

# FASHION STRATEGIES: STANDARD 1

Fundamentals of Fashion

# Objectives

- Students will explore the fundamentals of fashion.
  - *Objective 1:* Identify why we wear clothes.
  - *Objective 2:* Define fashion terminology and basic design details.

# Why do people wear clothes?

- Throughout history clothes have indicated people's handicrafts or skills, their artistic imaginations, and their cultural rituals.
- There are five main reasons why people wear clothes:
  - ▣ Protection
  - ▣ Adornment
  - ▣ Identification
  - ▣ Modesty
  - ▣ Status



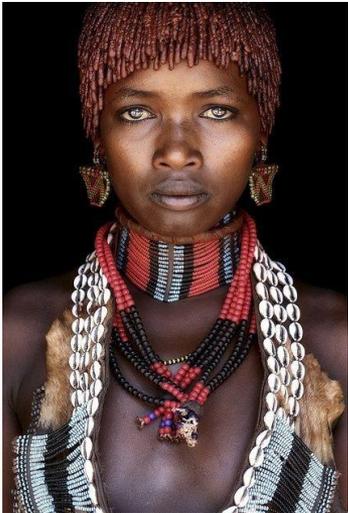
# Protection

- Clothing that provides physical safeguards to the body, preventing harm:
  - From weather:
    - Whether it be the cold, the sun, or the wind
    - Examples: sweaters, coats, gloves, hats, etc.
  - From environmental dangers:
    - Dirt, insects, germs, harmful agents
    - Examples: shoes, sterile gloves, masks, grass skirts, etc.
  - From occupational hazards:
    - Injury, chemicals, fires
    - Examples: hard hats, safety goggles, specialized suits
  - From enemies:
    - Examples: armor, camouflage, bullet-proof vests, etc.



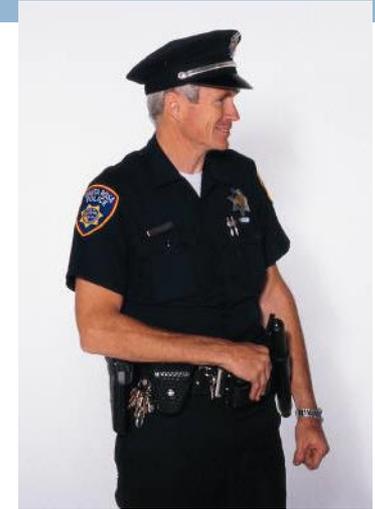
# Adornment

- Refers to decoration and beauty
- People use their individual wardrobes to add decoration or ornamentation
  - ▣ Beauty
    - Creates a positive emotional reaction in the viewer
    - Most psychologists believe beauty is essential to human life
    - Decorative clothing makes us more attractive
    - Decorative adornment can be found in various cultures throughout history
    - Beauty varies from culture to culture and person to person



# Identification

- Clothing that establishes who someone is, what they do, or to which group(s) they belong.
  - ▣ Uniforms
    - A way of identifying roles
      - Can be done using badges, emblems, patches, etc
      - Ceremonial garments can identify roles (ex: cap and gown for graduates, white gown for a bride)
    - Indicate a position of authority
    - Decreases racial, religious, and other barriers
    - Dress codes: businesses and schools have them
      - Clothing must fall within a certain range



# Modesty

- Modesty is covering the body according to the code of decency established by society
  - Dictates the proper way to cover the body for social acceptance
  - Standards of decency are modeled by our culture and social system
  - The event you are attending influences your amount of modesty



# Status

## □ Establishing one's position or rank in comparison to others

- “Good” or “High” status is usually associated with recognition, prestige, and social acceptance
- Clothing is sometimes used to gain a higher rank
  - Many people are willing to pay extra for garments with the most desired labels or logos
    - Utah buys more brand names per capita than anywhere else in US
  - Some items have important social meaning, like a letter on a lettermen jacket or a badge on a uniform



# Fashion Terminology



# Fashion

- The currently accepted style. A prevailing type of clothing that is favored by a large segment of the public.



# Garment Type

- A category of clothing, such as a dress, suit, coat, evening gown, or sweater.



