CHAPTER 2

THE BASICS OF FASHION

LESSONS

2.1 FASHION ORIGINS

2.2 FASHION COMPONENTS

2.3 DESIGN AND COLOR

2.4 TEXTILES AND CONSTRUCTION
THAI SILK COMPANY

At the end of World War II, U.S. intelligence agent Jim Thompson moved to Thailand because he was fascinated with the country and its beautiful handwoven silk textiles. In 1946, hand-weaving silk was a dying home-based industry. The demand for silk fabric was very low throughout the world, having been replaced by less expensive, machine-made fabrics. Thompson thought handwoven silk was so striking that he took samples to New York to find buyers for this luxurious fabric and, as a result, founded the Thai Silk Company Limited. He is credited with saving the silk industry in Thailand, which now employs more than 20,000 people.

Known worldwide for woven silks, Thai Silk Company has fabric showrooms in New York, Atlanta, and London. There are also 35 Jim Thompson specialty stores that sell silk neckties and scarves. The company has expanded its brand to home furnishings and women’s sportswear in the Jim Thompson stores of Tokyo and Paris.

The marketing of the expanded brand focused on the mystique of Jim Thompson, emphasizing his secretive former job and mysterious disappearance. Thompson first went to Thailand during World War II as an agent of the U.S. Office of Strategic Services, which is now the Central Intelligence Agency. In 1967, Thompson went on vacation in Malaysia and mysteriously disappeared in the jungle. No clues related to his disappearance have ever been found.

THINK CRITICALLY

1. How would the popularity of Asian styles impact the type of promotion used by the Jim Thompson stores?
2. How could the Jim Thompson brand capitalize on its fine reputation for silk fabric to help promote its new lines of women’s clothing and home furnishings?
FASHION ORIGINS

WHERE IT BEGAN

France was considered the center of fashion for almost 400 years, from the 1600s into the 1900s. Especially in Paris, a number of factors came together to focus the world on French fashions. Local and...
international patrons, artists, skilled workers, a tremendous fabric and notions industry, and the right economic conditions fused to make Paris the preeminent fashion center.

FRENCH FLAVOR

In the 1600s, French royalty and wealthy landowners employed their own dressmakers and tailors. Wealth was concentrated within a small group who had an endless desire for lavish fashions. The garments were shown off at balls, galas, receptions, and other social events, creating a climate where fashion was a major cultural element.

At the time, there was no middle class. People were either among the wealthy, or they were poor peasants. The peasants wore homemade and cast-off garments. If a peasant family owned a good set of clothes, it was handed down from generation to generation and became the folk dress of the peasant culture.

The excesses of the courts and the wealthy partially led to the French Revolution that began in 1789. After the Revolution, the importance and influence of royalty diminished, class distinctions blurred, and haute couture (hoat koo-tour) design firms grew.

Haute couture means high-fashion, individually designed, original, handmade garments. A couturier (koo-tour-i-er) is the main creator and designer for a haute couture firm. The individual designers began creating designs for sale to the general public, rather than working for only one family.

COUTURIERS

During the growth of Paris as the fashion center, the designers benefited from close proximity to other artists and their patrons. The couture houses soon gained prominence and could demand new, exciting fabrics for each season’s collection of fashions, thus keeping the textile industry healthy.

The idea of the couturier as the master of fashion first led to the dominance and then to the decline of the haute couture fashion firms. In 1868, when the couturiers joined together to form the Chambre Syndicale de la Couture Parisienne, recognition of Paris as the fashion center was increasing. The Chambre Syndicale empowered the designer, rather than the customer, to decide what was fashion. This eventually worked against the haute couture fashion firms since good business practice requires that the customer be pleased.

SUPPORTING ROLES

For a couture house to exist, a vast pool of skilled labor was required to back up the couturier. Assistant designers, production managers, pattern makers, tailors, and fitters were also needed to produce a collection. To provide the training needed for all of the positions, schools were established to train young people and prepare them to step into the fashion business.
GLOBALIZATION

Industrialization, technology, globalization, and the spread of democracy broadened the demand for fashion. Consequently, the fashion industry grew to meet the demand. Many social, political, and industrial factors helped spread the fashion center from Paris to multiple centers throughout the world. Democratization of fashion, making it available to the masses, quickly spread as technology improved production processes, communication, and transportation. Well-made, fashionable garments quickly became available in many parts of the world.

The growth of a middle class with income to purchase fashions, not just basic clothing, fueled the growth of the fashion industry. As the customer base broadened, the fashion center spread because the control shifted from the designer to the customer. Paris now shares the fashion spotlight with other cities, such as Milan and New York.

