Fashion Merchandising NOTES

Standard 4: Components of the Fashion Industry

**DEVELOPMENT OF THE APPAREL INDUSTRY**

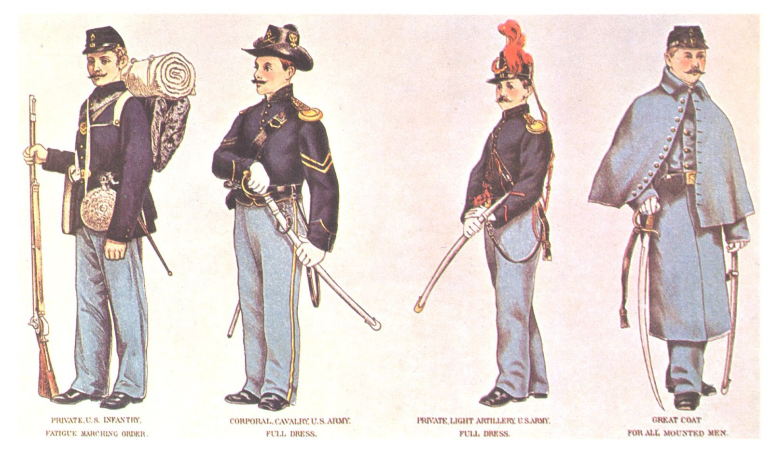
**History**

Industrial Revolution

Development of factory system of production-assembly line

Mechanized Textile Mills-made better fabrics in less time

Apparel switched from hand made to ready-to-wear

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**Politics**

Civil War-introduction of standardized sizes due to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Global Capitalism

More open interaction between governments allows free trade to occur worldwide

Entrepreneur-person who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ his or her own business and who assumes the \_\_\_\_\_\_\_\_\_ and management of the enterprise

Clothes were made faster, which dropped prices so all were competitive in sales.

**Economics**

Techniques in mass \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and retail selling developed and refined

Creation of retail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (department stores)-19th century. Began in Europe. Permanently reshaped shopping habits

Textile and apparel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the largest industry in many nations, especially the developing countries. One of the largest employers in the U.S.

**Media**

Advertising and\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of all types of apparel, from haute couture to every day low-priced garments. Items shown in ads, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and on social media develop a need to purchase.

[](http://www.google.com/url?sa=i&source=images&cd=&cad=rja&docid=vrBbEPDQY8B3sM&tbnid=JM0BNyZCxMzGdM:&ved=0CAgQjRwwADgX&url=http://btswnoeljean.blogspot.com/2010/06/made-in-nyc.html&ei=oAYMUendENDhigL3r4GYBg&psig=AFQjCNEAquU9XZduc9_KKPjvTWxn5O3WFQ&ust=1359829024302230)Introduction of movies, then \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, then\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ constantly sped up introduction of new fashion to the public

**FASHION CENTERS OF THE WORLD**

**United States**

**New York City:**

Center of U.S. fashion

Fashion Weeks (February for FALL and September for SPRING)

Over 5,000 showrooms

Seventh Ave.- Fashion Walk of Fame

Separates, sportswear and natural fibers

**New York City**

Fashion District is the largest in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It ranges from 5th Avenue to 9th Avenue and from 34th to 42nd Street

It is estimated that there are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_fashion companies headquartered in NYC.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are employed in the industry, which generates over $2 billion in tax revenues a year

**Los Angeles**

Largest \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of fashion related businesses in the western US- consisting of \_\_\_\_\_\_\_\_\_ city blocks

California Market Center- \_\_\_\_\_\_\_\_\_\_\_\_ showrooms

Known for laid-back \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ styles and life style and bloggers.

**Miami**

Known for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ boutiques, designer stores galore, and its international center of commerce.

Miami holds\_\_\_\_\_\_\_\_ fashion weeks: Fashion Week Swim, Miami Beach Internationals and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Fashion Week. They showcase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, international design, and resort wear.

**Chicago**

Known for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Mile (Michigan Ave) Great shopping!

Chicago does it’s own fashion show and has showcases for many major fashion events

**International Market Centers**

**Paris, France**

First \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ capital

Home to many premier designers: Chanel, Dior, Hermes, Vuitton, and St. Laurent

Paris Fashion Week is the grand finale of the Big \_\_\_\_\_\_\_ (New York, London, Milan are the others)

Biggest names in the industry are in Paris.

Best shopping streets in the world.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ was born in Paris

Only the French Chambre Syndicale de la Haute Couture can bestow upon a designer the title of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The French dress to impress!

