

TEACHING STRATEGIES

COMPETENCY #1: Define: fashion, fad, classic, style, design, trends.

CONCEPT: It is important to understand the terms used in the Fashion industry.

VOCABULARY: (The following terms apply also to Unit 2 Personal fashion and will be further developed in that unit):

1. FASHION is the currently accepted prevailing style. (Vogue is defined the same way.) Discuss the current fashion at your school.
2. FAD is a fashion of a sudden burst of popularity. What fads do you notice this year at school? (* More information on the following page to use with discussion)
3. STYLE is a characteristic or distinctive form of dress that exists independent of fashion. Each person develops over time, their own style. What is yours?
4. CLASSIC is a fashion that retains general acceptance over a very extended period of time. (* More information on the following page to use with discussion)
5. DESIGN refers to a specific version of a style.
6. TRENDS is the movement of a fashion into and through the marketplace.

LECTURE/DISCUSSION

Discuss and expand on the vocabulary for competency #1. Make a transparency of each of the definitions and show overhead as each is discussed. Collect (or assign students to collect) pictures out of fashion magazines to help illustrate each of the words. Students will take notes or find pictures to illustrate each vocabulary word to keep in their Fashion Notebooks.

A trend is always moving and is related to fads. It is a comparison with the previous year or years. We might notice that

college students are dressing up more than last year, or that young men are wearing more unisex clothing than five years ago. Designers may start new trends, or reverse the direction of a trend. Fashion trends are usually in three to seven year cycles. If you think back, you can remember when pants were wider or slimmer than they are now.

Other examples of possible trends might be:

- . Skirt lengths getting shorter
- . Jackets are shaped more at the waistline
- . Prints such as Hawaiian or floral
- . Neon colors

Many trends may be in vogue at the same time. Different trends appeal to different age or interest groups.

How do trends begin? Fashion leaders buy their clothing at the start of the cycle. Every school has its "fashion leaders" who are willing to take a chance on a new fashion. Fashion leaders in the clothing industry are the people who have the time and money to devote to fashion and want public exposure to publicize a new way of dressing. The fashion leaders want clothing other people do not have, and they possess the self confidence to wear something totally new. They also have enough money to be able to discard a fashion when they tire of it. By the time the new fashions have caught on, often a year or two later, these fashion leaders may be wearing something else. The trend they have helped to launch continues for several more years with the general public.

The majority of people adopt a new fashion in the middle of the cycle. The latecomers are those who adopt the trend at the end of the cycle.