

Influences on Clothing

***Brainstorm 5 factors I think influences my clothing choices:**

- 1.
- 2.
- 3.
- 4.
- 5.

Factors that Influence your clothing choices

1. Basic Needs

- Physical – comfort, protection, _____
- _____
- Social

2. Your _____ & the Weather

3. Your Personal _____

- Everyone has likes and dislikes. That's why _____ create many styles and many colors of the same style.
- Your preferences are determined by your _____ about what's important.
 - Ex: durability, low cost, status, latest style, _____ or middle-of-the-road

4. Family

- _____ may carry weight
- _____ of family home (urban vs. rural, Northern U.S. vs. Southern U.S.)
- Family opinions matter less as a person _____ (ex: 5 years old vs. 22 years old)

5. Friends

- _____ – friends, classmates, coworkers
- Clothing choices are decided by the _____, whether consciously or subconsciously
- For teens: _____ in the group hinges on wearing the “approved” style
- Can cause problems if the group's idea _____ with the individual's

***Discussion Questions: Trends in High Schools:**

6. Impact of the _____

- Messages are communicated to a _____ audience.
- Media surrounds you. TV, radio, _____, magazines, newspapers, catalogs, the Internet.

Advertising

- Main purpose: to _____ a product, image, or idea by making you believe the item will make your _____ and YOU more interesting, popular and happier.
- Very powerful because of its ability to _____ people to buy
- Be sure to look for the _____ in an ad & not be swayed by the emotion (they create _____, but positive feelings for the product).

Celebrities

- Subconsciously, people think that if they look or act like a celebrity, some of the _____ characteristics will rub off on them.

Status Symbols

- Give the wearer a special feeling of _____ or wealth (try to look special)
- Important to some people, not others

Review of Part One of Influences of Clothing:

- Factors that influence your clothing choices:
 - _____
 - Activities and weather
 - Personal preferences & values
 - _____
 - Friends/peer group
 - Media
 - Advertising
 - _____
 - Status Symbols

Part 2 Influences on Clothing

How has society _____ & how has that influenced fashion?

- Society - group of people who share certain _____, institutions, & interest
- Five major _____ influence choices

1. More _____ Living

- ❖ *What is something Americans dress more casually for now than ever before?*

2. _____ Communication

- Improved technology = close contact with the world/share information easily
- Fashion news travels quickly these days
- Similar fashions are for sale at the same time in many parts of the world.

3. _____ Shopping Options

Shopping _____ are everywhere these days

- Strip centers, indoor malls, mega malls
- Television: HSN, QVC. Store _____, eBay, Overstock.com

4. Consumer _____

- Consumer influence drives fashion.
- Consumers are more educated these days and want the best products for the cheapest prices and no hassle.
- Loyalty to a store or brand name is less likely.

5. _____ Marketplace

- | | |
|----------------------------------|--------------------------------------|
| ▪ Garment designed in country #1 | ▪ Shirt manufactured in country #4 |
| ▪ Fabric designed in country #2 | ▪ Notions shipped in from country #5 |
| ▪ Fabric produced in country #3 | ▪ Shirt shipped to USA, country #6 |

Fashion Capitals have _____

- 1940s-1950s: high fashion designers were in _____ & ready-to-wear designers were in NYC
- 1960s-1970s: London, Rome, & _____ became fashion capitals
- 1990s: _____, Germany, Spain, Canada, and Hong Kong becoming stronger
- The world of fashion is exciting because it is _____!