MASS PRODUCTION

Haute couture designer gowns seen on celebrities at the Academy Awards on Sunday evening are copied and advertised by Wednesday. The copies, called knockoffs, are available for purchase at reasonable prices within two weeks. Haute couture houses fight back by copying their own garments in less expensive versions and selling them to retailers. The high cost of creating original garments limits the pool of customers. Expensive, custom, made-to-measure originals have given way to mass-produced, reasonably priced, ready-to-wear garments that have broadened fashion from an art to a major business industry. The haute couture fashion design houses have turned to mass-produced, ready-to-wear garments in order to survive.

TRY IT ON

Why was Paris the center of fashion?

Paris was the center of fashion due to political and economic events as well as individuals with income and an interest in fashion.
THE ELEMENTS OF CULTURE

There is an evolution of fashion trends that flows among Europe, Asia, and the United States. The three cultures admire each other's fashions and cyclically adopt them. The elements of a culture that influence fashions include the language, religion, art, customs, values, and symbols, as well as what other people in the culture are wearing. Americanization takes place when the characteristics of a cultural element attributed to the United States are transferred to other countries. The elements of other cultures are also very visible in the United States.

RESTRICTING INFLUENCES

Even today, many cultures have self-imposed rules that regulate how men and women can dress. Modest dress is associated with many religions and certainly impacts fashions of cultures where the majority of people are associated with a particular religion. While the fashion magazine Bibi shows South Asian women dressed with bare midriffs, some South Asian women cover themselves from head to toe, including their faces. Muslim women follow dress codes that can be very restrictive and include complete coverage in public with a head-to-toe garment called a burka. Social stigma keeps many Muslim women from wearing swimsuits in public, while others dress with few restrictions.

THE MULTICULTURAL CONSUMER

The American population as a whole grew about 13 percent from 1990 to 2000, according to the U.S. Census, but the minority population grew about 34 percent. Minority shoppers are fashion buyers and are growing in importance to retailers. Retail sales data shows that minority shoppers pay full price for items 37 percent of the time, while Caucasian shoppers do so only 25 percent of the time.

Smart fashion marketers will take the time needed to understand and serve all customers. Understanding diverse cultures can help the fashion marketer spot trends that will lead to sales.

Experiencing the diversity of cultures is an exciting adventure. Gaining an understanding of cultures beyond your own can open doors in fashion marketing, from providing insight to what may be the next trend to understanding diverse customers and providing for them.

TRY IT ON

Why do historical customs of a culture influence today's fashions?

Because of the social pressure and the comfort level of people who have grown up with the influence.
UNDERSTAND MARKETING CONCEPTS

Circle the best answer for each of the following questions.

1. Paris was the center of fashion because?
   a. French royalty was very interested in fashion.
   b. A wealthy class of people wanted fashions.
   c. Fabric and talented people were available.
   d. All of the above.

2. Some of the elements of culture are?
   a. Couture, burkas, and skeleton suits.
   b. Fashion, religion, and language.
   c. Peasants, royalty, and upper class.
   d. Textiles, seamstresses, and tailors.

THINK CRITICALLY

Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. Research
   Look up the origin of pants. When did men start wearing pants? Why are they called pants? Write a paragraph about the history and evolution of pants.

   Answers will vary. Suggest students do a search for trousers at www.google.com or look at www.apparelsearch.com/glossary.htm. Both men and women throughout history have at times worn pants for warmth and comfort, but men began the current phase in the 1700s. Pants, a contraction of the word pantalons, are named for an Italian comedy character Pantalone who wore a combination of trousers and stockings.

4. Economics
   Why do people in fashion marketing need to understand cultural diversity? What impact might the cultural diversity of customers have on a business?

   Fashion marketing targets people of widely varying cultures. Minorities are an important customer base and need to be considered.
Fashion is at once a big business, an art form, and the prevailing style. Fashion combines all of the components—design, color, fabric, construction, function, and history—into a style. Style is a particular look in fashion that sets it apart. Environmental factors heavily influence the demand for what is considered style at any given time. Social, technological, economic, regulatory, and competitive forces are external environmental factors that influence demand for a style. Demand refers to the quantity of a particular fashion item that the public is willing and able to buy.

**DEMAND FACTORS**
People will buy styles worn by those they admire, and fashion marketers are.
in competition to dress celebrities. Celebrities, including athletes, actresses, and political figures, project an image that influences what the public wears.

When First Lady Laura Bush selected clothing for the presidential inauguration, the fashion world gave little notice. Mrs. Bush’s style has been described as rock-solid and middle of the road. She is considered modest and not a trend setter.

