

FASHION CONCEPTS

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PART-A

FILL IN THE BLANKS.

1. Applied.
 2. Fashion Draping.
 3. Pricing.
 4. Flaws.
 5. Croquis.
 6. Geographic.
 7. Infants.
 8. Pattern making.
 9. Marketers.
 10. Designer wear.
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PART- B

CHOOSE THE CORRECT ANSWER.

1. Mannequin.
 2. 1960s.
 3. Old people.
 4. Summer.
 5. Haute couture.
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PART- C

TRUE AND FALSE

1. True.
 2. False.
 3. False.
 4. True.
 5. False.
 6. True.
 7. False.
 8. False.
 9. False.
 10. True.
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PART- D

QUESTION AND ANSWERS.

Q1. DEFINE THE DIFFERENCE BETWEEN DRAPING AND FLAT PATTERN WITH EXAMPLES?

ANS. DRAPING:

- Draping is the process of transforming a clothing design into three dimensional form.
- In simple words draping technique means the way a fabric hangs in a dress form as well as on the human body.
- Approach each design with positive attitude and clear fashion sense.
- This is the standard rule when fitting and draping any type of garment.

EXAMPLES:

- A fabric is removed from the dress form and used to create the sewing pattern for garment.
- Togas.
- Pareos.
- Dhotis.
- Cloaks.
- Shawls.
- Saris.
- Chitons.

FLAT PATTERN:

- In flat pattern we take the accurate measurements from a dress or a figure and then measurements are turned into a pattern using paper.
- In today's world flat pattern making has become necessary for a fashion designer to make garments of different body sizes. Flat pattern is quite interesting and important, it helps the different age groups to interpret the designs and understand the design with technical ability.
- Flat pattern when done correctly provides the code to this integral part of brands DNA and helps to ensure competitive in challenging market place.

EXAMPLES:

- Flat pattern is a use of three basic

slopers:

1. Waist.
2. Sleeve and skirt.
3. collar.
4. Pocket.
5. Pleats.
6. Button hole.
7. Dart.
8. Button attaching.

Q2. EXPLAIN TYPES OF QUALIFICATIONS REQUIRED FOR CAREER OF FASHION DESIGNER?

ANS. There are two types of qualifications are required that is:

NATURAL:

- This skill set would comprise of a decent aesthetic sense, color expertise, good taste and sense of trends and fashion.
- An eye for detail, knowledge of fabrics and so on is a big plus for those serious about a career as a fashion designer.

ACQUIRED:

- Acquired skills would be a qualification from decent, recognized fashion institute.
 - You can enroll for either a full-time course or a part time certificate course. Students usually take these up after their 10+2 level.
 - Not that the courses are not just available for the graduates or people with higher qualification.
 - There are several short term certificate courses that are offered by the same fashion institutes for super specialization on part time basis.
 - These courses equip you with technical and creative thinking skills.
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Q3. WHAT IS MEANT BY FOUR P'S

MARKETING?

ANS. 1. Product.

2. Place.
3. Price.
4. Promotion.

These are the basic elements to satisfy the customer's wants.

PRODUCT:

- Which company is offering for sale to customers to satisfy their needs and wants.
- Includes goods and services.
- Strategies that include producing, packaging and naming a product.
- For example jeans, sweaters, jewelry, hair styling.

PLACE:

- The way products are distributed and their systems of delivery.
- Getting the product to consumers and the steps of distribution.
- How and where a product will be distributed.
- Where the customer will be purchase the item.
- When the product will be distributed.

PRICE:

- The amount of money consumers will pay for a product.
- Have to determine how much consumers are willing to pay.
- Depends on the price of producing the item, the markup and the customer demand.
- Goal: business must make a profit.

PROMOTION:

- Any form of communication that a business or organization uses to inform, persuade or remind people to buy its product.
- Inform customers about the features of the product and persuade to make a purchase.

TYPES OF PROMOTION:

1. Sales promotion.

2. Public relations and publicity.
 3. Publicity.
 4. Advertising.
 5. Personal selling.
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