**Milan, Italy**

Home to many famous designers: Armani, Versace, Prada, Valentino

Milan Fashion Week is held\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a year.

Italian designers are known for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ goods (shoes) and luxury \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**London, England**

Home of famous designers: Vivienne Westwood, Alexander McQueen, Stella McCartney, Jimmy Choo, and Manolo Blahnik

Major fashion districts are: Knightsbridge District, South Kensington,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_, and Chelsea

London Fashion Week and The Clothes Show London are the prominent fashion events.

London Fashion Week is known for its new, fresh and creative designers

London is known for 2 conflicting fashion styles: uptight and “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” and \_\_\_\_\_\_\_\_\_\_\_\_

**Tokyo, Japan**

Famous designers are: Issey Miyake, Rei Kawakubo, Yohji Yamamoto, Hanae Mori

Known for street style: Lolita, Gyaru, Ganguro, Kogal, Dolly Kei, Fairy Kei, Mori Girl, etc

Known for significant consumption of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_goods

Known for clothing that doesn’t follow the body \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**FASHION PUBLICATIONS**

**Trade Publications**

Definition: magazines, newspapers, and books that deal with a specific \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Women’s Wear Daily: Major US trade publication for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It reports all new apparel trends with photos, fashion illustrations, and stories.

**Fashion Magazines**

Consumer magazines sold commercially, featuring articles, illustrations and advertisements all dealing with fashion.

Editorial pages: The pages created by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the magazine

**Internet Sites/Social Media**

Internet sites: Easily accessible information,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ updates on the latest designs, access to designers

Social Media: Including Fashion Blogs

Connect with brands and designers on a different level

**FASHION DESIGNERS**

**French Designers**

**Coco Chanel:** Famous French couturier known for introducing the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_, died in 1971, still remains a top French fashion house

**Karl Lagerfeld:** German born French designer, creates for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Fendi as well as himself

Known for quality tailoring and bold ready-to-wear pieces

**Pierre Cardin:** Italian born, French designer, worked for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, famous for licensing his name on products and the space look in the\_\_\_\_\_\_\_\_\_\_

**Christian Dior:** French designer who introduced the “\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_” (fitted blouses and long full skirts) in 1947, died in 1957

**Yves St. Laurent:** paved the way for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and female power dressing, died in 200

**Louis Vuitton:** (1821-1892) Famous for bags and\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. 2006-2012: World’s most luxurious goods.

**American Designers**

**Ralph Lauren:** Popular American designer famous for his \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_men’s and women’s lines influenced by the American \_\_\_\_\_\_\_\_\_\_\_\_\_, also sells home furnishings etc.

**Levi Strauss:** American business man who popularized the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ craze (including inventing \_\_\_\_\_\_\_\_\_\_\_\_\_ that only continues to rush forward, died in 1902

**Calvin Klein:** Became famous with his designer\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, continues to design simple, sophisticated sportswear

**Tom Ford:** American designer who has worked behind the Gucci and YSL labels. Known for classic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marc Jacobs:** American designer who's designs include\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-hobo chic meets sophistication

**Donna Karan:** American designer who designs simple,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ women’s clothes that stretch and move well

**Diane von Furstenberg:** Belgian- born designer and former princess who’s jersey \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ dress became her brand’s iconic look, works in NYC

**Michael Kors:** Famous for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and accessories. Became a household name after being a judge on Project Runway.

**Italian Designers**

**Giorgio Armani:** Italian designer known for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, mostly finely tailored \_\_\_\_\_\_\_\_\_\_\_\_\_ and upscale ready-to wear. Neutral colors

**Dolce and Gabbana:** Italian design team known for modern, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ styles and high-end casual for men and women

**Gianni Versace:** Italian designer who used \_\_\_\_\_\_\_\_\_\_\_\_ color, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_cuts, innovative materials and sex appeal. His sister Donatella took over in 1997 after his tragic death.

**Japanese Designers**

**Issey Miyake:** Known for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ clothing including a line called “Pleats Please”.

**British Designers**

**Alexander McQueen:** Creative designer known for being the \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at Givenchy in Paris as well as his own brand in London. British Designer of the Year \_\_\_\_\_\_\_ times.

**Vivienne Westwood :** Known as the creator of “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”. Uses lots of traditional tartan.

**CAREERS IN RELATED FASHION FIELDS**

Fashion Designer

Fashion Blogger

Fashion Journalist