Contrast Mrs. Bush with former First Lady Jacqueline Kennedy. During the 1960s, she portrayed an image that is still used today as an example of elegance in personal style. Mrs. Kennedy had an impeccable sense of style for any occasion and perfectly planned her appearance with grace and dignity. The “Jackie look” is legend.

In addition to trend setters who work with competing designers, the demand for a style is heavily influenced by technology. People around the world see styles on TV or in movies and can buy them over the Internet.

The influence of economic conditions can also heat or chill the demand for a style. If people are barely able to meet their basic needs of food and shelter, style becomes less of a factor in making clothing selections. The price of a particular style always affects its demand. Owning an original garment from a haute couture firm may be something people would really enjoy, but the astronomical price keeps the demand low.

Social factors, including culture, values, and beliefs, also influence the styles a person wears. In the 1920s, women in Western countries started shortening their skirts and created a huge demand for the new, shorter style, while women in conservative cultures and religions continued covering their legs with long garments.

The gender and age of wearers also determine which fashions they are likely to buy. Men’s, women’s, and children’s fashions are impacted by each other or cause reverse reactions as one age group wants to be different from the other.
Clothing, shoes, and accessories are referred to as softlines or soft goods. Softlines are those items generally made of fabrics or leather and include women’s wear, men’s wear, and children’s wear. These three segments sometimes merge when garments are appropriate for all three categories. For example, women, men, or children could wear a T-shirt, with size being the only distinction.

WOMEN’S WEAR

Women’s wear is considered the leading edge of fashion and is the most financially competitive of the three softline segments. Women’s wear has the most dramatic swings in styles, colors, and fabrics, making it an even more challenging business. The fashion industry loves to make women look good and is in a constant buzz to stay ahead of what its customer wants. The demand for fashionable clothing is perpetuated by the extensive availability of garments and widespread information about who is wearing what.

What women wear has always reflected their social and political status. Women who live in socially or politically restrictive environments dress accordingly in restrictive clothing, either by choice or by force. Women who have the means generally like to change with fashion cycles. Even in very restricted situations, women manage to maintain some sense of fashion.

In addition to the functional categories such as sportswear and eveningwear, women’s wear is broken down into size ranges. Misses is a regular woman’s size in even numbers, from 2 to 14. Petite is sized for women who are less than 5’4” tall. Junior sizes are odd numbers from 1 to 13 for a younger figure, and women’s sizes are the plus sizes for larger women.

MEN’S WEAR

Prior to the 1800s, men’s fashions were as elaborate and decorative as women’s fashions. Since the early 1800s, men’s wear has not had the dramatic swings in styles and color associated with women’s wear. The economic rise of the middle class in Western countries during the 1800s was due to the growth of democracies and the Industrial Revolution. The economic change led men to establish a middle-class look that has been slow to change. Men’s wear becomes more casual in response to a good economy and more formal when the economy and job market

Time Out

Ask students if it is possible to use the same techniques to market to all women in an ethnic group, no matter what their income, education level, age, or interests.

According to Women’s Wear Daily, African-American females spent about $4 billion on apparel and another $3.6 billion on accessories in 2000. Since African-American women are represented in all income levels, marketing to their culture is one way to target them as customers.

TEACH

Ask students to name other garments like T-shirts that are worn by men, women, and children. Women’s sizes are not standardized to measurements like men’s clothing. This is a problem for fit and one reason for a high return rate on women’s clothing.

Middle-class men who go to work everyday have established a benchmark for acceptable dress. They stay within the norms of society to maintain their position and respect.
become more demanding. Although it does reflect the changes in the economy, men’s wear remains slower to change in style.

Men’s clothing in Western countries has all of the functional categories of women’s wear, including sportswear, activewear, and evening-wear. Accessories for men’s wear, including belts, shoes, and ties, are a high-volume fashion business that can enhance sales for the manufacturer and retailer and appropriately finish a well-groomed look.

Men’s wear in the United States is sized by chest, waist, and inseam measurements, with jacket length designated as regular, long, or short. Dress shirts are sized by collar and sleeve measurements. Sportswear shirts come in small, medium, and large.

Trend setters in men’s wear include celebrities and many of the U.S. presidents. President John Kennedy is often credited with killing the men’s hat industry by not wearing a hat at his 1961 inauguration. In the 2000s, George W. Bush gave a boost to activewear by frequently wearing comfortable outdoor clothing. Many male actors, musicians, and professional athletes have their own line of clothing.

