

## **Fashion Design and Merchandising**

### ***CIP 19.090114***

*Prerequisites: Wardrobe Planning, and  
Apparel and Textiles, and  
Advanced Apparel and Textiles*

#### **Big Idea:**

Fashion, an ever-evolving industry, is a language which tells a story about the wearer.

#### **Enduring Understandings:**

1. Fashion is one of the greatest forces affecting our economy.
2. Fashion is international.
3. Fashion is cyclical in nature.
4. Fashion is designed for different markets and price levels.
5. Understanding the principles of draping and flat pattern design leads to a better understanding of ready to wear and custom apparel design.
6. The clothes you wear are an extension of yourself.

#### **Essential Questions:**

1. How is fashion both an art and a science?
2. Why do fashions usually evolve gradually rather than quickly?
3. What are the principles of the fashion movement?
4. What are the concepts of fashion marketing and merchandising?
5. How does the fashion industry contribute to our economy?
6. What are the principles and methods of draping?
7. How are flat patterns created?
8. What are the career opportunities in the textile and apparel industries and related fields, and how should we prepare for them?

#### **Standards Statement:**

The student will analyze career paths within the textile and apparel design industry, integrate knowledge, skills, and practices required for careers in textiles and clothing, demonstrate apparel

and textiles design skills, evaluate elements of textile and apparel merchandising, and demonstrate skills needed to produce, alter, and repair textile products.

### **Course Description:**

In this fourth course of the Textiles and Clothing Pathway, students will explore the business aspects of the fashion industry as well as analyze the array of career opportunities available. The experienced clothing student will construct apparel items that require special handling and/or advanced construction techniques. Draping, flat pattern design, and specialty fabrics and materials will be used.

### **Course Goals:**

While studying the components of the fashion industry, the students will explore new technologies in the design, construction, and merchandising of apparel and textiles products. Students will select their own projects, incorporating advanced construction techniques and challenging designs and fabrics.

### **Course Objectives:**

During the course of instruction the student will:

1. Recognize components of the fashion industry.
2. Define terminology used in the fashion industry.
3. Identify fashion capitals of the world and prominent past and present fashion designers.
4. Appraise the impact of clothing technology on individuals and families.
5. Identify career and entrepreneurial opportunities in the textiles and clothing industries.
6. Develop an understanding of flat pattern design.
7. Demonstrate proper draping techniques.
8. Establish individual goals for each marking period, selecting and using fabrics and techniques that are unfamiliar.
9. Acquire advanced skills in apparel construction.
10. Construct specialty garments.
11. Attractively display student work in school showcases and for other public exhibition.
12. Participate in FCCLA activities that provide leadership training and reinforce career and technical skills.

## Course Outline

<i>Course Outline</i>	<i>CIS Knowledge &amp; Skill References</i>	<i>Academic Standards</i>	<i>Resources</i>
<b>1) Fundamentals of Fashion</b> <ol style="list-style-type: none"> <li>a) Terminology</li> <li>b) Influences</li> <li>c) Fashion Movement</li> <li>d) Theories</li> <li>e) Principles</li> <li>f) Cycles</li> </ol>	TA 16.2.2, TA 16.3.5, TA 16.3.6 CRM 2.1, CRM 3.4 FAM 1.8	ELA 1, 2, 3 SS – H1 M-1-10 A-VA-1,2 E-1, 2, 3 TE – 1, 3	Wolfe, <u>Fashion!</u> Wolfe, <u>Fashion Marketing and Merchandising</u> <u>Urban Wear: Hip Hip Hooray</u> (video) <u>Movie Magic</u> (video) <u>Video Fashion! 30 years: The Greatest Show on Earth</u> (video) <u>Fashionably F.I.T. How the World Dresses</u> (video) <u>Celebrity Crush</u> (video) <u>Reading Blue Jeans: Clothing and Culture</u> (video)
<b>2) Fashion Design</b> <ol style="list-style-type: none"> <li>a) Elements and Principles of Design</li> <li>b) Design Process               <ol style="list-style-type: none"> <li>1) Sketching</li> <li>2) Draping</li> </ol> </li> <li>c) Technology               <ol style="list-style-type: none"> <li>1) Computer-aided Designs</li> <li>2) 3-D Imagery</li> </ol> </li> <li>d) Design Capitals of the World               <ol style="list-style-type: none"> <li>1) New York</li> <li>2) Paris</li> <li>3) London</li> <li>4) Milan</li> <li>5) Tokyo</li> </ol> </li> </ol>	TA 16.3.1, TA 16.3.2, TA 16.3.3, TA 16.3.4, TA 16.3.5	ELA 1, 2, 3 M-5, 10 SS – G- 1, 3 AG – 4, 5 TE - 4 A-VA-1,2 S-2	Wolfe, <u>Fashion!</u> Wolfe, <u>Fashion Marketing and Merchandising</u> Rolfo, <u>Designing Apparel...</u> Wolfe, <u>The World of Fashion Merchandising</u> Hatch, <u>Cooking Up a Cool Career History of Apparel Design 1930-21<sup>st</sup> Century</u> (video) Phaidon Press, <u>The Fashion Book</u> <u>Off the Hook: Workplace Fashion</u>

