Unit 6: Focus on fashion design

Content Area: **Family and Consumer Sciences**
Course(s): **Fashion Technology**
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Enduring Understandings

Most apparel produced today is ready to wear (RTW)

Couture refers to garments made to fit a particular customer

Knockoffs are copies of high priced designs

Licensing is one way for designers and couture houses to receive payments form their designs

There are three major categories of apparel :men's, women's and children's

Fashion designers work on all apparel categories and at all price points

Fashion magazines, newspapers, technology and trade associations relate fashion industry information to the public

Essential Questions

How do knockoffs affect consumers and designers?

How does brand licensing affect the fashion industry?

Why is fashion week so important to the apparel industry?

How do designers create and present their designs?

Why is Women's Wear Daily so important to the fashion industry?

In what ways do croquis differ from technical drawings?

How do fashion designers benefit from social media networking sites?

Content

Vocabulary:

Ready to Wear

Line collection

Haute couture

Pret-a0porter

Diffusion line

Fashion week

Fashion capitols

Croquis

Technical drawing

Trade associations

Knock off

Licensing

Couture

Store brand

Licensing

Skills

Contrast ready to wear and couture

Explain how knockoffs affect consumers and designers

Summarize the role of licensing in the fashion industry

Identify the main apparel categories and price points

Summarize where fashion designers work including the fashion capitols of the world

Explain the steps in the fashion design process

Identify some of today's top fashion designers

Analyze the role of the major fashion publications and trade associations in the apparel industry

Resources

Apparel

Google search, docs & slides

A & E top ten Fashion Designers

CoCo Chanel Biography DVD

Standards

1.2	Demonstrate transferable knowledge, attitudes, and technical and employability skills in school, community and workplace settings.
2.1.4	Apply consumer skills to providing and maintaining clothing.
	Integrate knowledge, skills, and practices required for careers in textiles and apparels.
16.1.1	Explain the roles and functions of individuals engaged in textiles, fashion, and apparel careers.
16.1.3	Summarize education and training requirements and opportunities for career paths in textiles, fashion, and apparel industries.
16.1.4	Analyze the effects of textiles, fashion, and apparel industries on local, state, national, and global economies.
16.2	Evaluate textiles, fashion, and apparel products and materials and their use in diverse settings.
16.2.1	Apply appropriate terminology for identifying, comparing, and analyzing the most common generic textile fibers and fabrics.
16.2.2	Evaluate performance characteristics of textile fiber and fabrics.
16.2.7	Evaluate quality of textiles, fashion, and apparel construction and fit.
16.3	Demonstrate textiles, fashion, and apparel design skills.
16.3.3	Utilize elements and principles of design in designing, constructing, and/or altering textiles, fashion, and apparel.