

## TEACHING STRATEGIES

### **COMPETENCY #1a & #1b:**

Understand basic fashion economics as it relates to fashion career opportunities. The following areas will be explored:

- a. Fashion Design in general to include haute couture, designer label, ready to wear, and mass market.
- b. Analyze the differences and similarities in each market.

**CONCEPT:** An understanding of the "Fashion World" will help students make wise career decisions.

### **LECTURE/DISCUSSION**

Fashion design has many sides to it. There are many workers involved in taking a design from the designers ideas to the showroom floors.

Use the following pages of information to lecture and discuss with the students the classification of designers and the specific markets they design for.

**PREPARATION:** Make overhead transparencies of information provided as appropriate to your class work.

### **VOCABULARY for Competency #1a:**

**HAUTE COUTURE:** The type of design which predominated until the 1950s. It means FINE TAILORING in French. A couture garment is made for an individual customer. Look and fit take priority over the cost of materials and the time it takes to make. These are the most costly garments, ranging from \$2000.- \$40,000. The high price guarantees you have a one of a kind outfit or gown that fits you perfectly and has been designed with you in mind. These items are always ordered before any fabric is chosen or construction has been started.

Very few people can afford this type of design which makes it all the more desirable. If you ordered a gown for a certain social occasion, the designer would discuss with you choices of fabric, color, trims, and then make the item to your specifications. It would be an original design just for you with the designers name on a label inside.

DESIGNER LABEL clothes are a cross between couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. These clothes are made with high quality materials and mass produced only in small quantities to guarantee exclusivity, so they are quite costly. Designer label clothes are not produced until an order has been placed for them.

Many of the designing greats are cashing in on the designer label market, Yves St Laurent, Donna Karan, Halston, etc.

MASS MARKET clothes cater to a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes. Less costly materials and construction techniques, creatively used, produce affordable high street fashion. Standardized sizing is used, trims and notions are scaled down but still try to keep the look of Designer or Haute Couture. For example leather trim in Haute Couture or Designer Label becomes vinyl in mass market. Leather covered buttons are replaced with plastic "leather look alikes".

READY-TO-WEAR and OFF-THE-RACK are other names for MASS MARKET. It is not a market we should scorn, but rather see it as a victory for the average person who can dress relatively similar to their favorite celebrity at a fraction of the cost. Clothes are made in mass before orders are taken.

**ACTIVITY:**

1. Using fashion magazines find examples of each of the classifications of design. Mount and display on a bulletin board or wall of classroom.
2. Use the **SPECIALIZING CHART** (explained below) that follows either as a class handout or to make a transparency to use in class discussion.

Explanation of the Specialization Chart - Many designers in the fashion industry specialize in one certain area. Examples are: Children's Wear, Outer Wear, women's or Men's Wear and others. This Specialization Chart focuses on three areas that can be specialize in. Divisions of each area are given, as well as brief remarks about each. Market classification is given with comments on each.