

Garment Production

Level-II

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**Module Title: - Preparing Design Concept for Collection of
Simple Outfits**

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Acronym

Introduction to the Module

In garment production filed; Preparing Design Concept for Collection of Simple Outfits helps to Identify fashion trends, to Identify influences on fashion design, to Carry out fashion design trend& develop a design concept based on a design brief, to know how to develop theme, mood and color boards, to know how to presentation and Complete work for garment production filed.

This module is designed to meet the industry requirement under the garment production occupational standard, particularly for the unit of competency: **Prepare Design Concept for Collection of Simple Outfits.**

This module covers the units:

- Workstation
- Fashion trends & design concept
- Influences on fashion design
- Theme, mood and color boards
- Presentation and Complete work

Learning Objective of the Module

- Prepare workstation
- Identify fashion trends
- Identify influences on fashion design
- Carry out fashion design trend& develop a design concept based on a design brief
- Develop theme, mood and color boards
- Range presentation and Complete work

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Read the identified reference books.

Unit one: - Prepare work station

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Setting up Workstation
- Preparing sketching tools and equipment
- Selecting material for mood and theme boards
- Resources for research and inspiration

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- set up Workstation and seating according to OHS practices and specifications
- Know and use Sketching tools and equipment.
- know Materials for mood and theme boards
- Identify OHS and workplace practices for dealing with hazards

1.1. Workstation

The design of the workstation layout widely vary from one operation to another depending on the size of work, a number of components to be worked on and type of machine to handle during operation.

1.1.1. Setting up workbench and seating

➤ Safety precautions concerning people

- ✓ During working, where appropriate protective clothing properly.
- ✓ Never remove safety device or safety covers from equipment
- ✓ Be careful of high clothes. Never touch switches with wet hands.
- ✓ When an accident occurs, it should be reported immediately to proper authority.

➤ Safety precautions concerning facilities

- ✓ Facilities must be adequately illuminated, clean, neat and dry.
- ✓ Keep the area organized so that there are no obstacles lying around the floor.
- ✓ The equipment and floor should be free from dust and any chipping.
- ✓ Work benches must be strong.

➤ **Ergonomic arrangement of work place**

- ✓ Ergonomic is a science which is used for arrange the work place. Ergonomics on other hand:
 - Combine all of the issues to improve workers efficiency and well being
 - Maintain industrial production through the design of improved work places.

However few things are common for each workstation those are listed below.

➤ **A good workstation layout:**

- ✓ All works (components) should be placed as closer as possible to the operator for easy reach.
- ✓ Work should be presented correct way for easy unbundling and quick pick up
- ✓ Nothing should stuck operators during picking up and disposing components.
- ✓ Keep bins or other means to dispose finished work.
- ✓ Operators must have enough space on the table to handle the sketching materials.
Enough space in between the table for free movement.
- ✓ Use jig and folders where required.
- ✓ If you provide trimmer (for thread cutting) to operator define a space for it.
- ✓ Provide height adjustable chair.

1.2. Sketching tools and equipment



Fig:-1. 1. Sketching tools and equipment

When fashion designers, patternmaking designers, or pattern makers, produce their design, or alter the patterns and garments, the professional designing/pattern making tools are needed

➤ Drawing pencils/ Fixers

There are two types of pencil, such as wooden and mechanical.

- ✓ The wooden drawing pencils with different grades of hardness are available. such as 7B (the softer), 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H, 8H, to 9H (the hardest).
- ✓ Generally speaking, the soft (B) grades are used for free hand sketching and the hard (H) grades are used for instrumental drawings.
- ✓ The mechanical pencil (fixer) is the precision drafting pencil and for these pencils a wide range of lead grades are available in different sizes such as 0.3, 0.5, 0.7 and 0.9mm diameters.
- ✓ Fiber pens: Many different drawing pens are available. Magic marks come in many colors and are quick-drying. Fiber-tipped are useful for fine lines.

- ✓ Eraser and Erasing shield: In the process of making drawing, it may be necessary to make corrections and changes.
- ✓ Drawing /sketching table: It is the drawing /sketching instrument used to put the paper. The drawing surface/ Work surface should be FLAT, SMOOTH and FIRM.
- ✓ Dusting Brush: During erasing particles coming from the eraser will remain on the sketching/ drawing paper.
- ✓ Pencil Sharpeners: Pencil sharpeners are drawing tools used for sharpening pencils.
- ✓ T-square: is used to draw horizontal lines and to support or guide the set squares. If the head is adjustable, it can also be used to draw inclined lines.
- ✓ Set Squares (also called triangles): are drawing instruments used for drawing vertical and inclined lines. 45 degree triangle and the 30 - 60 degree triangles are the ones commonly used for preparing ordinary technical drawing.
- ✓ Hip curve ruler: is one curved end and one straight end 24" length, Also known as leg curve.
 - It is used to shape and curve hiplines on skirts and blend hems
 - For shaping elbows.
 - To true curved style-lines shaped and contoured darts.
 - Give proper shape to flares and garment panels
- ✓ French curve (set): are used to draw curves other than circles and circular area, used for blending and shaping waistlines, necklines, and armholes for style lines.
- ✓ Flex general ruler: it is a flexible ruler
 - Used for measuring curves and straight lines.
 - Made of rubber strip, can be bending into any shape for adjustments to curved pattern pieces.
- ✓ Metric ruler it is a wooden graduated long ruler used for long line construction.
- ✓ Elastic tape measure: Is essential for most measuring jobs. The best are made of flexible, synthetic material or glass fiber, which will not tear or stretch. The most common length is 150 cm (60 in.) with non-fraying metal-tipped ends.
- ✓ L-square: useful for finding the basis of straight grain, altering patterns or squaring off straight edges. It can also be used as a ruler.

- ✓ Tracing wheel: a wooden or plastic handle on one end and a metal wheel on the other end, used to transfer design/patterns to paper or muslin and to true darts in the pattern making process.
- ✓ Pin and pin cushion- Steel straight pins used for pinning tissue patterns together and fitting on dress forms.
- ✓ Template: A template is a thin piece of metal or plastic which is cut in to a particular shape. It is used to help you cut wood, paper, metal, or other materials accurately, or other materials accurately, or to reproduce the same shape many times.
- ✓ An awl or stiletto: Used to punch small holes on the pattern at specific points to indicate apex point, punch holes for darts and tucks, pocket placement, and other style details.
- ✓ Paper scissor: only used to cut paper and light weight card boards.
- ✓ Tracing paper: It is a transparent paper on which finished drawings are traced from paper drawings for the purpose of reproducing by blueprinting or other similar processes. Tracings may be by made in pencil or in ink.

1.3. Mood/ theme board Materials

1.3.1. Purpose of Mood board

A mood board has two main purposes:

It helps you refine your ideas. Perhaps you are starting from a blank slate and you want to find inspiration. Perhaps you already have a strong idea but want to affirm to yourself that it comes together as you imagine and guide yourself through the many creative decisions ahead. In either case, a mood board will give you the clarity you need before you start buying materials or building elements.

It helps you communicate your ideas to others. Usually, a creative professional like a graphic or interior designer will build a mood board to present their ideas to a client. From there, the client will probably give feedback about the suitability of the overall idea or the strength of certain items on the mood board over others. there are two types of mood boards

1.3.2. Types of Mood board

- **Physical mood boards:** Is the traditional option. Typically, they are laid out on a piece of foam board, a craft material used for purposes as wide-ranging as building dioramas and mounting photographs. Cut out your images neatly and stick them to the board with spray adhesive for best results.
- **Digital mood boards:** are contemporary solutions. It allows to easily incorporating images you have seen on the internet or objects you have photographed digitally. A number of online platforms offer you a way to bring these images together.

1.4 Research and inspiration resources

What is a source of inspiration? Anything visual can be a source of inspiration for a design. Different sources of inspiration can be combined in one garment: a designer garment, A Roman ornament, a piece of tree bark. Even though the use of sources of inspiration is entirely pragmatic, it is possible to identify different types of sources of inspiration performing different roles.

Garments Designers attend fashion shows, such as Premier Vision, and yarn shows, mainly PittiFilati and Expofil. On the same trips they often go shopping in the great fashion centers of the world, like New York, Paris, Milan or London.

Some designers also use historic garments as inspirations, most famously Vivienne Westwood. Designers always keep their eyes open for interesting garments. They watch people on the streets or at parties; and take inspiration from street fashion.

Photographs of Garments: All designers study fashion photographs in magazines. A photograph rarely shows details as clearly as the real thing. However it provides a clear indication of the mood of the garment, its context within a collection and the projected image of the target customer.

Other textiles are often used as sources of inspiration for patterns. They provide rich sources of ornamental patterns, for example in embroideries, rugs, or tie patterns. Knitwear is often coordinated with other textile ranges.

Natural Objects: Many themes take their inspiration from nature. Designers are inspired by animals, plants and other natural objects, as well as natural phenomena such as thunder

storms or sunsets. Designers collect portable physical objects like leaves or shells, use photographs or work from memory.

Research Work on a new season begins with general research into the context of the coming fashion. Designers form an initial opinion of trends and strong design features by looking at forecasting materials from trend prediction, visiting shows and looking through magazines. The result of the research process is a skeletal concept of their new collection, the design frame work. Establishing a Fashion Context at the beginning of a season designers gain an overview of the coming styles and trends.