CHILDREN’S WEAR

The children’s wear market is heavily influenced by what adults are wearing and offers trendy, durable, and comfortable garments. Children’s wear has two customers, the child and the parent. Both customers must be pleased for the line to be a success.

At times during the history of children’s fashions, children were seen as mini-adults and were subjected to confining, pretentious clothing that was designed to reflect the social status of the parents. When adult clothing is simple and casual, children’s clothing repeats the theme and becomes more relaxed.

TRY IT ON

Why does current men’s wear change more slowly than women’s wear?

Because the men’s fashion leaders—powerful men—have not adopted dramatic change. There has been no significant functional, political, or social reason to make major changes.
UNDERSTAND MARKETING CONCEPTS
Circle the best answer for each of the following questions.

1. What is considered softlines in fashion?
   a. garments for plus sizes
   b. software for fashion designers
   c. clothing, shoes, and accessories
   d. layers of clothing

2. Women’s wear is made in
   a. only two sizes.
   b. all sizes.
   c. junior, misses, petite, and women’s sizes.
   d. little and big sizes.

THINK CRITICALLY
Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. Describe major influences that affect the demand for fashions.
   Social, political, technological, and economic forces; gender; and trend setters.

4. Communication Write a paragraph about the economic and historical changes that influenced the current style of men’s clothing. Discuss your ideas with a small group of students and compare your thoughts.
   Answers will vary but should include information about the rise of the middle class.

TEACHING STRATEGIES
Limited-English-Proﬁciency Students
Ask students to verbally summarize the major points of the lesson. Write the steps on a chalkboard in standard English for them to see.

Attention-Deﬁcit-Disorder Students
Ask another student to help an ADD student by peer tutoring on the information found in the lesson.

ASSESS
Reteach
Ask students to describe the differences and similarities between men’s, women’s and children’s clothing.

Enrich
Ask students to prepare a presentation on the technological, economic, and social factors that are currently influencing fashion.

CLOSE
Ask students to think about the last purchase they made and why they bought that particular item. What were the major influences on their purchase?
**The Basics of Fashion**

**Design and Color**

**The Latest Style**

Inspiration for fashion comes from many sources, including trend setters, environmental influences, and everyday items and events. Using an automobile that is a retro-design of a vintage car as an inspiration for fashion can attract media attention for both the designer and the automobile company.

Ford Motor Company hired eight American designers to use the Ford Thunderbird as a design inspiration for women’s and men’s wear. Designer William Reid used denim with metallic details reflecting the car’s trim for a dressy design. Accessory designers Richard Lambertson and John Truex created a handbag from the convertible’s soft-top fabric. Gene Meyer honored the Thunderbird with a bold leather jacket embossed with the car’s emblem on the chest. John Bartlett reflected the car’s pin-pricked leather seats in a red mesh T-shirt. Larry Leight of Oliver Peoples Eyewear designed sunglasses with a sloping frame modeled after the Thunderbird’s windshield.

Work with a group. Discuss where ideas for new fashion products begin. Why would an auto manufacturer hire fashion designers to use a car for inspiration?

**By Design**

Successful and legendary classic styles are not theatrical, but memorable. The principles and elements of design are used to create both eye-pleasing and financially successful styles.

**The Principles**

The principles of design are the fundamental rules that guide good design, whether for a garment, a home furnishing, or a print media advertisement. These design principles include balance, contrast, rhythm, unity, and proportion.

Balance can be achieved by placing equal weights at equal distance from the center to create formal balance. Informal balance can be achieved by moving a heavier weight toward the center and moving a lighter weight to the outer edge.

Contrast or emphasis is what attracts your attention at first glance. Opposites in size or color stand out because of contrast. A dark area in the midst of light, such as black pockets on a white shirt, creates contrast and catches your eye.
Rhythm creates eye movement and occurs when an element is repeated. The eye can be directed by repeating color, such as a white collar and white cuffs on a dark dress.

Unity links the visual elements, making them appear to belong together. Wearing a tie that contains small amounts of the color of the jacket helps unite the outfit.

Proportion relates the size and shape of all the elements used in a design. In fashion, proportion is created with lines and shapes. A short jacket with a long skirt can be in proportion.

THE ELEMENTS
The elements of design include lines, shapes, texture, and color. The principles are applied to the elements, which come together to define the design.

Lines can be curved or straight and flowing or pointed. Lines give direction and divide the design with seams, waist lines, or even sleeves.

Shapes or silhouettes are formed when lines enclose a space. The basic fashion silhouettes include hourglass, rectangle, and triangle.

Texture is the feel of the design and can be created using different weaves of a fabric or visually with lines.

The use of color in the design can affect moods, feelings, and emotions.