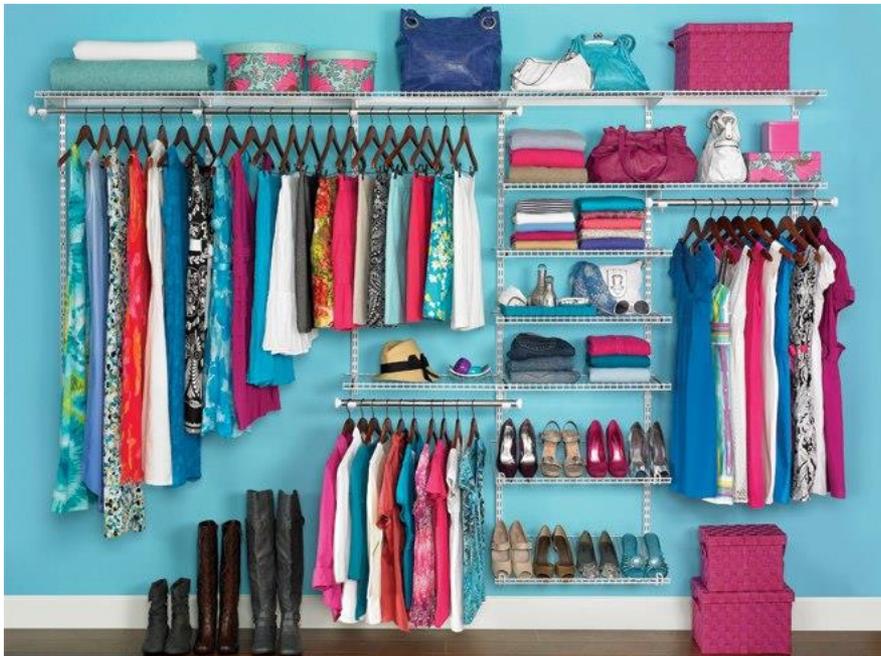
# Apparel

- Any or all men's, women's, and children's clothing.



# Wardrobe

- All the apparel a person owns including all garments & accessories.



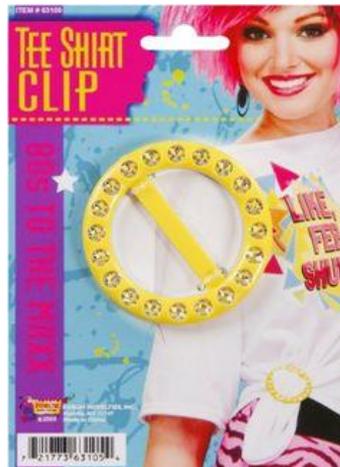
# Classic

- A clothing item that continues to be popular even though fashions change.



# Fad

- A temporary, passing fashion. It is an item that has great appeal to many people for a short period of time.



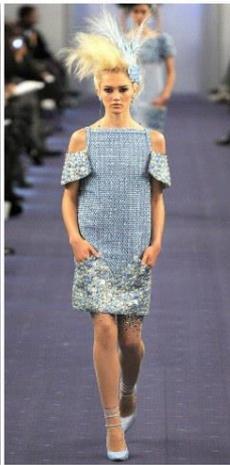
# Ready To Wear

- Clothing mass produced in standard sizes and sold to customer without custom alterations.



# Haute Couture

- “Fine sewing”. The finest clothing from fashion houses by major designers.