1.4.1. Templates for fashion illustration

Fashion Illustration is the art of communicating fashion ideas in a visual form that originates with illustration, drawing and painting and also known as Fashion sketching. It is mainly used by fashion designers to brainstorm their ideas on paper or digitally

Ever since clothes have been in existence, and there has been a need to translate an idea or image into a fashion illustration. Not only do fashion illustrations show a representation or design of a garment but they also serve as a form of art.

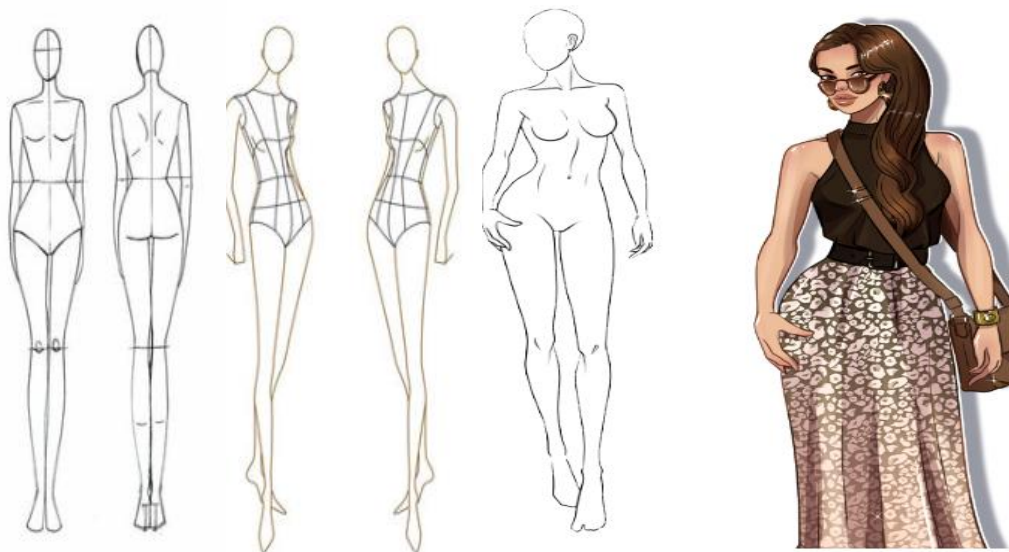


Fig:- 1.2. Fashion illustration Template



Fig: - 1.3. Fashion Illustration

1.4.2. Fabric swatches

A tiny sample usually taken from existing fabric is called a swatch. A fabric swatch or a textile sample is a piece of cloth that is designed to represent the whole piece of cloth. It is called a lab-dip for plain dyed fabrics, and for fabrics with patterns like stripes, it is called a handloom. Fabric swatches are an essential part of the cloth industry and the design process as it helps designers show the kind of fabric to be used. A fabric swatch helps demonstrate how colors and materials will look in reality before the actual piece of cloth comes into existence. Swatches also provide the advantage of showcasing how colors and patterns will appear on the fabric, which may not seem great on paper or a digital screen.

➤ Necessity of fabric swatches

If you are a designer or working on any project, it is great to check if the fabric will suit your project or not. This is also a better way to check before committing to several meters of material, especially if you are shopping for fabric online.



Fig:-1.4 fabric swatch

➤ **How to obtain fabric swatches?**

Before making a fabric swatch, it is crucial to obtain swatches from stores. Fabrics are available both offline and online. You can either pay a negligible amount or get it free from picking fabrics from local fabric stores. However, you have to pay a small amount if you want a fabric swatch from online stores. But once you have all the fabric swatches, how do you store them?

➤ **How to store or organize a fabric swatch?**

To store or organize fabric swatches, one must either make a swatch library or a swatch book. A swatch library or a book is where you can store and organize the fabric swatches and write down the details about each fabric.

It is a meticulous way of organizing information along with the fabric pieces, as you can open the book for reference whenever you want to shop for fabrics online.

➤ **How to make a fabric swatch book?**

To make a fabric swatch book, you can use various stationary items such as double-sided tape, pins, or staples to attach the swatches to a single piece of paper. It is better to add tape to the fabric before cutting the swatch. This is crucial for knitted fabrics.

Once the swatches have been attached to the piece of paper, you can store the paper with the help of plastic sleeves or store all the paper in a binder.

It is better to use plastic sleeves to go through your swatch library without causing damage to the swatches.



Fig:-1.5. Fabric swatch book

What information must be included in the fabric swatch book?

The information that can be included in these fabric swatch books is depends on you, which information you want to include and which one you wish to exclude.

✓ Type of fabric

You can include the type of fabric under this heading, such as khaki, chiffon, organza, silk etc.

✓ Fabric content

You can mention the content of the fabric, such as the percentage of cotton, elastin, polyester that has been used to make the fabric.

✓ about fabric care Instructions

Under this heading, you can mention the fabric's type of care, such as dry clean or machine wash.

✓ Price of the fabric

The price of the fabric can be mentioned under this heading

✓ Weight of the fabric

What must be the size of swatches?

Most fabric swatches are around 5×5 cm /2"x2". However, you can attach small fragments of fabric to avoid damaging the fabric too much.

➤ **How to organize the fabric swatches?**

The fabrics can either be attached to pieces of paper randomly or you can group them by Texture of the fabric, Fiber content, Fabric type

1.4.3. Garment accessories



Fig:-1.6. Garment accessories

Accessories are a range of products that are designed to accompany items of clothing to complete an overall look. Usually intended to be decorative, common examples are handbags, ties, belts, scarves, hats and jewelry.

The materials which are not attached with the body of garments by sewing, only used for garments finishing and packing (decorative purposes) are termed as accessories. The main difference between trimmings and accessories is, trimmings are used as functional purposes and accessories are used as decorative purposes. But we apply trims as decoration it is an accessories. Examples of trims: button, zipper, thread etc



Fig:-1.7. Trims and accessory

A Fashion accessory is an item used to contribute, in a secondary manner, to the wearer's outfit, often used to complete an outfit and chosen to specifically complement the wearer's look. Fashion accessories are decorative items that supplement one's garment, such as jewelry, gloves, handbags, hats, belts, scarves, watches, sunglasses, pins, stockings, bow ties, leg warmers, leggings, neckties, suspenders, and tights.

Fashion accessories add color, style and class to an outfit, and create a certain look, but they may also have practical functions. Handbags are for carrying small necessary items, hats protect the face from weather elements, Laptops provide mobile connectivity and are used to increase work power and gloves keep the hands warm.

Self-check-1

Test-I Matching

Instruction: Match column “B” with column “A”

A	B
-----1. Flex general ruler	A. Put sketching paper
-----2. Tracing wheel	B. Shape hip line
-----3. French curve	C. Blend and shaping armhole
-----4. Hip curves	D. Transfer design/ pattern into paper or muslin
-----5. Sketching table	E. Measure curves and straight line
	F. Used when ruler is too long

Test II: short Answer writing

Instructions: Answer all the questions listed below.

1. Define trims and accessories.
2. Write the purpose of mood board
3. Describe the similarity and difference of trims and accessories
4. Define illustration
5. List the types of mood board

Part III: True or False

Instruction: Write true if the statement is true and false if the statement false.

1. A tiny sample usually taken from existing fabric is called swatch.
2. Natural object is a source of inspiration.
3. Ergonomic is a science which is used for arrange the work place.
4. All accessories are trims.

Note: Satisfactory rating – above 60% Unsatisfactory - below 60%

You can ask you teacher for the copy of the correct answers

Unit Two:- Fashion trends and Design concept

This unit to provide you the necessary information regarding the following content coverage and topics:

- Identifying 20th – 21st century Fashion trends
- Identifying cultural fashion trends
- Identifying Fashion circles and garments
- . Identifying upcoming season fashion trends
- Identifying Target market.
- Illustrate series of sketches use design principle
- Identifying required materials, equipment and skills to develop the collection

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Identify Fashion trends from 20th – 21st century.
- Identify cultural fashion trends
- Identify Fashion circles and garments with significant different design principles.
- Identify significant trends of the upcoming season and related fashion trends
- Identify Target market
- Draw a series of sketches to illustrate design principles and develop drawing templates of figures.
- Develop a design brief
- Identify fabric details , garment manufacturing techniques and process steps (quality, quantity)
- Identify Required materials, equipment and skills to develop the collection

2.1. 20th – 21st century Fashion trends

In 20th century the more influential designers are stepping out of the commercial side of fashion and embracing progressive approach to fashion. Throughout the 20th cross cultural and historical influence had a profound impact upon fashion design. The styles, designers and materials of other times and cultures became more accessible to the designers as improved travel and communication enabled. At the 20th century fashion through many ways in which historical fashion has influenced on it. Generally fashion designers at the current time influence in different ways such as culture, economy and political. In 20th century influential designers are women. Styles are simpler Fashion 20th Century to the Present High-quality products become available at moderate prices Stretchy, synthetic athletic wear becomes popular

2.2. Cultural fashion trends

Nothing is constant except for change!' Fashion is nothing but a constantly changing trend. This term is associated with clothes and accessories majority of the times. People relate fashion to what they wear. Though fashion is a wider concept, it has narrowed down to fabric, apparel, and accessories in modern times.

