

Fashion Merchandising A

Levels: Grades 10-12
Units of Credits: 0.50
CIP Code: 08.0101
Core Code: 37010000060
Prerequisites: None
Skill Test:

COURSE DESCRIPTION

The Fashion Merchandising course is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of: Basic Fashion and Business Concepts and terminology, fashion cycles, textile fibers and yarns, garment styles and parts, retail merchandise categories, retail business fundamentals, and fashion promotion. Students taking marketing classes should have the opportunity to participate in the DECA organization (Student Marketing Leadership Association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will understand why people choose certain clothes.

Objective 1: Identify five reasons why people wear clothes.

a.

Objective 2: Analyze how clothing satisfies certain physical, psychological, and social needs.

a.

Objective 3: Compare how values, attitudes, conformity, individuality, and personality affect clothing selections.

a.

STANDARD 2

Students will understand basic fashion terminology.

Objective 1: Define the following terms: fashion, apparel, garment, fashion trend, silhouette, high fashion, avant-garde, fad, craze, classic, and accessories.

a.

Objective 2: Define the following terms for clothing construction: fitted garment, seams, dart, bodice, draped, tailored, composite.

a.

Objective 3: Define the following clothing business terms: couturier, copies, knockoffs, ready-to-wear, and couture.

STANDARD 3

Students will be able to understand the basics of the Fashion Cycle.

Objective 1: Identify the fashion cycle and describe what happens in each stage.

a.

Objective 2: Define: fashion movement, fashion leaders, fashion trend.

a.

Objective 3: Describe: trickle-up theory, trickle-down theory, trickle-across theory

a.

STANDARD 4

Students will understand basic garment styles and clothing parts.

Objective 1: Identify basic dress styles including, but not limited to: Empire, sheath, shirtwaist, princess.

a.

Objective 2: Identify basic collar styles including, but not limited to: Button-down, shirt, turtleneck, crewneck.

a.

Objective 3: Identify basic neckline styles including, but not limited to: scoop, v neck, sweetheart, decollete'.

a.

Objective 4: Identify basic sleeve styles including, but not limited to: raglan, set in, shirt, kimono.

a.

Objective 5: Identify basic skirt styles including, but not limited to: pleated, gathered, a-line, wrap.

a.

Objective 6: Identify basic pant styles including, but not limited to: gauchos, hip huggers, jumpsuit, bermudas.

a.

Objective 7: Identify basic jacket styles including, but not limited to: Chanel, pea, bolero, safari.

a.

Objective 8: Identify basic coat styles including, but not limited to: trench, cape, wrap, polo.

a.

STANDARD 5

Students will understand the development of fashion and the fashion industry.

Objective 1: Identify three factors that contributed to the development of the apparel industry.

a.

Objective 2: Identify and describe three of the major trade publications in the fashion industry.

a.

Objective 3: Identify four fashion designers and their contributions to fashion from France, United States, Italy, and other areas around the world, including but not limited to: USA: Bill Blass, Liz Claiborne, Donna Karan, Calvin Klein, Ralph Lauren. France: Gabrielle "Coco" Chanel (and Karl Lagerfeld), Christian Dior, Hubert de Givenchy, Yves St Laurent. Italian: Giorgio Armani, Dolce and Gabanna, Gucci, Versace (Gianni and Donnatella).

a.

Objective 4: Identify four fashion awards.

a.

STANDARD 6

Students will understand the basics of textiles.

Objective 1: Identify the following terms: fabrics, fibers, yarns, natural fibers, filament, manufactured fibers, denier.

a.

Objective 2: Explain the advantages and disadvantages and characteristics of the following natural fibers: cotton, linen, wool, silk.

a.

Objective 3: Explain the advantages and disadvantages and characteristics of the following manufactured fibers: rayon, nylon, acrylic, polyester.

a.

Objective 4: Identify the three basic weaves.

a.

Objective 5: Define knit.

a.

STANDARD 7

Students will understand the basics of Fashion Marketing.

Objective 1: Define: marketing, marketing concept, target market, market segmentation, demographics, psychographics, geographics, behaviorists, fashion merchandising.

a.

Objective 2: Identify the 4 Ps of Marketing.

a.

Objective 3: Describe the Channels of Distribution used in the fashion industry.

a.

Objective 4: Identify the 7 Marketing Functions and what each function does.

a.

STANDARD 8

Students will understand basic marketing terms and principles as related to fashion.

Objective 1: Identify the types of fashion promotion including: advertising, publicity, visual merchandising, video merchandising.

a.

Objective 2: Describe the following types of retail stores: department stores, flagship stores, branch stores, chain stores, discount stores, specialty stores, mail order houses, franchises, and other types of retailing.

a.