When the principles of design are applied to the elements, a work of art is created. All designs contain the elements, but application of the principles determines how pleasing the design will be to the viewer.

Cyber Marketing
Allow students to visit the www.apparelsearch.com/glossary.htm web site to look up the fashion term A-Line. Relate an A-line garment to the elements of design.

Think Critically
To attract visitors to the web site.

Ongoing Assessment
Use the Try It On as an opportunity to conduct ongoing assessment of student comprehension of the lesson material.

TEACH
Visual examples of the elements of design will help some students better grasp the concepts.

Try It On
Give an example of how shapes can be balanced.

Use an example of a teeter-totter with equal weight on either end, like pockets on both sides of a shirt.

THINK CRITICALLY
Why might a fashion company be interested in providing free access to fashion vocabulary and historical information on its web site?
Color is so important to fashion that whole associations exist just to predict the trends in color. Two of the associations are the Color Marketing Group and the Color Association of the United States (CAUS).

**FORECASTS**

CAUS, founded in 1915, is the oldest of the associations. It was established when World War I made it difficult to get color forecasts from Europe, where color trends were being forecast at the time. The U.S. textile industry needed the color information for upcoming production runs. A committee of U.S. textile professionals was formed to choose the colors. The colors were made available to the textile industry as an American “color card” and were issued twice a year to provide directions in color trends. The information included formulas for mixing the colors, so the colors were standardized across the industry. The color forecasts are now divided into segments of the industry, such as women’s fashions, men’s fashions, and home/interior fashions. The forecasts are sent to approximately 1,000 members.

**COLOR TRADITIONS**

Culturally, colors can take on significant meanings that can be fashionably applied to garments. In many Asian cultures, red means happiness and is worn for celebrations. Jewish tradition uses red as a sign of love and blue for glory. In the United States, patriotism is represented with red, white, and blue. The colors of the U.S. flag were standardized by CAUS and are called “Old Glory red” and “Old Glory blue.”

Colors affect people’s senses and attract or repel buyers. A designer generally depends on the color forecasts to develop a plan for the current collection of garments so that the garments will fit with what is trendy. Colors that appeal to consumers can make a good design a great-selling garment.

**TRY IT ON**

What events or attitudes might influence the direction of fashion?

Answers will vary. Red, white, and blue are popular when the mood of the United States is very patriotic.
UNDERSTAND MARKETING CONCEPTS

Circle the best answer for each of the following questions.

1. The elements of design include
   a. lines, shapes, texture, and color.
   b. documents, marketing, pricing, and dimension.
   c. management, distribution, and production.
   d. balance, repetition, contrast, proportion, and emphasis.

2. The principles of design include
   a. men’s wear, women’s wear, and children’s wear.
   b. lines, shapes, texture, and color.
   c. balance, contrast, rhythm, unity, and proportion.
   d. designers, retailers, and manufacturers.

THINK CRITICALLY

Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. Why is color so important in fashion?
   Color is very important to fashion because it attracts attention and affects people’s emotions.

4. Communication Choose a garment and write a paragraph describing it. Explain how the principles of design were applied to the elements.
   Answers will vary but should include balance, contrast, rhythm, unity, and proportion.

TEACHING STRATEGIES

Students with Dyslexia
Pair a dyslexic student with a student who does not have dyslexia. Ask the students to read the lesson in pairs. Have one student read and the other student verbally summarize the chapter.

TEACHING STRATEGIES

Auditory Learners
Ask students to state the most important parts of the lesson. Ask other students to define concepts out loud.

ASSESS

Reteach
In groups, have students make posters with examples of the principles and elements of design.

Enrich
Have students make a five-minute presentation about the emotional and psychological effects of color.

CLOSE

Ask students to visit the Color Association of the United States website at www.colorassociation.com and look at the services provided for members. Discuss the importance of the services to fashion.
Garments are made of textiles. Although the textile industry is not seen as a glamorous segment of fashion marketing, it is the foundation of the industry. Textiles serve fashion marketing as the trend barometer, the scientific research arm, the political seismograph, and the reflector of current art. Fashion designers create using textiles. Designers look to the textile industry to forecast what’s coming for next season and to offer a new medium for the designer to shape. The textile industry is a global industry and the “fabric” of fashion marketing, both literally and figuratively.

NATURE’S FABRICS

In the early 1900s, the majority of fabrics were made from three natural fibers—silk, wool, and cotton. Fibers are the thin threads that are spun into yarn. Yarn is woven into fabric. Fibers are called natural when they come from living plants or animals. Each of the three natural fibers has a mystique and history of its own.