Great philosophers have come up with different definitions for fashion. But all of them hold one concept in common - looking and feeling good! If you are fashionable, you are confident of your looks. You are sure that you are conveying the right impression before the other person. Being fashionable will certainly help you in taking the first step towards your goal.

Fashion has a long history of trials and errors. What was considered fashionable a few decades back might be synonymous to killing fashion in modern times! Similarly, what is considered fashionable in modern times may be like a fashion suicide for people living a few decades back! The era, beliefs held by the people living in it, and the culture in that era and in that region plays a considerable role in influencing its fashion trends.

Designers and manufacturers produce clothing and accessories in accordance with the culture of a particular region. It becomes the fashion of the region, then. People adopt a

trend in clothing only if it is in accordance with the culture of that area. You may hardly find Muslim women clad in mini- skirts in Qatar or American women in burka.

Ancient Egyptian fashion was largely influenced by its culture in ancient times. They wore clothes that not only looked glamorous but was also comfortable to them in the hot climate. White was the most preferred color due to this reason. Workers and children were mostly naked. Maximum clothes and jewelry were worn by the rich.

Jattin Kochhar, a noted fashion designer from India, remarks, "Fashion designers all over the world promote the color of fruits and vegetables of the season in their collection. If you wear these colors, you will never be out of fashion. There is logic to it as people can connect better with those colors." There is no doubt that surroundings influence the fashion of that particular region, immensely!

Emu bird is the native of Australia and can be found in many areas of Australia. Australian fashion includes headwear made out of emu feathers. Australian Light Horsemen used to carry this headwear. Australian millinery is also inspired by its flora and fauna. Associating its scenic and natural beauty with everything (including fashion) has remained a part of the culture of this country.

Western outfits may have taken over the world fashion market by storm, but countries and states still make it a point to stay connected with their traditional dress. They constantly introduce new fashion trends in the way their cultural outfit is made or worn. In fact, Bhutanese fashion designers do not even introduce any design that clashes with the age old culture followed in their country. Bhutanese are required to wear their traditional outfits in public places.

Fashion is constantly changing. Many times, ugliest of trends get popular in a certain region. Shoulder pads for women got popular in 1940s. It vanished from the society only to be back in 1980s. Fashion icons like Princess Diana too could not resist trying out this accessory. This is because 1980s was the era of the big; big shoulders, big hairs, big jewelry, etc. became a necessity, though they actually looked improper on women.

Culture in a specific region changes with time. Fashion trends also get influenced with the changing culture in that particular area. Women in India used to compulsorily wear a Sari after marriage. This is because they stayed at home while their husbands earned for the

family. As women have started contributing to the family income, they no longer restrict themselves to wearing a Sari.

People generally pick up fashion trends from media. They try to imitate their favorite actors, actresses, or models in terms of dressing and style. Otherwise, they may notice what their friends are wearing and try to adopt the style in their lives, as well. This is how a certain trend gets popular in a region. They cannot wear anything completely outcast, even if it looks good. Anything that the prevailing culture accepts and is enough to make an impact becomes the fashion in that region. Thus, culture has a huge role to play in deciding the fashion of a particular region. Fashion trends in a society are just a mirror to its culture. As the culture changes, fashion changes! It can also be said that fashion can impact culture of a region to a certain extent.

2.3. Fashion circles and garments

A certain style or trend is usually popular for a given period, after which designers come up with other new trends. Fashions may change as many times as possible, but it goes round and round in circles because only a few things change in fashion. After a couple of years, fashion goes back to where it started

2.3.1. Fashion cycles

A fashion cycle is the periodic return of specific styles or general shapes. It is the rotation of particular styles .Some are rejected immediately by the press or by the buyer on the retail level, but others are accepted for a time, as demonstrated by consumers purchasing and wearing them. The way in which fashion changes is usually described as a fashion cycle.

Fashion cycle is usually depicted as a bell shaped curve encompassing five stages:

The cycle can reflect the acceptance of a single style from one designer or a general style such as the miniskirt.

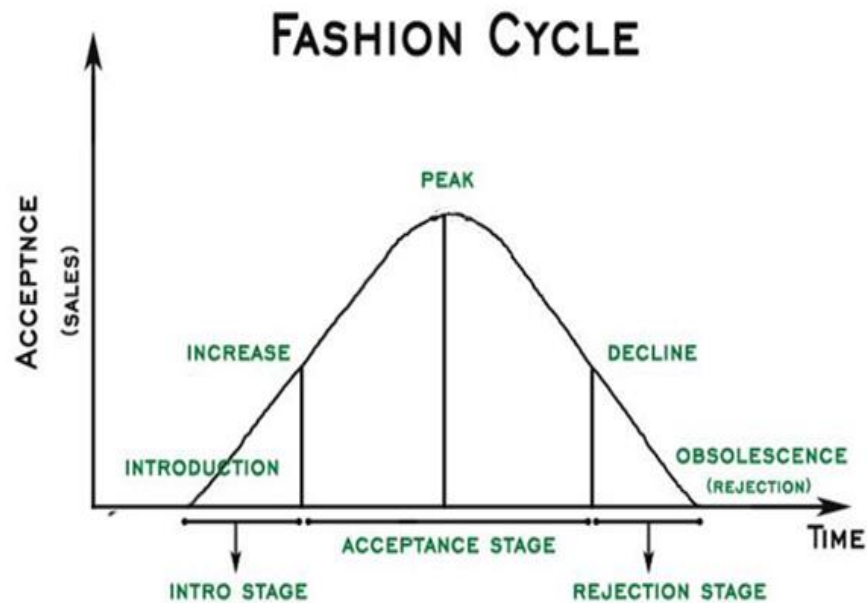


Fig:- 2.1.Five stages of fashion cycle

Introduction Stage

- Designs are 1st previewed
- Upward slope on curve
- Limited number of people accept it
- Offered at high prices, and in small quantities



Fig: - 2.2. Introduction stage of fashion

Increasing/ Rise stage

- 1st incline up the hill
- This is when manufacturers will copy the designs, and produce them for less.
 - Less expensive fabrics
 - Minimizing details
- Mass production reduces the price of the fashion



Fig:-2.3.Rise stages of Fashion

Peak stage

- This stage is at the top of the hill
- The fashion is at its most popular and accepted stage
- Prices will vary because so many have copied the fashion
- The fashion can possibly become a classic
- Simple changes to maintain popularity include:
 - Details of Design
 - Color
 - Texture

Decline stages

- This stage is a downward slope of the curve
- Consumers have grown tired of the fashion, and desire something new
- The market can be oversaturated
- Fashion retailers begin to mark down the price of the merchandise
- Makes room for new designs

Obsolescence Stage

- The end of the fashion cycle, at the bottom of the hill
- Consumers are no longer interested
- Prices are low
- Consumers may not buy the product

Silhouette:-

- The silhouette is a shape or outline or contour of a clothing style.
- Silhouettes always change in fashion.

High fashion:

- High fashion or high style items are the very latest or newest fashions. Because of the fine quality they are expensive; high fashion garments often seem extreme and unusual.
- They originate from the name of designers in leading fashion cities.
- High fashion as a term is best applied to high-priced exclusive, designer branded styles.
- They are worn by wealthy or famous people.
- These styles may also be limited because they are too sophisticated or extreme to call the attention of general public or they are not within the reach of most people in terms of price.

Couturier:

- Couturier is the French term for male designer and the female designer.
- They have their own couture house and create original designs that are presented in a collection each season primarily aimed at individual or private customers.
- The designs created by the couturier are known for their beautiful detailing and use of luxury fabrics.

Custom:-

- Custom means made for the individual customer.
- It is also called made-to-order apparel.
- Garments are produced by professional dressmakers with special design, fabric and fit to body contour of a specific person.

This is usually done after the customer has seen a sample garment, sketch or picture. Custom made clothing was produced mostly by women of the house prior to the mass production at the factories. The garments were also stitched by hand very meticulously

2.4. Significant trends of the upcoming season and related fashion trends

There are many resources to look for an indication of current and future trends, for upcoming seasons. Some of these include:

+ International Catwalk Collections:

The main collections are in London, New York, Paris and Milan, twice yearly. These catwalk collections by high-end fashion designers are seen. Large coverage is given by the world's international media, so it's an incredible important fixture in the fashion calendar.

The key trends of any given season are set here. As these collections are produced by high end designers, the other markets in the fashion sector such as the high street market look at the international catwalk collections, as a key source of inspiration and creativity. The trends taken from the international collections are then filtered down to produce a more “pared down” silhouette and style, suitable for their own customer base.

+ Trend Books and Publications/Online Trend Services:

These are trend prediction services for the current and upcoming seasons. The beauty of using such services is that the research and filtering of the trends from the international collections is “done for you”. Many of the prediction services whether physical book or online e-book will produce an analysis, sometimes 18 months- 2 years ahead. This can include fabrics, color palettes, key silhouettes, print and graphics and represent what the key trend stories will be for that particular season.

