
Race: White, Asian, Hispanic, Mix
Income: \$52931
Education level: Graduate +
Marital Status: Single, Couple; no kids
Place: Urban areas of San Francisco/
Silicon Valley Occupation: High-tech
industry (start-ups/big companies)
=> executive, manager, engineer,
developer, marketer...



Psychographic

Housing: rents an apartment with or without roommate(s)

Values: liberal and democrat, concerned about human rights, socially responsible and aware

Lifestyle:

- Shops at Safeway, FedEx Office, Banana Republic, Apple, Starbucks
- High brand loyalty
- Aware of trends and new products in high-tech and creative fields
- Taste for simplicity and convenience
- Average Monthly Shopping Budget: \$600
- Lively nightlife, goes to bars and casual-chic restaurants
- Drinks beer, Californian wine, cocktails
- Eats organic
- Member of a fitness club
- Travels often, appealed by Asia and Californian road trips
- No car, takes the Bart/Muni or company's shuttle
- Socially connected, Twitter/Instagram/Facebook accounts, importance of high tech ; iPhone 6
- Dating through Tinder
- Reads comic books, watches The Big Bang Theory, listens to alternative music but dances on pop music
- Watches soccer and supports the Giants

TARGET MARKET

SLIDE 7 - GEOGRAPHICS

Statistics about where people live. Could include:

- Country
- Region
- State or County
- City
- Climate

Target Market



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TARGET MARKET

SLIDE 8 - PSYCHOGRAPHICS

Based on social & psychological characteristics like:

- Attitudes
- Interests
- Opinions

Target Market



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TARGET MARKET

SLIDE 9 - BEHAVIORAL

Statistics about consumers based on their knowledge, attitudes, use or response to a product.

Target Market



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