

ID: 15895

SUBJECT TITLE: FASHION CONCEPTS

MODULE: SECOND SEMESTER

PRORGRAM:BTD

## **QUESTIONS**

### **FILL IN HE BLANKS.**

- a) Applied
- b) Fashion Drapping
- c) Pricing
- d) Flaws
- e) croquis
- f) Geographic
- g) Infants
- h) Darts
- i) Marketers
- j) Designer wear

### **CHOOSE THE CORRECT ANSWER**

- a) Mannequin
- b) 1960's
- c) Old People
- d) Summer
- e) Haute Couture

(A)

**Define the difference between drapping and flat pattern with examples.**

**ans) FASHION DRAPPING:**

Draping is the process of transforming a clothing design into a three-dimensional form. The art of draping dates back to 3500 BCE, beginning with the Mesopotamians and Ancient Egyptians. Greek fashion followed with the invention of draped silhouettes like the chiton, peplos, chlamys and himation.

Fashion Draping is the process of positioning and pinning fabric on a standard size dress form to develop the structure of a garment design. After draping, the toile fabric is removed from the dress form which was used to create the sewing draped pattern for making fashionable dress to suit an individual.

### **IMPORTANCE:**

Draping is an important part of Fashion designing and for students to practice different and unique variation of designs. Draping is considered to develop the structure of designed garment. It is a technique to hang fabric on mannequin. The process of draping is to position the fabric and pin it in a dress form.

### **EXAMPLES:**

Examples of draped garments includes:

- traditional kilts and belted plaids
- chitons
- loincloths
- togas
- stolas
- saris
- sarongs or lungis
- pareos
- longyis
- dhotis
- ponchos
- cloaks
- shawls

### **FLAT PATTERN:**

A flat pattern is a 3D sheet metal model in a flattened state. Create Flat Pattern calculates the material and layout required to flatten a 3D sheet metal model. The part browser displays a Flat Pattern node, and the flattened state of the model displays when this node is active.

### **MAKING:**

- In Flat Pattern Making, we take the accurate measurements from a dress form or a figure and then measurements are turned into a pattern using paper.
- In today and 9s world flat pattern making has become necessary for a fashion designer to make garments of different body sizes. Flat pattern

making is quite interesting and important, it helps the people of any age groups to interpret the designs and understand the design with technical ability.

- The right fit is a key to gaining consumer confidence and loyalty.
- Once a brand's target fit has been defined, it must be wielded intelligently to maintain a competitive advantage.
- Flat pattern making, when done correctly, provides the code to this integral part of a brand's DNA and helps ensure competitiveness in a challenging market place.
- Working pattern is derived from the flat method or modeling. Each and every pattern is laid on the board paper to copy the block pattern. Then sewing allowance, Trimming allowance, Button hole, button attaching, dart, pleat, Notch, shrinkage of the fabric, etc are added with the copied pattern.
- A sloper is a pattern that has no seam allowances or style lines.
- From a sloper a myriad of garment styles can be generated.
- The patternmaker creates a new style by adding design details such as a

#### **HISTORY:**

- Prior to the Industrial Revolution the art of patternmaking was highly revered.
- Tailors meticulously worked with their client's personal measurements to customize patterns.
- Clothing made by tailors was elaborate and relegated only to the very rich.
- With the onset of the Industrial Revolution, standardized patterns were essential to the success of ready-to-wear clothing.
- Initial attempts to create standardized patterns resulted in poorly fitting garments with little detail.
- After lengthy experimentation and standardized sizing, patternmaking made a triumphant transformation from customization to standardization.

#### **EXAMPLE:**

Necklines , sleeves

Q2

Explain types of qualifications required for career of fashion designer?

**ans)** To be a fashion designer, you will need to have a good eye for colour and shape. You'll need skills such as pattern-cutting and sewing. You'll also need to be able to spot trends. You will usually need a relevant higher education qualification, such as a foundation degree, HND or degree to be a fashion designer.

**KEY SKILLS:**

Creativity drawing and computer drafting skills knowledge of textiles, sewing, and construction; strong communication and collaboration skills; retail sales experience a plus

**EDUCATIONAL REQUIREMENTS:**

Fashion designers are generally required to hold an undergraduate degree in fashion design. Those who intend on owning their own design firms or shops may benefit from earning a combined degree in fashion design and marketing or another business-related subject. Aspiring fashion designers seeking degree programs may consult with the National Association of Schools of Art and Design, the nationally recognized accrediting organization for design schools.

**ADDITIONAL QUALIFICATIONS:**

Along with formal training, fashion designers must have a strong capacity for creativity, including a knack for color, textile detail and style. Drawing and computer drafting skills are necessary for fashion sketching, and knowledge of sewing and tailoring are required for explaining the design process to manufacturers. Employers also tend to prefer fashion designers with retail or sales experience, which apply to the marketing aspect of the occupation. Similarly, designers are constantly working with various industry professionals, so strong communication and collaboration skills are essential.

**Q3**

**What is meant by four P's of marketing?**

**ans)** P's of marketing means marketing strategies:

- Product
- Place
- Price
- Promotion

**PRODUCT:**

Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand. To be successful, marketers need to understand the life cycle of a product, and business executives need to have a plan for dealing with products at every stage of their life cycle. The type of product also partially dictates how much businesses can charge for it, where they should place it, and how they should promote it in the marketplace.

**PLACE:**

When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them.

In some cases, this may refer to placing a product in certain stores, but it also refers to the product's placement on a specific store's display. In some cases, placement may refer to the act of including a product on television shows, in films, or on web pages in order to garner attention for the product.

**PRICE:**

Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product.

**PROMOTION:**

Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it.

**TRUE AND FALSE:**

- a) True
- b) False
- c) False
- d) True
- e) False
- f) True
- g) False
- h) False
- i) False
- j) True