+ Street Fashion and Culture:

One aspect of looking at trends which is often overlooked is to consider the style being perpetuated “on the street”. Often this is a good indicator of current micro trends happening in the culture linked to it at the time, (such as films and books) or celebrity style. When observing street style it's clear to see that people often have a way of dressing that is highly individualistic and “one of a kind”. This is a great way of finding inspiration for the creative, looking for new ideas in fashion design.

2.5. Target market

A target market is a group of people that have been identified as the most likely potential customers for a product because of their shared characteristics such as age, income, and lifestyle.

Identifying the target market is a key part of the decision-making process when a company designs, packages, and advertises its product.

A target market is a group of customers with shared demographics who have been identified as the most likely buyers of a company's product or service.

Identifying the target market is important in the development and implementation of a successful marketing plan for any new product.

The target market also can inform a product's specifications, packaging, and distribution.

✚ What Are the 4 Target Markets?

Marketing professionals divide consumers into four major segments:

Demographic: These are the main characteristics that define your target market. Everyone can be identified as belonging to a specific age group, income level, gender, occupation, and education level.

Geographic: This segment is increasingly relevant in the era of globalization. Regional preferences need to be taken into account.

Psychographic: This segment goes beyond the basics of demographics to consider lifestyle, attitudes, interests, and values.

Behavioral: This is the one segment that relies on research into the decisions of a company's current customers. New products may be introduced based on research into the proven appeal of past products.

✚ Why Are Target Markets Important?

Few products today are designed to appeal to absolutely everyone. It is Part of the success of selling a good or service knows to whom it will appeal and who will ultimately buy it. Its user base can grow over time through additional marketing, advertising, and word of mouth. That's why businesses spend a lot of time and money in defining their initial target markets, and why they follow through with special offers, social media campaigns, and specialized advertising.

2.5.1. Market Segments

Dividing a target market into segments means grouping the population according to the key characteristics that drive their spending decisions. Some of these are gender, age, income level, race, education level, religion, marital status, and geographic location. Consumers with the same demographics tend to value the same products and services, which is why narrowing down the segments is one of the most important factors in determining target markets.

For example, people who fall into a higher income bracket may be more likely to buy specialty coffee from Starbucks instead of Dunkin' Donuts. The parent companies of both of these brands need to know that in order to decide where to locate their stores, where to stock their products, and where to advertise their brand.

A business may have more than one target market a primary target market, which is the main focus, and a secondary target market, which is smaller but has growth potential. Toy commercials are targeted directly to children. Their parents are the secondary market.

What Is an Example of a Target Market?

Consider a casual apparel company that is working to build its distribution channels abroad. In order to determine where its apparel will be most successful, it conducts some research to identify its primary target market. It discovers that the people most likely to buy their products are middle-class women between the ages of 35 and 55 who live in cold climates.

A product aimed at men won't be packaged in pink plastic. A luxury cosmetic won't be sold in a pharmacy. An expensive pair of shoes comes with a branded cloth drawstring bag as well as a shoebox. All of those factors are signals to the target audience that they have found the right product.

2.6. Sketches to illustrate elements and principles of design

2.6.1. Elements of design

The elements and principles of design are flexible and should be interpreted within the context of current fashion. Elements of design are those components which an apparel designer employs in designing the garments. A design can be defined as an arrangement of lines, shape, colors and texture that create a visual image. The principles of design are the

guides that govern how elements are combined. The elements are therefore the raw materials in design that must be combined successfully.

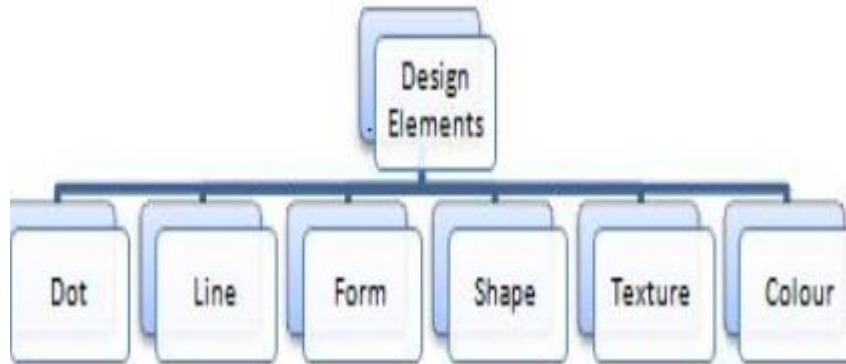


Fig:- 2.1.Elements of design

Dot:-

Dot is known as basic element of point. It is the smallest unit suggesting its presence and location. The sizes of the dots also convey a message. The bigger the dot is, the more enlarged the surface appears, and vice versa. Hence, a thin figure should wear a dress of bigger dots to conceal the figure problem. Points joined and proceeding towards one side indicate direction. A chain of dots become a line.



Fig:-2.2. Illusion of Dot in Dress Designing

Line

Line is the distance between two points joined together. It is a chain of dots joined together indicating direction. Line is the simplest and most important of the design elements and is incorporated into the other elements. All lines have directions, length and width. Line is the

basic requirement for almost all designs. It provides the visual dimensions of length and width.

Table: - 2.1. Lines affect us differently, emotionally and psychologically







Type of Line	Meaning Conveyed
Zig-Zag Line 	Lightening, Not Suitable for Delicate Clothing
Straight Line 	Firmness
Thick Line 	Strength, Alertness
Thin Line 	Weakness, delicacy, Feminine
Uneven Line 	Uncertainty
Wavy Line 	Femininity



Fig:-2.3. Illusion of /line in Dress Designing

Form and Shape

It is an object having three dimensions like length, width and depth. The human body is a form and by viewing it analytically, its various perspectives are revealed. The human form

changes visually with clothing, especially as fashion changes. Shape describes the outer dimensions or contour of an object. Through clothing design, the shape of the human body is often revealed in a natural way. A form is a shape that has three dimensions: height, width, and depth.

Color

Color is the visual element. Color carries aesthetic, visual, and commercial value. When we talk of principles of designing, or when we start off with a given design theme that first thing to occur to our minds is the color and texture of the fabric. Color is a property of light, a sensation, which occurs when light enters eyes. Color enables one to express them-selves, to affect the feeling, and also reveal the personality of the wearer.

Texture

Texture is the element of design that describes surface appearance and feel understood by sight as well as by touch. It also means the appearance of the fabric. It is quality of roughness or smoothness, dullness or glossiness, stiffness or softness. Some words to describe the texture of fabrics are: rough, smooth, dull, shiny, firm, crisp, fuzzy, bulky, dull, etc. Texture is defined as tactile quality of a fabric. Hand refers to the tactile aspects of the fabric.

Table: - 2.2. Effect of texture on physical proportion

Type of Texture	Effect Created
Smooth & Flat	Makes People look smaller Suitable for all figure types Hides Body Irregularities
Rough	Subdues the colors on fabric
Soft & Clingy	Drapes well Clings and reveals body irregularities Should be used in limitation Not good choice for people who do not want to reveal their body
Stiff & Bulky	Hides body irregularities When very stiff, they add weight Small physique persons look dwarfed. Overweight persons look heavy Advantageous for overweight people as it does not cling and reveal the exact contours
Shiny Textures & Dull Textures	Reflects light & makes person look large Suitable for all body types provided they do not possess other qualities such as bulk, softness, crispness in nature

2.6.2. Principles of design

Designing is the process of combining known components in different ways to create new products or effects. An understanding of how the elements and principles work, and how to manipulate them, enables the designer to create different visual effects and to analyze and appreciate all art forms. Principles of design are guidelines for the use of the elements of design to create attractive garments, different forms of expression in an artistic manner.

They are used for creating, discussing & evaluating garment designs on and off the individual/ dress form. In order to arrange the elements of design well, principles like balance, proportion, emphasis and unity/harmony are essential.

Principles of Design include: - Harmony/Unity, Balance, Rhythm, Emphasis, and Proportion

Proportion

Proportion is sometimes called scale. Proportion includes the relationship of height, width, depth and surrounding space of each design. When all the parts work well together, the garment is well proportioned. Good proportion refers to pleasing relationship between the sizes of various design details in a dress and between the garment itself and the design details.

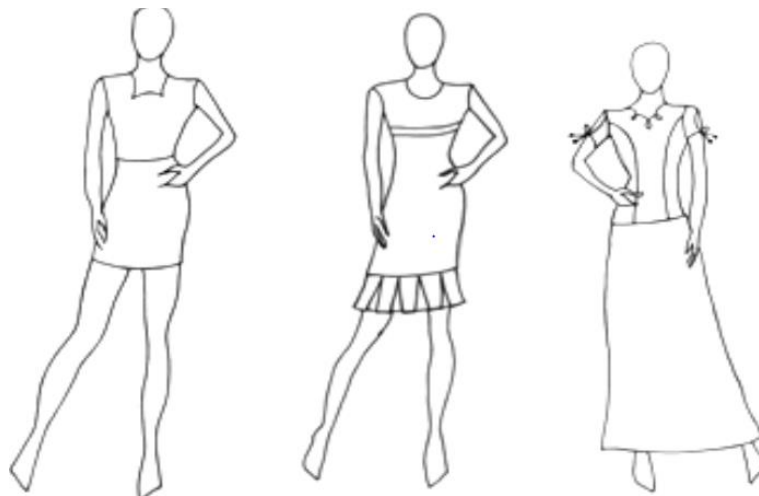


Fig:- 2.4.proportion in dress

Emphasis

Emphasis involves the concentration of interest in the selected area of design when compared with other subordinated areas. Emphasis as such, should not be placed at an area

that one wishes to minimize attention on. Designers often create emphasis partially through the careful arrangement of line, texture and colors. There is some portion in every dress which is the center of attraction. This portion is called point of emphasis. Emphasis is concentration of interest in one area called eye arresting area of a design that acts as the center of attention. It is the center of attention of an outfit



Fig:- 2.5. Emphasis in garment design

Rhythm

Rhythm is an important principle of art created by repeated use of the design. It has a feeling of organized movement as the arrangement of the design elements makes the eye move easily over the apparel areas. Though repetition of pattern is required, it is not always very essential to obtain.

