Arkansas CTE

Fashion Merchandising: Grades 10, 11, 12

Adopted 2010

Historical Development of the Fashion Industry

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1

1.2 Explain the historical development of fashion

1. Create a timeline to illustrate the progression of fashion throughout history 1.2.1
2. List historical trendsetters of the 20th century and describe their influence on fashion 1.2.2

1.3 Recognize the factors that influence clothing choices

1. Compare the influences that basic human needs (physical, psychological and social) have on clothing choices 1.3.1
2. Investigate fashion leaders and trendsetters in today's climate 1.3.2

1.4 Analyze the theories of fashion movement and the stages of the fashion cycle

1. Construct a diagram depicting the theories of the fashion movement (Trickle-up, Trickle-down, Trickle-across) 1.4.1
2. Illustrate the stages of the fashion life cycle (Introduction, Rise, Peak, Decline, Obsolescence) 1.4.2

Fibers, Fabrics, and Finishes

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Discuss fiber properties and determine their appropriate use

1. Compare the advantages and disadvantages of natural and manufactured fibers 2.2.1
2. Explain how fibers are made into yarns 2.2.2
3. Analyze and debate the issues related to leather and fur (ethical, controversial, by-product) 2.2.3

2.3 Compare types of fabric design and construction

1. Identify the two major forms of fabric design (structural and applied) 2.3.1

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2. Compare the different fabric construction methods (weaving, knitting, and other construction methods) 2.3.2

2.4 Identify the major types of fabric finishes

1. Collect, for display, different examples of fabrics with specific finishes 2.4.1

2.5 List the major textile laws and cite their purpose

1. Prepare a written report listing major textile laws and their purposes (fiber content, country of origin, care instructions, identity of producer/distributor) 2.5.1

Producing Fashion

3.1 Define terminology

1. Prepare a list of terms with definitions 3.1.1

3.2 Cite the basic elements of design

1. Choose and display an example of each element of design 3.2.1

3.3 Cite the basic principles of design

1. Choose and display an example of each principle of design 3.3.1
2. Plan an outfit using the principles of design to create illusions that enhance appearance 3.3.2

3.4 Identify the steps of the fashion design process

1. Diagram the steps of the design process (Basic Decisions, Design Concept and Samples, Sales Research Analysis, Design Presentation, Purchase Orders, Production) 3.4.1

3.5 Explain the role of the designer in creating apparel

1. Research top fashion designers and present examples from their current line (Charles Frederick Worth, Mariano Fortuny, Ralph Lauren) 3.5.1

3.6 Describe the movement of fashion from the manufacturer to the consumer

1. Use a timeline to trace the movement of fashion apparel from the fiber and fabric manufacturer to the consumer 3.6.1

3.7 Explain the function of competition in creating and marketing fashion

1. Research the major federal laws giving businesses the right to compete in our society 3.7.1

Fashion Marketing

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

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Explore the functions of marketing

1. Analyze the marketing mix (The four P's) for a specific fashion product 4.2.1

2. Conduct market research to determine a fashion product's target market and prepare a presentation to report findings 4.2.2

4.3 Explain how apparel is marketed domestically and internationally

1. List and describe major domestic market centers 4.3.1
2. List and describe major international market centers 4.3.2
3. Create a presentation that compares trade shows, fashion shows, and market weeks at major market centers 4.3.3

4.4 Explain ways technology is used in fashion marketing

1. Analyze and show examples of bar codes, optical scanners, radio frequency, magnetic strips, and smart cards 4.4.1

Fashion Merchandising and Retailing

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 Describe the types of fashion retailers

1. Assess characteristics of the following stores: department stores, specialty stores, chain stores, discount stores, off-price retailers, wholesalers, hypermarkets, mail order retailers, on-line retailing and outlet stores 5.2.1

5.3 List the basic categories in apparel

1. Chart classifications in apparel (women, men, children, intimate, cosmetics and accessories) 5.3.1

5.4 Discuss the steps in the merchandising cycle/buying process

1. Create a buying plan for a local fashion retailer that includes the styles, sizes, quantities and prices of merchandise for a specific season 5.4.1

5.5 State why visual merchandising is essential to the retailer

1. Draw a floor plan of a store, showing areas of selling, sales support, and fixtures 5.5.1
2. Create a visual merchandising display 5.5.2

Exploring Careers in the Fashion Industry

6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

6.2 Identify the personal traits needed for a successful career in the fashion industry

1. Evaluate personal traits and compare them to those needed for a successful career in the fashion industry 6.2.1

List educational and training requirements needed for a successful career in the fashion industry

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1. Investigate career options in the fashion industry (education/training, salary levels, job outlook, experience needed, locations) 6.3.1