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Question No.1 A;- How can you define fashion? Explain in detail.

Answer No.1 A;- STATEMENT

Fashion is defined as a popular way of dressing or speaking.

ORIGIN OF FASHION;- Middle English **fasoun** from Old French **faceon** from Classical Latin **Factio**, a making: see faction

to make in a certain way; give a certain form to; shape; mold

to fit; accommodate (to): *music Fashioned to popular taste*

to think up; contrive.

Fashion

the make, form, or shape of a thing

kind; sort

the way in which something is made or done; manner

the current style or mode of dress, speech, conduct, etc.

something, esp. a garment, in the current style

fashionable people as a group: gentlemen of **fashion**.

There are several types of fashion designing which are following

Types of fashion

- Haute couture.
- Ready-to-wear (prêt-à-porter)
- Mass market.
- United States **fashion design**.
- Belgian **fashion design**.
- British **fashion design**.
- French **fashion design**.
- Spanish **fashion design**.

Question no.2 B;- Fashion today has taken a front seat and is of top most priority to every individual From every age group .Discuss any three factors that affect fashion?

Answer no.2 B;- FACTORS AFFECTING FASHION;-

There are several factors which make a particular style or dress a fashion. Aesthetic appeal alone is not responsible for making a style a fashion.

Fashion does not happen without any reason. It is a response to many factors.

PSYCHOLOGICAL FACTOR;-

Men & women are complex creatures whose actions are seldom governed by reason alone. Changes come about for psychological reasons. People often get bored with what they have .They get tired of same colors, lines & textures.

After sometime , what is new and different appears refreshing, and, what has been on the scene for a while , appears dull & unattractive. Changes in the fashion occur just for the sake of change.

SOCIAL FACTOR;-

In fashion, social changes are especially important. For example, In the early 1900s, women could not own property , vote, or earn a living except in limited occupations. During this time, women dressed how their fathers wanted them to dress, and later how their husbands wanted them to dress.Overtime,the roles of women changed, and what they wore changed ,in part as a result of the women's rights movement.

ENVIROMENTAL FACTOR;-

IN environmental factors condition includes like too cold, too hot, raining, chilling wind etc. We select cloth to take protection from extreme environment, unusual places (space or under water). The selection of clothing changes as the environment condition is change. In this factor one person will not use same clothing in different climatic condition. Depends upon climatic temperature the garments are broadly divided into two categories winter wear clothing & summer wear clothing.

Question No.2 C;- Who is retail distributor? Also explain kind of retail operation.

Answer No.2 C;- The person who buys items, usually at wholesale prices from a manufacturer, and distributes the items to stores that want to sell them. The distributor is essentially a middleman between the manufacturer/factor/wholesaler and the retailer – without them, your favorite stores could never update their inventory. A retail distributor helps to keep things fresh in the shopping world so consumers can get the products they consistently use and rely on.

RETAIL OPERATIONS;-

Kind of Retail Operations:

Retail operations enable a store to function smoothly without any hindrances. The significant types of retail operations consist of: Department store Specialty store Discount/Mass Merchandisers Warehouse/Wholesale clubs Factory outlet.

Retail Management System targets small and midsize retailers seeking to automate their stores. The package runs on personal computers to manage a range of store operations and customer marketing tasks, including point of sale; operations; inventory control and tracking; pricing; sales and promotions; customer management and marketing; employee management; customized reports; and information security.

Question No.2 E;- As a designer how can you highlight the importance of improving personality

According to trends and tradition ?

Answer No.2 E;- As a designer I want to highlight the importance of improving personality I want

To recommend the major theories regarding of personalities about trend and tradition, which include psychology with an abundance of theoretical traditions. The major theories include dispositional (trait) perspective, psychodynamic, humanistic, biological, behaviorist, evolutionary, and **social learning** perspective.