Balance

Balance means pose, equilibrium, stability and security. The average human body is visually symmetrical which means that the body seems to be the same on each side of a central line.

Balance in clothing refers to a visual distribution of weight, from a central area.

Formal balance : It is also called symmetrical balance. Formal Balance occurs when objects appear to equalize each other by repetition and are arranged at equal distance from the center. Symmetrical balance is mirror image balance that occurs when identical objects are equidistant from a center point.

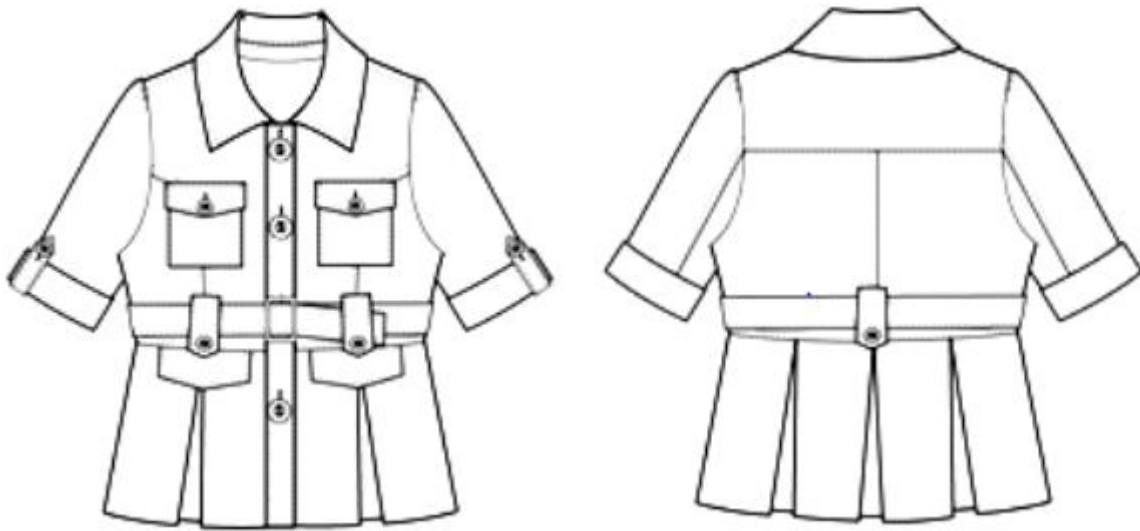


Fig:- 2.6. Formal/symmetrical balance

Informal balance: Informal balance occurs when objects or elements of design are arranged on either side of a center are equal but not identical in all aspects. Informal balance is more a visual impact rather than exact distribution of physical weight. More freedom of expression is possible with this balance, because it is exciting and has an element of interest.

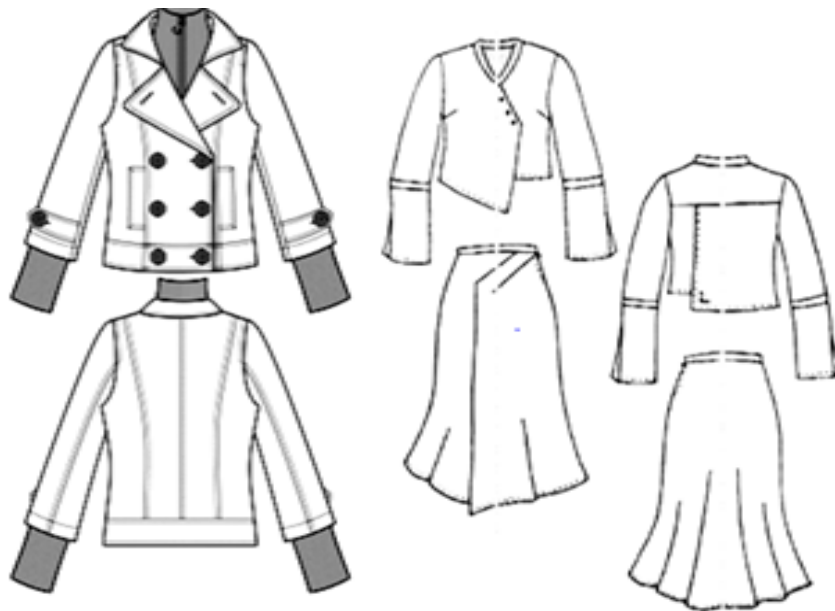


Fig: - 2.7. Informal/Asymmetrical balance

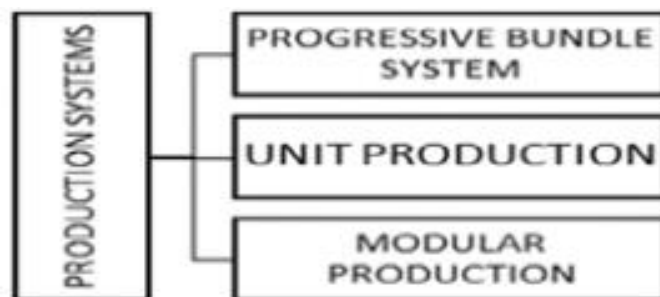
Unity/ Harmony

When design elements and principles work together successfully they create harmony. Unity is also called harmony in design. It is a pleasing visual unity, the relationship among all parts within a whole design. When a design has unity, it gives an overall impression, a feeling of belongingness to the composition that attracts and holds the attention of the observer and gives a balanced look to the design.

2.7. Garment Manufacturing Techniques/Systems and Process Steps

There are three types of production systems commonly used in mass production apparel are: Progressive Bundle System, Unit Production System and Modular Production System. Each system requires an appropriate management philosophy, materials handling methods, floor layout, and employee training. Firms may combine or adapt these systems to meet their specific production needs. Industries may use only one system, a combination of systems for one product line, or different systems for different product lines in the same plant

Table:-2.3. Production System/techniques



➤ **Progressive Bundle System (PBS):**

As the name implies the bundles of garment parts are moved sequentially from operation to operation. This system, often referred to as the traditional production system, has been widely used by apparel manufacturers for several decades and even today.



Fig: - 2.8. Progressive Bundle System (PBS)

✚ Advantages

- This system may allow better utilization of specialized machines, as output from one special purpose automated machine may be able to supply several operators for the next operation.
- Small bundles allow faster throughput unless there are bottlenecks and extensive waiting between operations

✚ Disadvantages:

- Slow processing, absenteeism, and equipment failure may also cause major bottlenecks within the system
- Large quantities of work in process. This may lead to longer throughput time, poor quality concealed by bundles, Large inventory, extra handling and difficulty in controlling Inventory

✚ Unit Production Techniques/ System:

A unit production system (UPS) is a type of line layout that uses an overhead transporter system to move garment components from work station to work station for assembly. All the parts for a single garment are advanced through the production line together by means of a hanging carrier that travels along an overhead conveyor. The overhead rail system consists of the main conveyor and accumulating rails for each work station. Carriers are moved along the main conveyor and switched to an accumulating rail at the work station where an

operation is to be performed. At the completion of an operation the operator presses a button, and the carrier moves on to the next operation. Inside the line an operator himself drag the bundle from side table and transfer the bundle to the next Operator after completion of the work. With the advancement of the technology mechanical material transportation systems are brought in the sewing plant. An overhead material transport system, known as Unit Production System (UPS) transports cut pieces hanged in hangers (one hanger for one piece) by automated mechanical transport system. It reduces manual transportation and it has many other benefits against the progressive bundle system



Fig: - 2.9. Unit production system/techniques

➤ Workflow in Unit Production System:

- Load all the pieces in a product carrier
- The product carrier with the pieces will be routed through the different operation steps
- At every machine/operation the patented chain will position the product ideally
- Completed product arrives to an unloading station. The empty product carrier returns to the loading station.

✚ **Advantages:**

- Improved lead times - less Work in Process.
- Improved space utilization,
- Increased productivity

✚ Disadvantages:

- Highly expensive - equipment and Cost of installation.
- Specialized training for the system interviewed using an interview schedule, to elicit the following information- their demographic profile, socio-economic background, their knowledge regarding industry and current employment status, inclination for skill training and their possible affinity to any particular organization.

➤ Work flow in modular garments production

Modular garments Production System operates as a Pull System, with demand for work coming from the next operator in line to process the garment.

