

Fashion Merchandising A
Standard 1
Listening Guide

Name _____
 Class Period _____

Students will understand basic fashion concepts & terminology.

- Obj.1 Define Fashion Terms
- Obj. 2 Identify Fashion Products
- Obj. 3 Describe the Importance of Fashion

Fit and Fitted Garment

- ☉ Fit: _____

- ☉ Fitted Garment:

What is Fashion?

- ☉ The existing type of clothing that is preferred by a large segment of the public at a given time.

What is Apparel?

- ☉ Any or all _____,
 _____, and children’s clothing.



What is a Garment?

- ☉ Any article of apparel, such as a:
 _____,
 _____, evening gown, or
 _____.

Fashion Trend:

- ☉ _____

What is a Silhouette?

- ☉ The shape of a clothing style.



High Fashion

- ☉ The very _____ and _____ fashions. Usually of top quality and fine workmanship.



Avant-garde

- ☉ Clothes that are _____



What is a Fad?

- ☉ A _____

 It is an item that has great appeal to many people for a short period of time.





What is a Classic:

- ⊙ _____
- _____
- _____
- _____

Accessories

- ⊙ Articles added to complete or enhance your outfits. Examples:
 _____, _____
 _____, _____
 _____.

Style

- ⊙ A particular shape or type of apparel item identified by the distinct features that make it unique. Examples: mini skirt, capri's.



Design

A particular or unique version of a

4 ELEMENT OF DESIGN

- ⊙ _____
- ⊙ _____
- ⊙ _____
- ⊙ _____

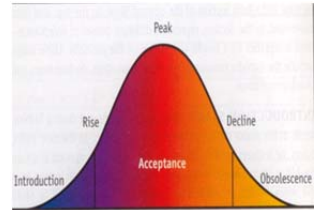
Ready To Wear

- ⊙ Garments that are mass-produced in factories. Made to fit standard sizes.

Fashion Cycle

- ⊙ The period of _____

- > Introduction
- > Rise
- > Peak
- > Decline
- > Obsolescence



Haute Couture

- ⊙ (French)
 " _____ "
- > Refers to a group of fashion houses, each with a designer who creates original, individually designed fashions.

Fashion Products: Goods & Services

- ⊙ Goods: _____

- ⊙ Services: _____

Importance of Fashion

- > Historical Record of cultures & lifestyles
- > Economic & Political Trend, Current Events, & Social Issues are reflected in Fashion.
- > Fashion plays an important role in personal appearance.
- > One of the largest industries in the world – global & local economies.
- > Reflection of Economic Environment