Unit 5: The fashion industry influences your life

Content Area: **Family and Consumer Sciences**
Course(s): **Contemporary Living**
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Enduring Understandings

The fashion industry affects what is available to buy, the prices of the items and the self image of people who take its advertisements seriously

A person's clothing choices are often clues to their individual personality, values, self image and pride in their cultural heritage

Making wise decisions about clothing purchases involves understanding garment quality, knowing how to calculate the true cost of clothing, understanding fads and fashions and being able to pick clothing that fits you an your wardrobe

Essential Questions

How does the designer system affect people economically and socially?

Why do people feel that designer label garments are of higher quality than garments without such labels?

Why is purchasing the best quality garment for the lowest price a factor in clothing choices?

How does the price of brand licensing affect the price you pay for clothes?

How does determining the cost per wearing help you judge the value of a garment?

Content

Fad

Style

Trend

Classics

Sale

Size range

Ready made clothing

Fashion

Aesthetic

Cost per wearing

Textile label

Care label

Skills

Interpret personal statements expressed through clothing

Explain the social significance and economic impact of clothing

Identify health and safety issues reading clothing and describe how to respond to them

Assess the quality of a garment and estimate its true cost

Explain how to buy clothing that fits you and suits your needs

Interpret textile labels on garments

Summarize the basics of clothing care

Resources

Creative Living

How Clothing is Sold DVD

Google search, slides, docs

Standards

16.1	Analyze career paths within textiles, fashion, and apparel industries.
16.1.1	Explain the roles and functions of individuals engaged in textiles, fashion, and apparel careers.
16.5	Evaluate elements of textiles, fashion, and apparel merchandising.
16.5.1	Apply marketing strategies for textiles, fashion, and apparel in the global marketplace.
16.5.2	Analyze the cost of constructing, manufacturing, distributing, altering, repairing or recycling textiles, fashion, and apparel.
16.5.3	Analyze ethical considerations for merchandising textiles, fashion, and apparel.
16.5.5	Critique a variety of methods for promoting textiles, fashion and apparel to diverse populations.