- Wastage is normal, and workflow is continuous and does not wait ahead of each operation.
- This increases the potentials for flexibility of styles and quantities of products that can be produced.
- Teams usually operate as ‘Stand-up’ or ‘Sit-down’ units.
- A module may be divided into several work zones based on the sequence of garments operations and the time required for each operation.
- A work zone consists of a group of sequential garment operations.
- Operators are trained to perform the operations in their work zone and adjacent operations in adjoining work zones so they can move freely from one operation to another as the garment progress



Figure: - 2.10. Modular Garments Production techniques/System

➤ Advantages:

- High flexibility
- Fast throughput times
- Low wastages
- Improved Quality

➤ Disadvantages:

- A high capital investment in equipment.
- High investment in initial training.
- High cost incurred in continued training

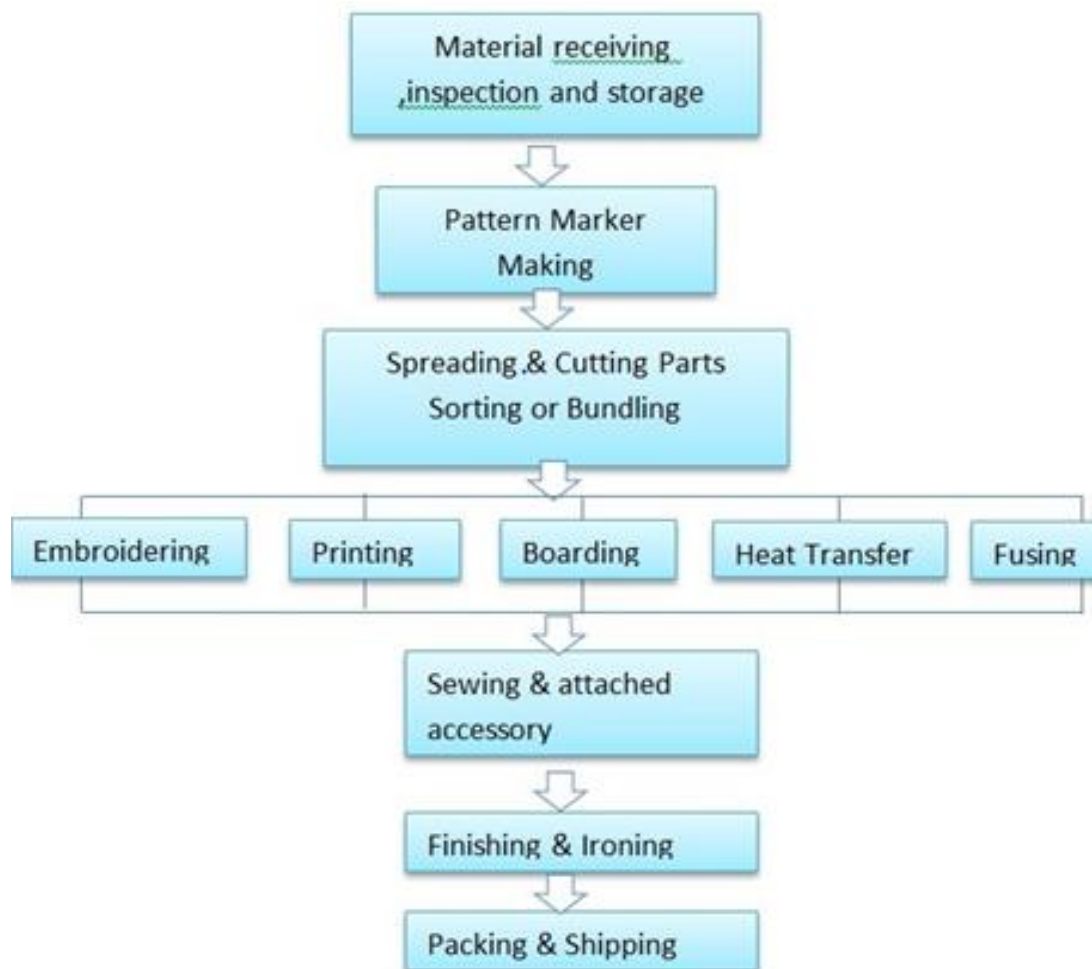


Fig: -2.11. Garment manufacturing process step

2.8. Materials, equipment and skills to develop collection

➤ Materials and equipment's to develop collection

- Archetypical/ classic garments
- Custom garment
- Colors
- Sourcing fast/ fad fashion



Fig.2.12.Fast fashion

- Classical print patterns

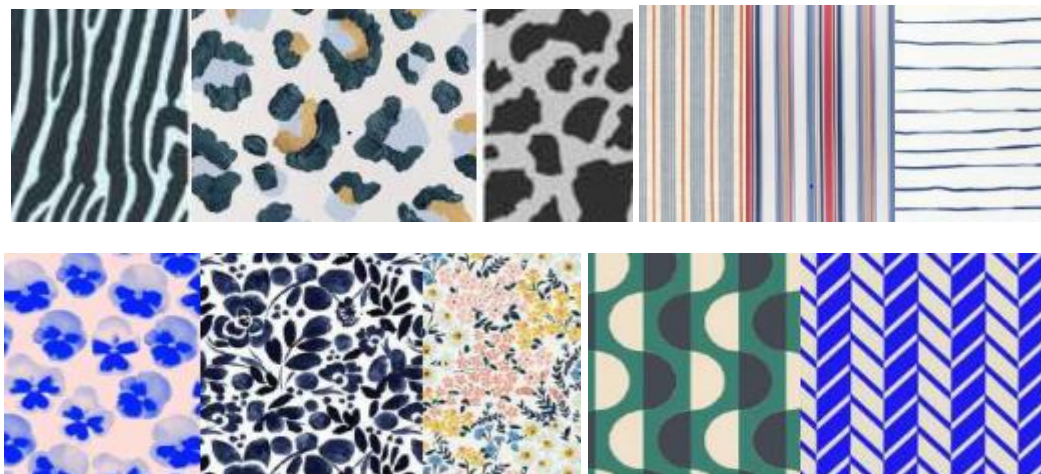


Fig.2.13. classical print pattern

- Second hand garment
- Sketching and draping tools and equipment
- Illustration template/ideal figure.
- Fabric and accessories etc.

➤ Skills to develop collection

Technical skills

- Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.
- Knowledge of sketching, draping, pattern making,
- Conducting tests and inspections of design to evaluate quality or performance
- Analyzing needs and product requirements to create a design
- Determining how a collection is developed and how changes in conditions, operations, and the environment will affect outcomes.

Analytical skill

- Design - Knowledge of design techniques, tools, and principals involved in designing of precision collection, drawings, and models
- Being aware of others' reactions and understanding why they react as they do
- Communicating effectively in designing as appropriate for the needs of the customer

Mechanical skills

- Knowledge of equipment's and tools, including their designs, uses, repair, and maintenance.
- Talking to others to convey information effectively
- Considering the relative costs and benefits of potential actions to choose the most appropriate one

Personnel skills

- Knowledge of principles and procedures for collection development
- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Self-check-2

Test-I Matching

Instruction: Match column “B” with column “A”

A	B
-----1. Zigzag line	A. Femininity
-----2. Straight line	B. Uncertainty
-----3. Thick line	C. Delicacy
-----4. Uneven line	D. Strength
-----5. Thin line	E. Firmness
	F. Lightning

Test II: Fill the blank spaces

Instructions: fill the blank spaces on the space provided.

1. ----- is the periodic turn of specific styles or general shapes.
2. ----- is the distance between two points joined together.
3. ----- is a group of customer with shared demographics.
4. ----- is the principles of design created by repeated use of the design.
5. ----- is a pleasing visual.

Test III: Answer the question

Instructions: Answer all the questions listed below.

1. List elements of design.
2. Mention principles of design.
3. Discuss the importance of target market identification.
4. Draw the stages of fashion cycles.

Note: Satisfactory rating – above 60% Unsatisfactory - below 60%

You can ask your teacher for the copy of the correct answers

Unit Three: - Influences On Fashion Design

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Significant events
- Identifying Influences on fashion trends
- Identifying and analyzed Seasonal fashion

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- know Significant events
- Identify and analyze Influences on fashion trend.
- Identify and analyze Seasonal fashion

3.1. Significant events

Fashion designers, brands, or stylists are the fashion events' organizers. They showcase their upcoming collection of clothing and/or accessories. Basically, we can see their newest works. They also give us a hint of what can we expect from the industry in the following time.

We know that fashion events offer us a full agenda throughout the year. But which are the most important in a way that you can't miss them? Don't worry, we're gonna tell you the top 5 fashion events that you have to follow closely!

New york fashion week

New York Fashion Week takes place twice a year: in February and September, in our beloved New York City. The event is considered to be one of the four major fashion weeks in the world. It goes next to London, Milan, and Paris, also known as the "Big Four"— but don't worry we will also talk about them in this post.

The world’s biggest fashion brands attend this event, such as Ralph Lauren, Michael Kors, Diane Von Furstenberg, Calvin Klein, Marc Jacobs, Tommy Hilfiger, Brooks Brothers, Alexander Wang, and many more.