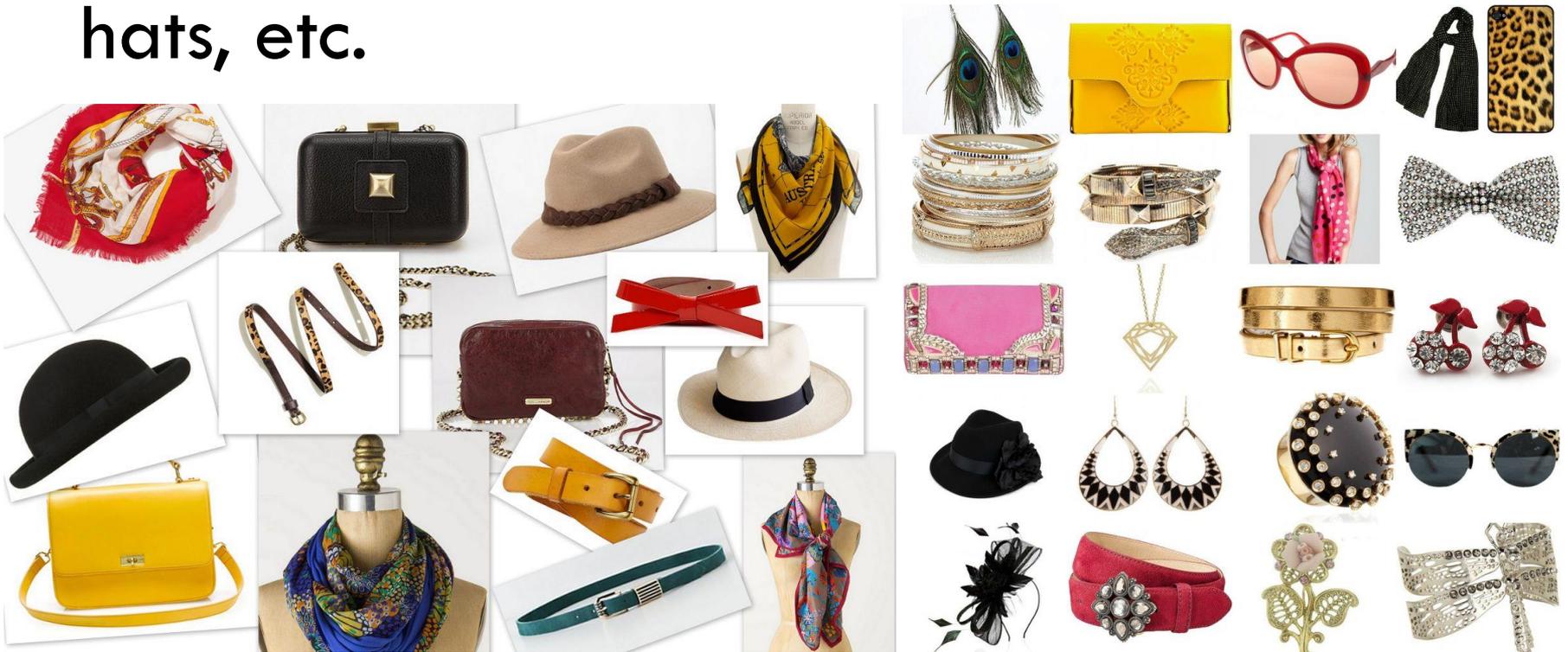
# Avant-garde

- Clothes that are the most daring and wild designs.



# Accessories

- Articles added to complete or enhance your outfits. Ex: belts, gloves, jewelry, shoes, hats, etc.



# Style

- A particular shape or type of apparel item. Determined by the distinct features that create its overall appearance. Specific design details create specific styles.
- Examples – a sheath, shift & princess are all different styles of dresses



# Design Detail

- The various garment parts that distinguish styles. Necklines, collars, sleeves, bodice, lapels, hemlines, etc.



## Know Your Collars



- A t-shirt is a garment type, the neckline design detail changes the style of that garment: i.e. crew neck, V-neck, Henley, etc.

# Silhouette

- The shape of a clothing style shown by its outer lines. (If you squint your eyes and look at a clothing item, it is the shape you see-or outline)



# Fit

- To be the proper size and shape.
- **Fitted Garment:**  
Shaped to follow the lines of the body.



# Tailored

- A garment made by cutting fabric pieces and then sewing them together to fit the body.



# Draped

- Clothing that is wrapped or hung on the body and usually held in place with pins, toggles, buttons, sash or belt.



# Composite

- A garment that is a combination of tailored and draped.



