

## TEACHING STRATEGIES

- COMPETENCY #1:** Understand the following factors which influence our clothing buying patterns and habits:
- a. Social conditions such as: buying power, leisure time, improved status of women, decreased family size, geographic location.
  - b. Changes in the economy
  - c. Increased education
  - d. Current events
  - e. Innovations in technology
  - f. Entertainment and entertainers of theater, films, sports figures, T.V. personalities.
  - g. Use of advertising techniques and how they influence our purchasing patterns.

**CONCEPT:** We are all consumers of clothing and textiles. There are many factors that have an influence on us as we decide what types of clothing we are going purchase.

**PREPARATION:** Prepare transparencies as a guide to student note taking.

### LECTURE/DISCUSSION

SOCIAL CONDITIONS currently exist. We are not judging what is the social norm, but rather looking at how each social condition that currently exists, has impacted the clothing-fashion market.

Widespread buying power - when the general public has more money or credit available, more purchases are made. This increases the market supply of choices.

Increased leisure time allows for hobbies and other interests that require special clothing. Examples might be skiing, hiking, biking, tennis, swimming, jogging.

Improved status of women - some would argue the word improved but certainly "changed" is accurate. Since the end of World War II, the status of women has been in a constant state of change. Some changes have brought about a change in clothing needs.

Business suits for women have improved, the power suit of the 80's for executive women is beginning to soften in the 90's. Work clothing, whatever the line of work, is required since so many women are in the work force.

Clothing choices for women who choose to stay at home are better and more practical.

Decreasing family size is the national trend. Since families have fewer children to dress there might be more money available. Parents dress themselves in designer labels and dress their children in them also.

Geographic mobility - travel around the state, country, or the world exposes you to other styles, shopping centers, new fabrics and accessories that are fashionable to the area that you are visiting or working.

Moving from one location to another widens your view of fashion, and you might make changes to fit in with the crowd.

CHANGES IN THE ECONOMY have a strong impact on the fashion market. Historically, during times of prosperity hemlines have gone up, designer products are popular, fashion is a little more frivolous. In times of depression or recession, hemlines go down, dress is conservative. When jobs and income are depressed, people feel a little depressed and concern shifts from "what style should I wear", to "do I have anything to wear?"

INDIVIDUAL EDUCATIONAL LEVELS determine lifestyle and income. Clothing desires and needs change as income goes up.

CURRENT EVENTS can lead fashion trends. Examples would include: the Persian Gulf War started a trend in patriotic clothing. Flags and yellow ribbons adorned T-shirts, sweatshirts, and slogans reflect feelings toward the Iraq leaders.

INNOVATIONS IN TECHNOLOGY can change the clothing industry dramatically through use of new inventions etc. Consider the zipper and the changes it brought, power sewing machines for industry, sergers to home sewing, velcro closings for shoes, back packs, even binders etc. Also consider technology in textiles, synthetic fibers, washes such as acid, stone, etc.

ENTERTAINMENT AND ENTERTAINERS from theater, films, sports figures, T.V. stars, political figures, etc. have their influence on style. Examples might be:

- . Barbara Bush has brought back double strand chokers made from pearls
- . John F. Kennedy ushered out hats for men, while his wife Jackie ushered in the pillbox hats for women.
- . Madonna with her designer, Jean Paul Gaultier, has introduced the bustier and other lingerie styles to be worn on the outside instead of on the inside, knit legging with lace at the ends, lacy camisoles, etc.
- . Sports figures push one type of tennis shoe over another, or push a name brand of shirt by wearing it.

ADVERTISING TECHNIQUES are designed to encourage our spending. Romantic settings are used, bright colors, name recognition and catchy phrases and jingles all help to acquaint us with the products we may purchase.

#### ADVERTISING TECHNOLOGY - Electronic Shopping

Shopping at home via television, telephone, and home computer was once a futuristic dream. That dream has already become a reality for many people across the country, and it is only a matter of time before the technology becomes widespread.

VIDEODISK kiosks, currently popular in airports, hotel lobbies, and other public places as a source of helpful information, are now being developed for electronic retailing. They appeal to cost-conscious consumers who have little time to do comparison shopping on their own. The videodisk kiosk has a touch sensitive screen on which shoppers can select the merchandise they want to buy. The screen then provides a description of the item's size, color, and discounted price. Credit card purchases can be made instantly, and merchandise is automatically shipped from a central warehouse.

VIDEOTEK - also known as interactive television or home information retrieval system- gives subscribers access to an unlimited supply of information, goods and services. Hookup to the videotex computer data banks requires either a personal computer with display monitor and modem or a telephone line and TV adapted with a special videotex terminal. Once the equipment is purchased and installed, consumers pay a fee each month for the telephone lines in addition to a subscriber's charge for access to the main computers.

Videotex allows consumers to call shopping catalogs and compare prices of available merchandise. After making their selections, shoppers can transfer funds from their checking accounts to the retailer and await the delivery of their goods.

HOME SHOPPING via cable television is currently far more popular than videotex or videodisk kiosks. Nearly half of all homes with television can tune in now, and within a few years, almost everyone with a TV and a telephone will be able to shop this way. Currently, there are more than two dozen home shopping shows on cable television, although only a few can be seen nationally. They are basically 24 hour commercials. Products are displayed and described by the show's host, and viewers phone in their orders and await home delivery. To some, the shows are boring and tacky. To others, shopping via TV is so much fun they are afraid they will miss a bargain if they switch channels or leave home to go shopping!

## **LECTURE/DISCUSSION/ACTIVITIES**

After covering all the above material with students, divide the class into groups. Give each group one of the topics 1-7 and have them discuss their topic as a group and write a short paper on how their topic currently is influencing fashion decisions.

Pass out fashion magazines to each group. Have students find as many illustration as possible for each of their topics.

## **BULLETIN BOARD IDEA**

Using the pictures and information from the student groups, compile a bulletin board.

Make a banner (using Print Shop) entitled FASHION FACTORS

Mount each of the pictures

Make a sign (using Print Shop or computer other comparable software) for each of the factors.

Arrange the banner, signs and illustrations in an attractive manner using bright colors etc. onto a bulletin board.