



Fashion Design



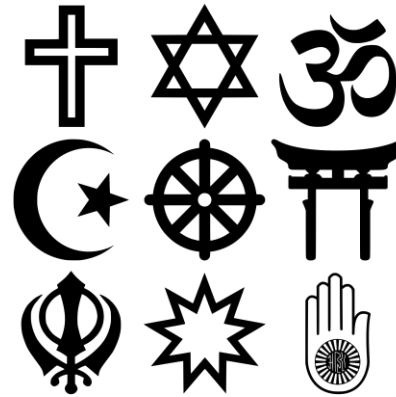
BRAINSTORM

... 5 Factors that influence your clothing choices



Discussion Questions...

- As a table discuss the following:
 - What are 2 factors we all have in common
 - Describe your fashion style now.
 - Has it changed over the years? If so how & why?



Discuss with your table what these pictures represent in terms of clothing selection...



1. Basic Needs

- Physical – comfort, protection (from the elements and job), safety.
- Emotional- Personal preference, values and how it makes one feel.
- Social- Job, special events, professional atmosphere, activities, culture, and status.



2. Your Activities & the Weather



3. Your Personal Preferences

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



Developing your style:

Examine your
values

Discover your
overall attitude
toward clothing

Develop your
own clothing
philosophy

4. Family

- Opinions may carry weight
- Location of family home (urban vs. rural, Northern U.S. vs. Southern U.S.)
- Family opinions matter less as a person ages (ex: 5 years old vs. 28 years old)



5. Friends

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



Discussion Questions

- Come up with 5 fashion trends you see in High Schools...



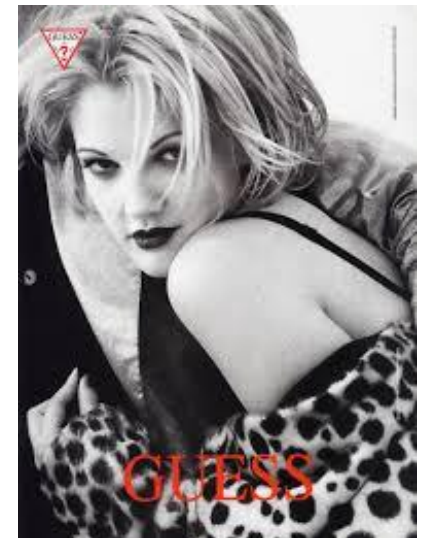
6. Impact of the media

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



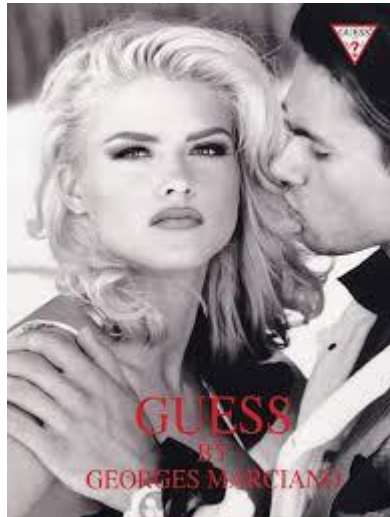
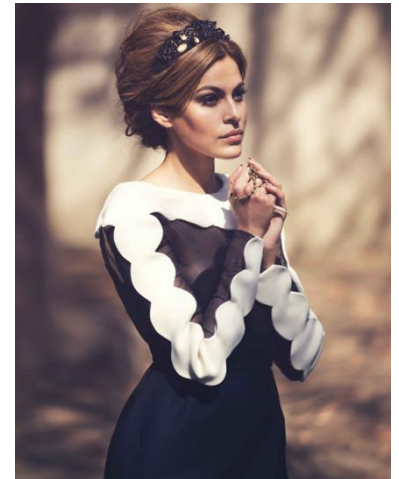
Advertising

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



Celebrities

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



Status Symbols

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

Oscar de la Renta


SWAROVSKI


FENDI


TORY BURCH


MICHAEL KORS


NIKE


kate spade
NEW YORK


RALPH  LAUREN


LOUIS VUITTON

Ray-Ban®

GUCCI


TIFFANY & CO.

Calvin Klein


Review of Part One of Chapter 1

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

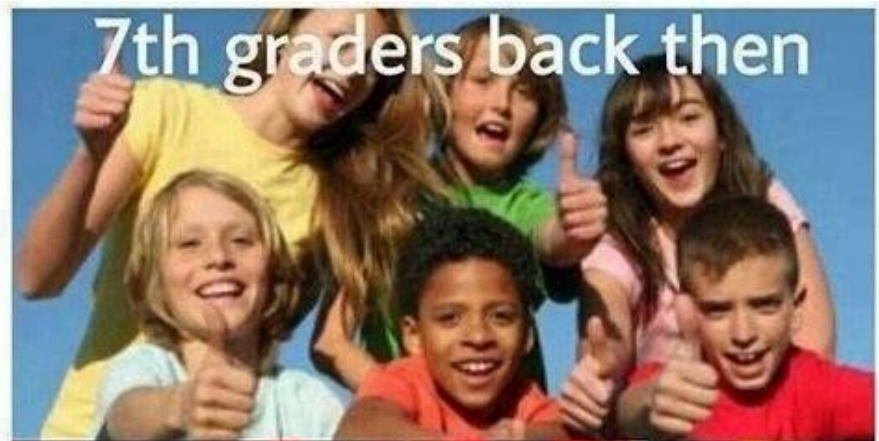
Part 2 of Chapter 1

- **How has society changed & how has that influenced fashion?**
- Society - group of people who share certain traditions , institutions, & interest
(ex: all Americans)
 - Five major trends influence choices



Discussion...

- What changes have you noticed in how society dresses in the past 5 years, 10 years, and 50 years?



1. More Casual Living



American society used to be more formal.

- ☐ People dressed up for traveling, shopping, or dining out.
- ☐ Men wore suits & ties, women wore dresses, gloves, & hats.
- ☐ Women never wore white shoes before Memorial Day or after Labor Day.
- ☐ Black was only worn for funerals



These days, people dress casually for most occasions.

- ☐ Women especially no longer accept uncomfortable and constricting clothing.



2. Rapid 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.



Brad Pitt is striking his best poses for **Japanese** denim-brand Edwin



3. Multiple Shopping Options



- **Shopping opportunities are everywhere these days**
 - Strip centers, indoor malls, mega malls
 - Television: HSN, QVC
 - Store websites, eBay, Overstock.com

4. Consumer Power

- 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. Global Marketplace



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

Fashion Capitals have expanded

- 1940s-1950s: high fashion designers were in Paris & ready-to-wear designers were in NYC
- 1960s-1970s: London, Rome, & Milan became fashion capitals
- 1990s: Tokyo, Germany, Spain, Canada, and Hong Kong becoming stronger



Fashion Design

- The world of fashion is exciting because it is always changing!