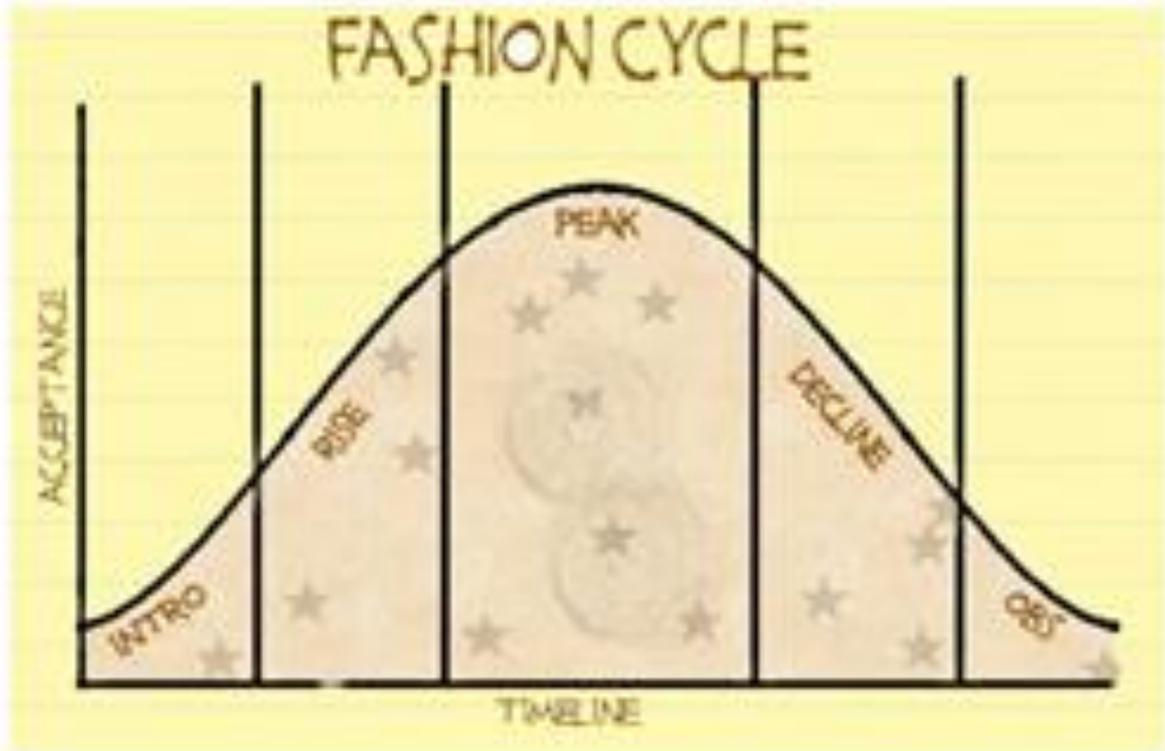
# Trend

- The latest, most admired styles (change in hemlines, waistlines, color, shoe style, etc.)



# Fashion Cycle

- The period of time or life span during which the fashion exists, moving through five stages.
  - ▣ Introduction
  - ▣ Rise
  - ▣ Peak
  - ▣ Decline
  - ▣ Obsolescence

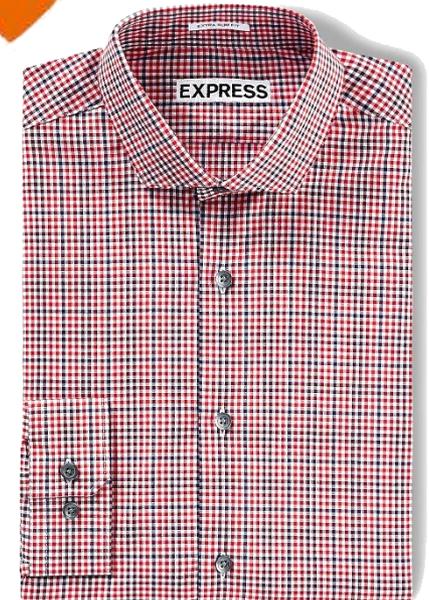


# Basic Design Styles



# Shirts

- T-shirt
- Henley
- Polo
- Dress
- Fitted
- Tuxedo



# Collars

- Shirt
- Button-down
- Peter pan
- Mandarin
- Notched



# Sleeves

- Set-in
- Raglan
- Dolman
- Leg-o-mutton
- Shirt cuff
- French cuff



# Necklines

□ Jewel

□ Scoop

□ Crew

□ Boat

□ Sweetheart

□ Cowl

1. Square



2. Sweetheart



3. Boat



4. Scoop



5. Jewel



6. V-neck



7. Surplice



# Dresses

- Sheath
- Shift
- Empire
- Dropped waist
- Shirtwaist
- Princess



FIGURE 6-34 Dress styles.

# Skirts

- Straight
- A-line
- Yoke
- Gored
- Gathered
- Wrap



pencil



a-line



dirndl



waist  
pleat



hip pleat



bias cut



gored



tulip



trumpet



sarong



gypsy



tiered



gore



handkerchief



wrap



asymmetrical



circle

# Pants/Trousers

- Flared/bootcut
- Straight
- Tapered
- Skinny



# Jackets/Coats

- Blazer
- Double breasted
- Bolero
- Tuxedo
- Chanel
- Trench
- Pea