Silk was used to richly dress royalty and aristocrats. Silk is lightweight and can keep the skin warm or cool. Silk is made from the cocoon of the silkworm, which eats only mulberry leaves. Unraveling the continuous...
fiber spun by the worm produces a filament. A filament is a long, continuous fiber, and a silk filament may be as much as 1,100 yards long. Because silk fiber has triangular shapes in its makeup, it reflects light and appears shiny.

Wool fibers are produced from animal hair called fleece. Most wool is from sheep. Other animal fleece, such as from angora goats or llamas, is also called wool. Australia produces more wool than any other country.

Cotton fibers are produced from the seed pods of the cotton plant. Cotton blossoms wither and fall, leaving a green pod called a boll. The cotton bolls ripen and pop open, exposing the fluffy cotton fibers. Cotton comprises more than 40 percent of the fiber production in the world, with India and the United States being major producers.

One of the major uses of cotton fabric is the production of denim. The fabric originated in Nimes, France, and was originally called serge de Nimes. The name was later shortened to denim. Denim was used by Levi Strauss to produce a long-lasting pant worn by California miners. Today, denim’s popularity barely fades before its cycle starts over.

MAN-MADE FIBERS

Fibers may be produced using a combination of cellulose and chemicals or may be produced with chemicals alone. Cellulose fibers are produced...
using plants combined with chemical processes. Fibers produced with only chemicals are called synthetics. Both cellulose and synthetic fibers are referred to as man-made fibers.

Cellulose fabrics include rayon, acetate, and triacetate. Since silk worms only eat mulberry leaves, Hillaire de Chardonnet, a Frenchman, first produced cellulose fibers in the late 1880s by using the leaves and chemically reproducing the process used by the worms. The fibers he produced are now known as rayon.

Synthetic fibers include polyester, nylon, spandex, and acrylic. Major international chemical companies use petroleum-based chemicals to produce synthetic fibers.

From cottage industries hundreds of years ago to technology-based mass production today, the textile industry is a global force that influences every garment made in the world. The mass production of fabric made possible the movement of fashion from royalty to the masses.

The textile industry has always led and supported the fashion industry. Before a designer can begin to create an idea, the designer must have material with which to work. Consumers must like all of the elements—color, texture, line, shape, and mass—of the textiles used before they will choose to buy the garments created.

Why are some fibers called natural fibers?

Some fibers are natural because they are made from plant or animal fibers.
To turn fabric into an apparel line requires knowledge of garment construction, including patternmaking, fabric marking, garment assembly, and selection of findings. Findings are all of the notions, besides the main fabric, that are needed to complete the garments and include zippers, buttons, thread, lining materials, and trims.

PUTTING IT TOGETHER
Recognizing the characteristics of quality garment construction takes time and knowledge. Comparing the construction of high-quality and low-quality garments can help a novice understand the characteristics of quality. The cost of a garment is directly related to the techniques used in construction of the garment. Garments can be very inexpensively constructed, but may soon start to deteriorate and be returned by the consumer to the retailer. A retailer who receives multiple returns with the same construction problem will expect the manufacturer to correct or pay for the problem, costing the manufacturer its profit.

The interlocking or interlooping of thread used to join two pieces of fabric is called stitching. The joint at which the two pieces of fabric meet is called a seam. Stitching is second only to the fabric in importance to the quality of a garment. If you have ever had a hem fall out or a seam pop open, then the type of stitching used was the problem. For example, a simple chainstitch that is interlooped uses only one thread, unravels easily, and is very inexpensive. A garment constructed with quality has more expensive stitches that use more thread and require more production time. For example, an interlocked stitch is strong but costs more.

Quality Turning a garment inside out can help you learn about construction and quality. Look for no raw edges, no loose thread, and no broken stitches. On the outside, look for buttonholes that are sized right for the button and have an adequate amount of thread to withstand use. If the zipper comes apart when stress is applied to the two sides, it is called ratcheting and indicates a cheap zipper that will not last.

Cyber Marketing
Loro Milan ties are sold online. The web site at http://www.loromilan.com provides a simple yet elegant way to buy Italian silk ties at inexpensive prices. The site also provides information about the history of silk, the history of ties, the manufacturing of ties, and the various ways to tie a tie.

THINK CRITICALLY
Why would Loro Milan provide historical information about ties and silk on its web site? Who might want the information about how to tie a tie?

TEACH
The construction and fabric used in men’s wear are very important to the finished look. Italian men’s wear is known for quality. Melchiorre is an Italian brand of men’s shirts that is sewn with 22 stitches per inch and single-needle tailoring.