<ul style="list-style-type: none"> <li>6) Emerging fashion centers</li> <li>e) Designers <ul style="list-style-type: none"> <li>1) Past and Present</li> <li>2) U.S. and International <ul style="list-style-type: none"> <li>a) Collections and Shows</li> <li>b) Name recognition</li> <li>c) Designer logos</li> </ul> </li> </ul> </li> <li>f) Design Markets <ul style="list-style-type: none"> <li>1) Designer</li> <li>2) Bridge</li> <li>3) Better</li> <li>4) Moderate</li> <li>5) Budget</li> </ul> </li> <li>g) Ecological considerations in fashion</li> </ul>			<p><u>Secrets (video)</u></p>
<p><b>3) The Business of Fashion</b></p> <ul style="list-style-type: none"> <li>a) Marketing and Merchandising <ul style="list-style-type: none"> <li>1) Concepts: Product, Price, Place, and Promotion</li> <li>2) Understanding the Markets <ul style="list-style-type: none"> <li>a) Research</li> <li>b) Product Development</li> <li>c) Targeting the Market <ul style="list-style-type: none"> <li>1) Ads</li> <li>2) Visual Designs</li> <li>3) Promotions</li> </ul> </li> </ul> </li> </ul> </li> <li>b) Fashion Strategies</li> <li>c) Economic Concepts</li> <li>d) Apparel manufacturing process <ul style="list-style-type: none"> <li>1) preproduction</li> <li>2) production</li> <li>3) postproduction</li> <li>4) inside and outside shops</li> <li>5) garment districts</li> </ul> </li> <li>e) Marketing and Distribution <ul style="list-style-type: none"> <li>1) Retailers</li> </ul> </li> </ul>	<p>TA 16.3.6, TA 16.5.2, TA 16.5.4, TA 16.5.6, TA 16.16.1, TA 16.6.2, TA 16.6.3, TA 16.6.4, TA 16.7</p>	<p>ELA 1, 2, 3 M-1, 2, 5 S-2 MEA – 1, 4</p>	<p><u>Marketing's Four P's: the Consumer Angle (video)</u> <u>Fashion Retailing (video)</u> <u>Visual Merchandising (video)</u> <u>Fashion Display Skills (video)</u> <u>CAD/CAM in Textile Manufacturing (video)</u> <u>Head Over Heels (video)</u> Wolfe, <u>Fashion Marketing and Merchandising</u> Wolfe, <u>Fashion!</u> Wolfe, <u>The World of Fashion Merchandising</u></p>

<p>2) Associations and Trade Publications 3) Trends f) Customer Service</p>			
<p><b>4) Creating and Constructing Fashion Apparel</b></p> <p>a) Planning the garment</p> <p>b) Draping</p> <p>    1) Principles</p> <p>    2) Methods</p> <p>c) Flat Pattern Design</p> <p>    1) Design Principles</p> <p>    2) Basic sloper development</p> <p>d) Fabrication</p> <p>    1) fabrics from natural fibers</p> <p>    2) fabrics from manufactured/synthetic fibers</p> <p>    3) Specialty fabrics</p> <p>        a) Sheers, meshes, open weaves</p> <p>        b) Laces and nets</p> <p>        c) Special occasion fabrics</p> <p>        d) Napped and pile fabrics</p> <p>        e) Reversible and quilted fabrics</p> <p>        f) Plaids and stripes</p> <p>        g) Prints and borders</p> <p>        h) Leather, suede, and synthetic suede</p> <p>        i) Non-woven plastics, outerwear, and technical fabrics</p> <p>        j) Furs and feathers</p> <p>e) Specialty Garments</p> <p>    1) Lingerie</p>	<p>TA 16.4.1, TA 16.4.2, TA 16.4.4, TA 16.4.5</p>	<p>ELA 1, 2, 3 TE – 1, 3 A-VA-1,2 M-5, 10 S-2</p>	<p>Shaeffer, <u>Fabric Sewing Guide</u> Joseph-Armstrong, <u>Draping for Apparel Design</u> MacDonald, <u>Principles of Flat Pattern Design</u> Rolfo, <u>Designing Apparel...</u> Betzina, <u>Fabric Savvy</u> Soto, <u>Simplicity's Simply the Best Sewing Book</u> Spangler, <u>Dresses for Your Wedding</u> Anariks, <u>Bridal Gowns...</u></p>

