

Fashion Design Studio

unit 4:

- Consumer strategies
- Types of stores
- Cost per wear
- Fashion careers

Name _____

Identify consumer influences
Why do we buy the clothes we buy....

write an example below each influence.

- **Cultural and economic conditions**

- **Media & advertising**

- **Technology**

- **Purchasing influences**
 - **Conformity**

 - **peer pressure**

 - **social expectations**

 - **culture [ethnicity, religion],**

 - **individuality**

Types of stores

Chain - a group of stores owned, managed, and controlled by a central office.

List 3 examples

Department – retail stores that offer large varieties of many types of merchandise placed in appropriate departments.

List 3 examples

Specialty – stores that sell a specific type or limited line of apparel.

List 3 examples

Discount – stores that sell mass market merchandise in large, simple buildings with low overhead.

List 3 examples

Manufacturer-owned – stores that carry merchandise made specifically for that label or brand.

List 3 examples

Outlet - Manufacturer owned discount stores which sell seconds and over-runs

List 2 examples

Internet & Catalog

List 1 Example

Monopoly Wardrobe Checklist



Classic

- Short sleeve top
- Long sleeve shirt
- Tank Top
- Button Down tailored shirt
- Light weight cardigan
- Little black dress or (for men) a Suit
- Pair of Jeans
- Pair of Dress Pants

Trendy

- Woven shirt
- A skirt or (for men) an extra pair of dress slacks
- Dressy jacket
- Casual jacket
- Patterned scarf

Extra Items

- _____
- _____
- _____

FASHION CAREERS

- **Buyer** - selects and buys the mix of clothing available in retail shops, department stores and chain stores. Most fashion buyers are trained in business and/or fashion studies.
- **Costumer Designer** (theatrical costumer) – finds or creates appropriate apparel for opera, ballet, stage plays, movies, or television shows.
- **Fashion Designer** - conceives garment combinations of line, proportion, color, and texture. While sewing and pattern-making skills are beneficial, they are not a pre-requisite of successful fashion design. Most fashion designers are formally trained or apprenticed.
- **Model** - wears and displays clothes at fashion shows and in photographs.
- **Museum Curator** – locates and presents works of art in museum exhibitions. The curator sorts through a collection of work, searching for pieces that the public will appreciate. Some curators specialize in specific forms such as textiles and costumes
- **Personal Shopper** - works with an individual client to design and select a coordinated wardrobe of garments. (fashion consultant)
- **Stylist** - co-ordinates the clothes, jewelry, and accessories used in fashion photography and catwalk presentations. Many stylists are trained in fashion design. However, many are not and simply have a knack for pulling great looks together.
- **Teacher of Fashion Design** - teaches the art and craft of fashion design in art or fashion school.