

**COMPETENCY #3:** Understand how Fashion market timetables work.

**CONCEPT:** To understand the fashion world it is important to know the timetable framework that the designers work under.

**LECTURE/DISCUSSION:**

As a class, discuss the following points. (More information is given on following pages.)

- a. There is a 1 year time lapse from when the designer begins the collection until the collection is in the shops. The clothes you will buy one year from now are already in the making.
- b. There is a 6 month time lapse from when the designer begins the collection until it is shown for the first time to fashion buyers. When we are buying our fall and winter clothes, the buyers for the clothing stores we shop at, are looking at and selecting the spring and summer clothes we can buy in 6 months.
- c. There are two main fashion seasons: Spring/Summer, and Autumn/Winter.
- d. From the time the buyers order the clothing lines until they appear in the stores, it can be 6-12 months. A buyer shops for summer clothes in the winter, and during the winter months, summer clothes are shown.
- e. This poses a challenge to fashion buyers to be able to anticipate the fashion trends and tastes of buyers so far in advance.
- f. Historical note--it wasn't until the late 1940's that fashion houses hit upon the notion that if styles changed at least twice a year that more money could be made for their industry.
- g. A group called the Color Consortium determines the colors that will be in fashion for clothing, home decoration, fabrics, shoes, accessories, everything, at least two years in advance.

**NOTE TO TEACHER:** You may want to make transparencies out of the pages in this unit to use as visuals and a focus for discussion.