<ul style="list-style-type: none"> <li>2) Swimwear</li> <li>3) Outerwear</li> <li>4) Costumes</li> <li>5) Formal wear</li> </ul>			
<p><b>5) Career Exploration</b></p> <ul style="list-style-type: none"> <li>a) Fashion journalist, illustrator, or photographer</li> <li>b) Fashion designer</li> <li>c) Textile designer</li> <li>d) Fashion consultant or personal shopper</li> <li>e) Clothing buyer or retail sales associate</li> <li>f) Consumer products writer</li> <li>g) Display artist</li> <li>h) Researcher or product development specialist</li> <li>i) Family and Consumer Sciences Teacher, College Teacher of Textiles and Clothing, or Education Consultant</li> <li>j) Tailor or Custom Designer</li> <li>k) Entrepreneur</li> <li>l) Related fields</li> </ul>	<p>TA 16.1.1, TA 16.1.2, TA 16.1.3, TA 16.1.4, TA 16.7.1, TA 16.7.2, TA 16.7.3</p>	<p>ELA 1, 2, 3 SS C-4 C- A, B, C</p>	<p><u>Confessions of a Fashion Designer</u> (video) <u>Careers in Fashion</u> (video) Wolfe, <u>Fashion!</u> Wolfe, <u>Fashion Marketing and Merchandising</u> Wolfe, <u>The World of Fashion Merchandising</u></p>
<p><b>6) Opportunities in FCCLA</b></p> <ul style="list-style-type: none"> <li>a) Leadership training</li> <li>b) Service activities</li> <li>c) Local, state, and national events</li> </ul>			<p>FCCLA CD</p>

## FCCLA

In their fourth year of Textiles and Clothing, FCCLA students will recruit and mentor new members, utilize the planning process to achieve goals, and participate in chapter activities as experienced role models. They will provide leadership in fund raising events, school and community service projects, and state and national campaigns and conferences. The application of instructional strategies and professional preparation will be emphasized.

## Resources

- Andriks, Susan E. Bridal Gowns How to Make the Wedding Dress of Your Dreams. Grand Rapids: Palmer/Pletsch, 2000.
- Betzina, Sandra. Fabric Savvy The Essential Guide for Every Sewer. Newtown: Taunton, 1999.
- Hatch, Ramona. Cooking Up a Cool Career. Pinckneyville, IL: Fresh FACS, 2003.
- Joseph-Armstrong, Helen. Draping for Apparel Design. New York: Fairchild Books & Visuals, 2007.
- MacDonald, Nora D. Principles of Flat Pattern Design. 3rd ed. New York: Fairchild, 2002.
- Phaidon Press, Editors Of. The Fashion Book. New York: Phaidon Press, 1998.
- Rolfo, Vittorina, Beatrice Zelin, and Lee Gross. Designing Apparel Through the Flat Pattern. New York: Fairchild Fashion & Merchandising Group, 1991.
- Shaeffer, Claire B. Claire Shaeffer's Fabric Sewing Guide. Cincinnati, Ohio: KP Craft, 2008.
- Soto, Anne M., ed. Simplicity's Simply the Best Sewing Book. New York: The Simplicity Pattern Co., Inc., 2001.
- Spangler, Tracy Guth, and Tracy Guth. Dresses For Your Wedding (For Your Wedding Series). Grand Rapids: Friedman/Fairfax, 2000.
- Wolfe, Mary Gorgen. Fashion Marketing & Merchandising. Tinley Park, IL: Goodheart-Willcox Company, 2009.
- Wolfe, Mary Gorgen. The World of Fashion Merchandising. Tinley Park, IL: Goodheart-Willcox Company, 2003.

Media: Video/DVD/AV/CD presentations on Construction Techniques, Fashion Past and Present, Fashion Merchandising, Marketing, and Retailing, Influences on Fashion, Careers in Fashion and Related Fields, Specialty Products, and Textile Manufacturing.  
Fashion Magazines and Publications

## Technology Utilization

- 1) computers
- 2) large TV monitor with cable and computer interface
- 3) TV/VCR/DVD unit
- 4) overhead projector

- 5) audio tape players
- 6) electronic machines and sergers

### **End of course assessment**

- 1) Final Exam
- 2) Successful completion of all required construction projects and skills