

# Fashion Merchandising State Competency Review

(44 Questions, 67 Total Points)

**(4) STANDARD 1 – Students will recognize basic fashion concepts and terminology.**

*Objective 1: Define fashion terms*

accessories, apparel, avant-garde, classic, composite, design details, draped, fad, fashion, fit, garment types, haute Couture, ready-to-wear, silhouette, style, tailored, trend, wardrobe

*Objective 2: Identify fashion products*

goods, services

**(13) STANDARD 2 – Students will examine the basics of fashion marketing.**

*Objective 1: Define marketing terms*

marketing, marketing concept, target market, market segmentation, fashion merchandising

*Objective 2: Describe the 4 Ps of marketing*

product, price, place, promotion

*Objective 3: Describe the 4 methods of market segmentation*

demographics, geographics, psychographics, behavioral

*Objective 4: Describe the 6 marketing functions*

pricing, promotion, product/service management, marketing information management, distribution, selling

*Objective 5: Identify careers in the fashion merchandising industry*

**(7) STANDARD 3 – Students will demonstrate knowledge of the basics of the fashion movement.**

*Objective 1: Define fashion terms*

fashion movement and fashion leaders

*Objective 2: Identify the stages of the fashion cycle*

introduction, rise, peak, decline, obsolescence

*Objective 3: Describe the theories of fashion movement*

trickle down, trickle up, trickle across

*Objective 4: Identify careers in the fashion merchandising industry*

**(7) STANDARD 4 – Students will discover key components of the fashion industry.**

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

history, politics, economics, and media

*Objective 2: Identify key fashion centers in the U.S. and around the world*

New York, LA, Miami, Chicago, Milan, Paris, London, Tokyo

*Objective 3: Identify and describe major trade publications, fashion magazines, internet sites and social media*

*Objective 4: Identify key fashion designers and their contributions*

Giorgio Armani, Coco Chanel, Christian Dior, Dolce and Gabbana, Tom Ford, Marc Jacobs, Donna Karan, Calvin Klein, Karl Lagerfeld, Ralph

Lauren, Yves St Laurent, Levi Strauss, Versace (Gianni and Donnatella),  
Diane von Furstenberg, Michael Kors, Louis Vuitton, and Vera Wang

*Objective 5: Identify careers in the fashion merchandising industry*

**(11) STANDARD 5 – Student will analyze forms of fashion retail and promotion.**

*Objective 1: Describe types of fashion retailing*

department stores, flagship stores, specialty stores, boutiques, chain stores,  
designer stores, outlets, discount stores, mail order houses, online and  
television retailers

*Objective 2: Demonstrate knowledge of fashion promotion*

advertising, publicity, sales promotion, personal selling, and visual  
merchandising

*Objective 3: Demonstrate a knowledge of business marketing strategies*

hang tags, logos, slogans, trademarks, and copyright

*Objective 4: Identify careers in the fashion merchandising industry*

**(9) STANDARD 6 - Students will explore the main segments of the fashion industry.**

*Objective 1: Describe the primary market in the fashion industry.*

*Objective 2: Describe the secondary market in the fashion industry.*

*Objective 3: Describe the tertiary market in the fashion industry and the types  
of fashion businesses*

sole proprietorship, partnership, and corporation

*Objective 4: Students will recognize categories in the retail market*

men's, women's, juniors, children, and home décor

*Objective 5: Identify careers in the fashion merchandising industry*

**(10) STANDARD 7 - Students will recognize the use of the principles and elements of design.**

*Objective 1: Define elements of design*

line, shape, texture, color

*Objective 2: Identify color theory*

color wheel, hue, value, intensity, and color schemes

*Objective 3: Define the principles of design*

balance, emphasis, rhythm, proportion, and harmony

*Objective 4: Identify careers in the fashion merchandising industry*

**(6) STANDARD 8 - Students will describe basic consumer finance options.**

*Objective 1: Define POS*

point-of-sale

*Objective 2: Develop skills necessary to identify garment quality*

basic construction, seams, matching plaid, attachment of fasteners

*Objective 3: Identify the various payment options available to consumers*

cash, credit, and layaway

*Objective 4: Define the credit terms*

credit limit, credit rating, 30-day charge account, revolving charge account,  
and installment plan

*Objective 5: Identify careers in the fashion merchandising industry*