Ask a person who is knowledgeable about garment construction, for example a consumer science teacher, a buyer or a professional salesperson from a clothing store, or a tailor. Ask them to speak to the class and bring samples of high-quality garments to show.

Students also could bring good and bad examples of garment construction to share with the class.
Companies that develop high-quality garments perform three types of inspections, with the first while the garment is still under construction. A second inspection is done when the product is finished, and a third and final inspection is done on all, or at least on random samplings of, the garments produced.

2 THE BASICS OF FASHION

Ongoing Assessment
Use the Try It On as an opportunity to conduct ongoing assessment of student comprehension of the lesson material.

Trend Setters
There are additional professional color associations to which garment and textile manufacturers can belong.

The primary colors are red, yellow, and blue. They can be mixed together to form the secondary colors. Yellow and red mix together to form orange. They all are considered warm colors associated with action and danger. Stop signs are red, and warning signs are yellow. Blue and yellow make green, and blue and red make purple. These are the cool colors associated with calm and nature. Allow students to talk about how colors impact them personally.

Think Critically
1. Why do you think color is so important to fashion marketing?
2. Discuss with a partner how color impacts you and the clothing choices you make. Write a paragraph about the colors you like and how they make you feel.

MARGARET WALCH

Margaret Walch has a career that impacts the colors of much of the clothing purchased in the United States. As director of the Color Association of the United States (CAUS), she assists with forecasting the colors used by the American textile, fashion, and interior design industries. After earning a bachelor’s degree in history and fine art and a master’s degree in social history, Margaret Walch began her career as a journalist. She worked in the United States and London for a textile magazine, American Fabrics. Back in the United States, she wrote the Color Source Book and began working for CAUS, eventually moving up to the position of director. She helps educate fashion marketers about the importance of color to successful marketing and frequently lectures on color to business organizations, such as May Department Stores, Nike, and the American Society of Interior Designers. Ms. Walch also edits CAUS News, the association’s newsletter, and has written two other books on color including Living Colors: The Definitive Guide to Color Palettes through the Ages. The history of colors used in fashion and decoration is used in predicting the essence of future colors. Ms. Walch is considered an international expert on color and its impact on people. She has focused her career around color.

THINK CRITICALLY
1. Why do you think color is so important to fashion marketing?
2. Discuss with a partner how color impacts you and the clothing choices you make. Write a paragraph about the colors you like and how they make you feel.
UNDERSTAND MARKETING CONCEPTS
Circle the best answer for each of the following questions.

1. What is meant by natural fibers?
   a. light-colored fibers
   b. fibers favored by naturalists
   c. high fibers
   d. fibers originating from plants or animals

2. Two types of stitches are
   a. terms and textiles.
   b. seams and stress.
   c. needles and handles.
   d. interlocking and interlooping.

THINK CRITICALLY
Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. Social Studies  Select a natural fiber and research the specific geographic regions in which that natural fiber is developed and why. Present a short report to the class about your findings.
   Answers will vary. Students should use cotton, silk, linen, wool, or other natural fibers to answer.

4. Communication  Write a paragraph about why denim has been a popular fabric for more than 100 years. Include some information about what styles are currently popular in denim.
   Answers will vary but should include denim's popularity for being durable and comfortable.

TEACHING STRATEGIES
Visually Impaired Students
Use voice-recognition software to allow the students to surf the Internet.

TEACHING STRATEGIES
Gifted Learners
Provide gifted learners an opportunity to find out more about textiles and garment construction by completing research on the topic and sharing the information with the class.

ASSESS
Reteach
Give students 5 to 10 minutes to define and give an example for each of the elements and principles of design.

Enrich
Students could select a garment and research the history of its design. The information could be presented as a written report or presentation to the class.

CLOSE
Ask students to discuss how the look and feel of different fabrics is better for some functional garments than others; for example, cotton to absorb moisture in sportswear or wool to provide warmth.
REVIEW MARKETING CONCEPTS

Write the letter of the term that matches each definition. Some terms will not be used.

1. A long, continuous fiber
2. Thin threads that are spun into yarn
3. The interlocking or interlooping of thread to join two pieces of fabric
4. Fibers produced using plants and chemical processes
5. Man-made fibers that are produced totally from chemicals
6. Clothing items of fabrics or leather
7. Joint where two pieces of fabric meet
8. Include zippers, buttons, and thread
9. A less expensive copy of a haute couture designer garment

Circle the best answer.

10. Fashion is no longer centered only in France because of d
   a. economics.
   b. global communications.
   c. technology.
   d. all of these.