NYC Fashion Week started in the early 1940s and was the pioneer of fashion events worldwide. Before the Second World War, Paris was the industry’s epicenter. Then the German occupation of France opened a vacuum that American designers rushed to fill. The Fashion Calendar appeared in 1945 to avoid clashing shows, and NYFW began to take the shape it holds today.

Up until the early 1990s, the event’s growth was so big that it spilled over. It turned out that staggering around from venue to venue was not the most efficient approach. Hence, the industry resorted to constructing two white tents in Bryant Park for most shows to take place. Fast-forward to today, when most occur in Tribeca’s Spring Studios, as well as off-site venues.

Throughout the years, NYC Fashion Week has been the site of change. It has seen the rise of celebrity-filled front-row seats, street style, and blogging. Additionally, it’s in NYFW’s agenda that our Fashion innovation Worldwide Talks sets foot. Since 2018, Fashion innovation has provided a space for fashion and technology leaders to gather, connect, and create solutions for the industry’s issues.

London fashion week

London Fashion Week is the youngest and the shortest of the Big Four. It lasts for 5 days and always happens right after NYFW.

Known to have a fearless and imaginative mood, the prestigious English fashion event started in 1983, with the creation of the British Fashion Council (BFC). The event’s rebellious roots, however, go further back. Mary Quant’s 1960s miniskirt, Vivienne Westwood’s subversive punk and Alexander McQueen’s dark imagination cemented such a reputation.

British fashion icons like Princess Diana, Naomi Campbell and Kate Moss helped make LFW the essential that it is today. Nowadays, the event highlights both established brands such as Burberry, as well as newer talents.

Paris fashion week

Paris Fashion Week is a bi-annual event that takes place in the romantic city of Paris, France. Set in February and September, it brings out the newest designs and works from some of the biggest brands in the world. Chanel, Christian Dior, Louis Vuitton, Nina Ricci, Valentino, and many more.

The fashion event is famous for its refined craftsmanship and showcases collections from brands that work with the four seasons. February takes care of the Spring to Summer collections and September, of the Fall to Winter.

Though Paris Fashion Week officially premiered in 1973, the city's fame as a fashion capital goes back to the early 20th century. At the time, Paul Poiret combined business and socializing through grand balls, where attendees were expected to dress to the nines. The French element of the Big Four was thus the first to showcase collections of Haute Couture, ready-to-wear, and menswear together.

Yet it wasn't until the 1970s that the Fédération Française de la Couture came about, bringing the first PFW with it. Since then, the event has gained fame for its grandeur, with designers presenting their collections in increasingly lavish sets. Theatricality and refinement prevail, and Paris Fashion Week has come to inhabit a place in-between fantasy and reality.

Milan fashion week

The Italian side of the Big Four also happens twice a year. Milan Fashion Week is known for its sex appeal and extravaganza. The Spring/Summer Show Event is held in September or October and the Fall/Winter in February or March.

Inspired by Eleanor Lambert, Giovanni Battista Giorgini created Milan Fashion Week. It all began with a series of fashion shows at Palazzo Pitti, in Florence. Thanks to him, the fashion event gained international legitimacy. Yet Milan fought to establish itself as Italy's sartorial capital. An industrial capital known for its manufacturing and talents the likes of Armani and Versace, Milan eventually outshone Florence. Thus, the shows moved to Milan and in 1976, the first Fashion Week took place.

Since then, MFW has been delivering glamour and shock to the masses. In the 90s, the event became the epicenter of the supermodel phenomenon, the effects of which still linger in the

industry. Additionally, with designers such as Miucca Prada and Jeremy Scott for Moschino, Milan Fashion Week has established itself as the leader of both sartorial whimsy and sexual charm.

Tokyo fashion week

East Asian fashion is incredible, unique, and has been gaining – deservedly – more and more spotlight and success. Hosted by the Japan Fashion Week Organization, Tokyo Fashion Week show the best of Japanese street-style, luxury clothing, and trends.

Nevertheless, the event has had to face a very particular challenge for most of its existence. Until now, coverage of the event focuses on what happens on the street instead of on the runway. Such spotlight on street style stunts the growth of Japanese designers. Furthermore, Western commentators usually handle Tokyo urban fashion with a touch of Orientalism, upholding the trope of “wacky Japan.”

Still, TFW continues to increase in size and importance. The fashion event takes place bi-annual, held in March and October. It has seen impressive growth since 2005. Now, It is focused on becoming the fifth element on the Big Four. Creating then the “Big Five”.

Shanghai fashion week

Shanghai Fashion Week, just like the others we’ve talked about, takes place twice a year. As Vogue put it, the future of fashion shows is changing, and Shanghai is at the center of that. So, to know what we can expect of it in the future, you must take a close look at SFW. It’s part of the Shanghai International Fashion Culture Festival, which usually lasts for an entire month.

The first edition of SFW took place in 2001. The Ministry of Commerce was the supporter of the event. Now, the Shanghai Municipal Government presents it. The event embraces business and culture in one single place.

Cfda fashion awards

The CFDA Fashion Awards are considered as the Oscars of Fashion. The fashion event organized by the Council of Fashion Designers of America. It takes place in the Big Apple and honors the excellence of fashion designs from America.

The first awards given by the Association were in 1984 with a Lifetime Achievement Award to stylist James Galanos. Subsequently, different award categories were defined and then standardized towards the end of the 1990s.

This year CFDA launched impact, a new, multi-faceted initiative to create opportunities for historically underrepresented and unsupported communities in fashion.

The council stated that Black Lives Matter movement inspired the platform. This initiative takes action and creates sustainable change against the social and economic marginalization of Black people. Impact addresses the decades-long system of exclusion of Black talent in the industry. Their goal is to create a blueprint for other industries to follow.

Pitti immagine uomo

Last but not least we have Pitti Immagine Uomo. Even though we are talking about it just at the end of this post, this Italian event is the one to open the fashion calendar with every year. Pitti Uomo highlights men's clothing and accessories collections from the best international designers twice a year. It's the reference for buyers worldwide who want to ensure the Made in Italy quality.

This fashion event began back in the 1950s when Florentine artisan tailors began growing on the internal scene. Pitti Uomo was called First Italian High Fashion Show and was dedicated exclusively to women's fashion.

3.2. Influences on fashion trends

Fashion is not constant; it goes through periodic cycles of change under the influence of prevailing or anticipated changes in the society. This continuous evolution is the stimulus for fashion influencers to adopt new styles for the season quite early. Fashion trends are influenced by several factors including

- Political,
- Economical,
- Social and technological.

Examining these factors is called a PEST analysis. Fashion forecasters can use this information to help determine growth or decline of a particular trend

➤ Political influences

Political changes are reflection of today's fashions. Most of the political events and laws are affecting fashion in a way of creating fashion trend.

Considering the relationship between fashion and politics, we can see how fashion is not only a matter of aesthetic but it involves politics as well.

Within political references, we can see how fashion can change. Not only did political events make a huge impact on fashion trends but also the political figure played a critical role in forecasting the fashion trend.

For example, First Lady Jacqueline Kennedy was a fashionable icon of the early 1960s who led formal dressing trend. By wearing a Chanel suit, a structural Givenchy shift dress or a soft color Cassini coat with huge buttons, it created her elegant look and led a delicate trend

➤ **Technology influences**

Technology plays a large role in most aspects of today's society. Technological influences are growing more apparent in the fashion industry. Advances and new developments are shaping. Developments such as wearable technology has become an important trend in fashion and will continue with advances such as clothing constructed with solar panels that charge devices and smart fabrics that enhance wearer comfort by changing color or texture based on environmental changes.

The fashion industry is seeing how 3D printing technology has influenced designers such as Iris Van Her-pen and Kimberly Ovitz. These designers have been heavily experimenting and developing 3D printed couture pieces. As the technology grows, the 3D printers will become more accessible to designers and eventually consumers, which could potentially shape the fashion industry entirely.

Internet technology such as online retailers and social media platforms have given way for trends to be identified marketed and sold immediately. Styles and trends are easily conveyed online to attract the trendsetters. Posts on Instagram or Face book can easily increase awareness about new trends in fashion which can create high demand for specific items or brands, new "buy now button" technology can link these styles with direct sales.

Machine vision technology has been developed to track how fashions spread through society. The industry can now see the direct correlation on how fashion shows influence

street-chic outfits. The effects can now be quantified and provide valuable feedback to fashion houses, designers and consumers regarding trends.

Military technology has played an important role in the fashion industry. The camouflage pattern in clothing was developed to help military personal be less visible to enemy forces. A trend emerged in the 1960s and camouflage fabric was introduced to street wear. The camouflage fabric trend disappeared and resurfaced several times since then. Camouflage started to appear in high fashion by the 1990s. Designers such as Valentino, Dior and Dolce & Gabbana combined camouflage into their runway and ready-to-wear collections.

➤ **Social influences**

Fashion trend goes beyond the aesthetic values; it emerges as an expressive tool for designers to deliver their message about the society. With the influence of social media, celebrities and bloggers, their voice are easily being heard and have impact on fashion and trend at any time. Fashion and music are inseparable. Highlighted the importance of music to his shows, saying each season we want to tell a story for 10 minutes.... the perfect harmony between cloths and music allows this Music is a representation of fashion that expresses the abstract design concept into relatable harmony for viewers.

