

Fashion A: Standard 4: **The Fashion Industry**

Objectives

- **Students will understand key components of the fashion industry.**
 - *Objective 1:* Identify factors that contributed to the development of the apparel industry.
 - *Objective 2:* Identify key fashion centers in the U.S. and around the world
 - *Objective 3:* Identify and describe major trade publications and fashion magazines.
 - *Objective 4:* Identify key fashion designers and their contributions.
 - *Objective 4:* Identify key fashion awards.

The Scope of the Apparel Industry

- The apparel industry has been developing for many _____.
- However fashion as we know it started with changes that come during the _____.

Industrial Revolution Changes

- Brought about the switch from _____ garments to mass produced _____.
- There were three major developments
 - _____: enable better quality fabrics to be made in less time
 - _____ invented: enabled clothing to be manufactured in factories
 - Techniques in mass _____, _____, and _____ selling were developed and refined



Inside the "Trade": sometimes referred as the _____ trade

- There are several key components that make up the fashion industry:
 - Fashion _____
 - Trade _____ and Fashion _____
 - Fashion _____
 - Fashion _____



Fashion Centers

- The fashion industry is truly _____. Its presence is found in cities around the world.
- Centers are usually found in cities where fashion design and production firms are _____ together.
- Some of these centers are locations for Fashion Weeks.
 - When designers present new designs or _____
 - The most important collection shows are held _____ a year, featuring spring-summer and fall-winter lines.

International:

- **Paris:**
 - _____ of the fashion world, often the _____ choice of top designers as a place to show collections
- **Milan:**
 - Known for beautiful _____ and sophisticated prints, leader in the production of _____ accessories, such as shoes and handbags.
- **London:**
 - Originally noted for _____ business-suit classic style, now focuses on high-quality ready-to-wear
- **Tokyo:**
 - Continues to influence western fashion with _____, asymmetrical balance, unusual _____ and use of fibers

United States

- **New York City:**
 - Center of _____ fashion
 - Fashion _____
 - Over _____ showrooms
 - _____ Ave.- Fashion Walk of Fame



- **Los Angeles:**



- Largest concentration of fashion related businesses in the _____ US- consisting of 82 city blocks
- California Market Center- _____ showrooms

- **Dallas:**

- FashionCenterDallas- _____ showrooms

- **Chicago:**

- Apparel Center- _____ showrooms

- **Atlanta:**

- AmericasMart- specializing in home _____ but also features apparel

- **Miami:**

- Miami International Merchandise Mart- _____ Showrooms

Fashion Designers:

- **Giorgio Armani:**



- Italian designer known for finely tailored _____ and upscale ready-to wear

- **Pierre Cardin:**

- Italian born, _____ designer, worked for _____, famous for the bubble dress

- **Coco Chanel:**



- Famous French couturier known for introducing the _____, died in 1971, still remains a _____ French fashion house

- **Christian Dior:**

- French designer who introduced the “_____” (fitted blouses and long full skirts) in 1947, died in 1957

- **Dolce and Gabbana:**

- _____ design team known for modern, romantic styles and high-end casual for men and women



- **Tom Ford:**

- American designer who has worked behind the _____ and _____ labels

- **Marc Jacobs:**

- American designer who's designs include grungy-hobo _____ meets sophistication



- **Donna Karen:**

- American designer who designs simple, _____ women's clothes that stretch and move well

Trade Publications

- Definition: magazines, newspapers, and books that deal with a specific _____.

- **Women's Wear Daily:**

Major US trade publication for _____ and

men's clothing. It reports all new apparel trends with _____, fashion illustrations, and

stories.



- **Footwear News:** Specializes in the _____ industry.



Fashion Magazines

- Definition: _____

magazines sold commercially, featuring articles, illustrations, and advertisements.



- **Calvin Klein:**
 - Became famous with his _____, continues to design simple, sophisticated sportswear



- **Karl Lagerfeld:**
 - _____ born French designer, creates for _____, Fendi as well as himself

- **Ralph Lauren:**
 - Popular _____ designer famous for his classic men's and women's lines influenced by the American _____ also sells home furnishings etc.



- **Yves St. Laurent:**
 - French designer who paved the way for _____ and female power dressing, died in 2008



- **Levi Strauss:**
 - American business man who popularized the _____ craze that only continues to rush forward, died in 1902

- **Gianni Versace:**
 - Italian designer who used bold color, daring cuts, innovative materials and sex appeal. His sister _____ took over in 1997 after his tragic death



- **Diane von Furstenberg:**
 - Belgian- born designer and former _____ who's jersey wrap dress became her brand's iconic look, works in _____



- **Vera Wang:**
 - American designer and child champion _____ skater, famous for designing expensive and elegant _____ dresses



Fashion Awards

- **CFDA Awards** (_____): Gives awards each year to designers in women's wear, men's wear and accessories, as well as other categories.



- **Coty Awards:** Presented each year from 1943 to 1978, which became the _____ Awards through 1988.

- **Coty Hall of Fame:** Given to designers who won Coty Awards _____ different times.



- Donna Karen, Calvin Klein, Ralph Lauren among others



- **Neiman Marcus Award:** given to a designer who has designed, publicized, or worn fashion that has _____ the public.

- Christian Dior, Coco Chanel, Yves St. Laurent, Ralph Lauren, Levi Strauss, Giorgio Armani, and Karl Lagerfeld are some of the recipients