11. Three segments of fashions are b
   a. small, medium, and large.
   b. men’s, women’s, and children’s.
   c. style, design, and color.
   d. none of these.

12. What are the three major natural fibers? c
   a. nylon, rayon, and acetate
   b. polyester, cotton, and linen
   c. silk, cotton, and wool
   d. rayon, spandex, and wool

13. Environmental factors affecting demand include d
   a. fibers and filaments.
   b. acetate and rayon.
   c. style and design.
   d. social, technological, and economic.
THINK CRITICALLY

14. Spend five minutes discussing with another student why cultures influence fashions. Make a list of reasons a fashion marketer needs to know about multiple cultures.

Answers will vary but should include the need to know about multiple cultures because they are customers or potential customers.

15. How has the development of textiles influenced the fashion industry? Describe the importance of fabric to the fashion industry.

The technological improvements in fabric have given the fashion industry opportunities to design in new ways. Textiles are of major importance to fashion. They are the foundation on which the creation is based.

16. Why was France originally the center of fashion? Why are there multiple centers of fashion now? How did the spread of democracies and technology move the center of fashion from France?

France was the center of fashion because of money and interest in fashion. Democratization of fashion brought about multiple centers of fashion. Middle-class people could buy fashions, and they were available around the world.

17. Describe the origins of denim. How did the fabric get its name? Of what fiber is it made?

Denim was originally from Nimes, France. The name was shortened from serge de Nimes. It is made of cotton.
18. **Marketing Math**  You want to produce 100 garments that you can sell for $75.00 each. It takes 5 yards of fabric that costs $7.50 per yard to make each garment. The findings you want for each garment cost $15.00, and it will take a garment manufacturer 1/2 hour to produce each garment at $14.00 per hour. How many garments will you have to sell to pay for the fabric, findings, and construction costs?

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\begin{align*}
\text{Fabric cost} &= 37.50 \times 5 = 187.50 \\
\text{Findings cost} &= 15.00 \\
\text{Construction cost} &= 7.00 \\
\text{Total cost} &= 37.50 + 15.00 + 7.00 = 59.50 \\
\text{Profit per garment} &= 75.00 - 59.50 = 15.50 \\
\text{Number of garments} &= \frac{59.50}{15.50} \times 100 = 79.3333 \approx 80 \\
\end{align*}
\]

You must sell 80 garments at $75 each to pay for costs.

19. **Ecology**  Why are some fabrics considered man-made and others considered natural? Which ones are made of totally renewable resources?

Natural fibers come from plants or animals. Man-made fabrics come from chemical processes. Natural fibers are totally renewable.

20. **Technology**  How has technology changed the production of textiles? How has this changed fashion? Why does global communication over the Internet and TV affect fashion?

The production of textiles is almost totally automated. This has made garments less expensive to produce. Global communication spreads trends around the world.
You are the manager of an upscale clothing store that pays sales associates commission on sales. Competition among the sales associates at your store is fierce. Frequently, more than one sales associate approaches the same customer for a possible sale. This has led to arguments among sales associates and has lost business.

Sales associates at your store are expected to be fashion experts who know how clothes should look with the proper fit. You have noticed that sometimes sales associates are so anxious to complete a sale that they are not totally honest with customers. Customers are sold clothing that does not fit correctly.

The policy at your clothing store is “free alterations for the life of the garment.” Most sales associates are not eager to help customers who bring in older clothing for alterations. Sales associates feel that the time taken to size older clothes reduces their sales of new clothing. Your store owner believes that the free lifetime alterations policy results in loyal customers.

As manager of the store, you must present a strategy to the owner to improve customer service and the image of sales associates. You must devise the best strategy for paying sales associates, altering clothing, and establishing long-lasting customer relations. The bottom line is to achieve maximum sales with the best service. You have ten minutes to devise your strategy, and you will be given ten minutes for the role play to present your strategy to the store owner.

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**FASHION RETAIL MANAGEMENT ROLE PLAY**

You are working with a fashion manufacturer to predict trends in fashion based on what has happened in the past. You want to see if you can increase the speed at which styles in men’s wear make dramatic changes similar to women’s fashion trends.

**Work with a group and complete the following activities.**

1. Research men’s wear fashion history on the Internet or at the library. Go to [www.google.com](http://www.google.com) and search for men’s fashion history, or use information and books from your school library.

2. Write a description of a period of time when men’s and women’s clothing in Europe were similar in decoration and colors. Include information about the environmental characteristics of the time that impacted men’s fashions.

3. Discuss your ideas with the group, and prepare a two-minute presentation on the topic. Use computer presentation software to create your presentation. Insert pictures of clothing from the time period, if possible.