



FASHION TERMINOLOGY

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



FASHION

- Any article of clothing.
- Examples: coat, pants, shirt, skirt, suit



Garment

Articles added to complete or enhance an outfit.

Example: shoes, jewelry, belt, scarves, handbags.



Accessories



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

Wardrobe



- A specific version or variation of a style.
- Garment parts and elements combined to create a fashion style concept.



Design

- A particular design, shape, or type of an apparel item determined by the distinct features that create the overall appearance.
- Exists independent of fashion (hipster, gothic, cowboy, preppie)



STYLE

- French term meaning “fine sewing.”
- The finest of dress making
- Exclusive clothes, often individually designed for private clients. Haute couture is often used to describe the work of top fashion designers that are one-of-a-kind, usually expensive designs.



HAUTE COUTURE



- Balenciaga custom-made the dress specifically for Kidman, with an accompanying price tag of at least \$100,000.



- Daring designs that are unconventional and startling.
- Ahead of its time, comes straight off the runway. A design that is often “wild and wow”
- Usually disappears after a few years.



AVANT-GARDE



- Clothing that is mass-produced in standard sizes and sold to customers without custom alterations.
- This is a line by Jean Paul Gaultier for Target.



Ready-to-Wear



- Made by cutting pieces of fabric and then sewing them together to fit the body.
- Fitted.

Tailored

- Fabric that is wrapped or hung on the body and usually held in place with pins, buttons, sashes, or belts.



Draped

- An item of clothing that satisfies a basic need and continues to be in fashion over an extended period of time.
- Timeless.



CLASSIC





- The general direction in which fashion is moving.
- The movement of fashion into and through the marketplace.



TREND



FAD

- A temporary, passing fashion.
- An item that has great appeal to many people for a short period of time.
- Fashion with a sudden burst of popularity



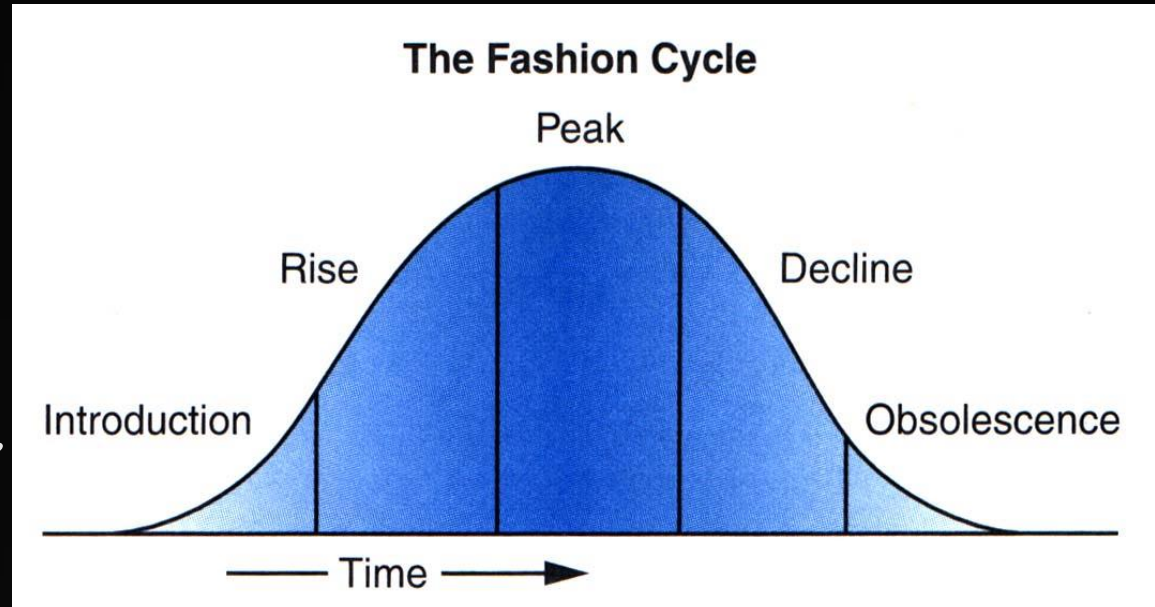




- Every Fashion passes through five stages before it dies
- A cycle of rise, popularization, and decline.

FASHION CYCLE

- Introduction
- Rise
- Peak
- Decline
- Obsolescence



Stages of the fashion cycle

- The fashion is introduced by a producer at a show or elsewhere
- New styles are almost always more expensive

Introduction

- At this stage the buyer order in quantity
- You will see copies and knock-offs of the fashion

Rise

- At this stage the fashion is at the height of it's popularity
- The fashion can settle in as a classic. The cardigan sweater is an annual steady seller.
- The fashion can fade away

Culmination Stage

- When boredom with fashion sets in and consumer demand decreases
- You see less and less people wearing the fashion

Decline Stage

- When strong distaste for a style has set in and it can no longer be sold.
- The style is found only in thrift shop, garage sales etc.
- The style is often donated to charity
- You may see some “stragglers” still wearing the design.

Obsolescence

- Clothing and accessory items sold under an often prestigious marquee which is commonly named after a designer.



DESIGNER LABEL

- Merchandise masking as brand name apparel.



Louis Vuitton Bag
Cost: \$ 2040.00



Knock off
Cost: \$ 210.00

KNOCK OFF

- The production of clothing in large numbers

MASS MARKET



zumiez



EXPRESS



PACSON

- <http://site.edressme.net/extra0208.html>



Fashion of the Future?