Fashion relates to social and cultural context of an environment. Fashion has been fused into everyday lives. Fashion is not only seen as pure aesthetic values fashion is also a medium for performers to create an overall atmosphere and express their opinions altogether through music video.

➤ **Economical influences**

As we undergo a global economic downturn, the Spend now think later belief is getting less relevant in our society. Today's consumer tends to be more mindful about consumption, looking for just enough and better, more durable options. People have also become more conscious of the impact their everyday consumption has on the environment and society. They're looking for ways to mediate their material desires with an aim to do more good in the world. A linear economy is slowly shifting to a circular one

3.2.1 How is fashion influenced by significant historic events?

Events all around us have a tremendous impact in shaping our sartorial choices. As witnessed throughout history, major wars, economic downturns and pandemic have played

a huge influence in shaping fashion. In this blog, I discuss how the events of the 21st century have molded fashion in the aftermath of major historic events.

➤ **World War I and the Spanish flu pandemic**



In 1914, the world was thrown into the “war to end all wars” and was soon followed by the deadly Spanish flu in 1918. The flu took 50 million lives worldwide and 670,000 in the US. For comparison, the preceding WWI cost 17 million lives worldwide.

The disastrous events inadvertently resulted in more women joining the workforce and even taking on leadership roles. Simple, utilitarian clothing and tunics worn over a skirt were popular wartime fashion. Women began to wear practical uniforms, including overalls and trousers, as they worked outdoors and in factories for the war effort.

Known as the "roaring 20s", the decade that followed WWI and the Spanish flu pandemic was known for its unprecedented economic prosperity. Women finally won the right to vote after politicians realized the significance of their contributions during the preceding crisis. After the war ended, instead of going back to the restrictive corsets of the pre-war years, women opted for more modern and comfortable fashion that portrayed their newfound voting power and liberation after the end of WWI and Spanish flu pandemic.



"Twenties fashion is often remembered for its glitz and glamour, though underlying this was a move toward simplicity in dress." For women, this meant shorter skirts, simple shapes, and more boyish silhouettes. La Gorconne or the flapper dress with its dropped waistline, high hemline, comfortable and free-flowing design was popularized by Coco Chanel in the 1920s. 1920s was also the first time sportswear became acceptable for women and many looks were influenced by tennis outfits. In pop-culture, Jazz music became wildly popular. Socially, US citizens vied for material affluence, giving way to a culture of consumerism.

World War II

WW2 started at the heels of the Great Depression and fashion (or the lack thereof) in the first half of the 1940s, was significantly defined by the ongoing war. Uniforms and utility clothing dominated the mainstream clothing choices during this time as men went to fight in the war and women took on roles that were previously only filled by men.



After the war ended, Christian Dior released his first haute couture collection in 1947 featuring elaborate dresses with cinched waists and full skirts. The collection was criticized by many as wasteful and flashy in the aftermath of the clothes rationing war era. However, it gained popularity among women who were ready to leave the war and its memories behind. The "Bar Suit" from Dior's collection served as inspiration for many designers for years to come and was the most recognizable silhouette of the late 40s and early 50s. Ever one wanted to wear Dior!

According to fashion historian, Gerda Buxbaum, “the long years of deprivation during World War II brought forth a yearning for luxury and fashionable things, and women made a special effort to dress appropriately for every occasion; it was considered imperative that one’s accessories matched perfectly” with their outfits.

With an emphasis on accessories on the rise, Chanel released its first line of shoes, the infamous two-toned sling back in the late 50s still covered to this day!

The fashion sentiment of the 1950s leaned into femininity and formality and it was increasingly important for women to have a pulled together look, influenced and encouraged by the high-glamour fashion photography of the time!

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A white t-shirt with a heart shaped American flag being sewn together symbolized the “Fashion for America” campaign. “Cheapchic” became an integral part of American consumer values where high-end fashion designers such as Karl Lagerfeld and Isaac Mizrahi collaborated with mass market retailers H&M and Target respectively.

This new shift in consumer values resulted in brands being accessible to the everyday woman and a nod to the democratization of fashion.

The great recession (2008)

By mid-2000s, the housing boom was in full swing and the optimistic sentiment of the people was reflected in maximalist fashion with bold colors, logos and bling everywhere. However, with the burst of the housing bubble by the end of 2007, the mood and the preferred aesthetic shifted overnight. It was suddenly uncool to wear obvious brand logos and therein began the rise of minimalism. According to Vox.com, “the Great Recession of 2008 is believed to have kicked off the era of minimalism as was illustrated by clean lines, whites and grays color choices.”



As a result of the great recession, values that rose to the surface for people were honesty, value, and economic transparency and independence. High unemployment rates resulted in a slew of startups whose fundamental values resonated with those of the consumers. Many direct-to-consumer lifestyle startups emerged post-recession with simplified business models and more value to millennial consumers for the money, including Everlane, Reformation, and Warby Parker. The aesthetic of these startups was steeped in minimalism and simplicity, without compromising on quality. White sneakers, leggings and athleisure became a huge fashion trend of the 2010s. In clothing, sleeves made a comeback thanks in large part to Kate Middleton's Stella McCartney bridal gown from 2011. Nude pumps and lipstick were also defining trends. Minimalism influenced other aspects of life too – light and airy home interiors with white cabinets and light walls and floors became a way of life in the next decade. With the popularity of Instagram in this decade, uncluttered and gram-worthy spaces were a must.

➤ **COVID-19 pandemic (2020)**

COVID-19 has forced many of us to re-evaluate our lifestyle and priorities and the silver lining to this awful disease is that we might come out of it changed in some ways that will reset our priorities and improve the future of our lives and planet. When it comes to fashion, the tide is shifting. I believe that once the world comes out of quarantine, we will pause as consumers before we buy multiple pieces at fast fashion corporations. Instead we will invest in beautiful pieces that tell a story and support and uplift the entire supply chain in an ethical manner.

Evidently, people came out of the stay-at-home orders cautiously. People were eager to don the bright summer colors but we hardly saw the flashy displays of brand logos that we were starting to see a lot more of in the second half of last decade.

3.3. Seasonal fashion

Seasonal fashion:

It is often sold by fashion brand suppliers to retailers in a business model characterized by fixed seasonal cycles with fixed dates for product offers, orders, and delivery we have four seasons in our calendar year. Spring, Summer, Fall, and Winter.

Typically in the fashion world, these are combined into two seasons as Spring/Summer and Fall/Winter. Spring/Summer begins in January and ends in June. Fall/Winter picks up in July and runs through December. Seasonal clothing doesn't fall exactly into a fashion's calendar pattern. You might walk into a store during the summer and notice that the stores are already set up with pumpkins, scarves, and sweaters. As a fashion designer, when it's mid-season of Spring/Summer you should be finalizing and close to receiving your Fall/Winter collection. To make sure you have available what consumers are looking for, you will need to plan your designs ahead. Plan for the Next Fashion Season.

Fashion:-

Fashion is a style that is accepted and used by a majority of group at any one time, no matter how small the group is, but it does not mean that every style is in fashion. Styles may come and go but fashion is always present in some form or the other. A style does not become

fashion until it gains some popularity and is accepted and it remains in fashion as long as it is accepted. Fashion is dividing into two depending on its length of period; fad and classic.

Fad:-

A clothing fad is a temporary, passing fashion. A fad becomes popular fast and then dies out quickly. It can be denoted as the styles which grow very quickly in popularity and becomes short lived fashion. As Fad is short lived fashion, it stays for a very short period, because they are very costly and every one cannot afford to buy it.

Classic:-

A classic item of clothing is one that continues to be popular even though fashions change or in other terms it is the longest running fashion.

Mass fashions:-

In contrast to high fashion, mass fashion or otherwise called volume fashion consists of styles that are widely accepted by majority of consumers. A classic may achieve a peak in popularity and become a mass fashion.

Self check-3

Test-I Matching

Instruction: Match column “B” with column “A”

A	B
-----1. Fad	A. Longest running fashion
-----2. Classic	B. Short lived fashion
-----3. Mass fashion	C. Widely accepted by majority of consumer

Test III: Answer the question

Instructions: Answer all the questions listed below.

1. List significant historical events that influence fashion.
2. Mention the top five fashion events..
3. Mention factors that influence fashion trend.
4. List the season in our calendar year.
5. List the season in fashion world.

Note: Satisfactory rating – above 60% Unsatisfactory - below 60%

You can ask you teacher for the copy of the correct answers

Unit Four: - Collection Boards

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Defending trend and style according to fashion trend and rules
- Developing a theme boards
- Developing mood boards
- Developing color boards
- Developing garment Trim and accessory board
- Developing Client boards

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion

of this learning guide, you will be able to:

- Define Trend and style according to fashion trend and rules.
- Develop a theme boards in accordance with specifications
- Develop mood boards
- Develop color boards
- Developed Trim (zipper, button, thread, etc) board
- Developed Client boards

4.1. Definition of trend and style

Style:

A style is a particular design shape or type of apparel item. It is defined as a type of product that has one or more specific features or characteristics that distinguish it and make it different from other products of the same type. The style of a garment is determined by the distinct features that create its overall appearance. Style is always constant, It does not

change whereas fashion changes. It is the modification of fashion. Style is the basic outline of any garment.

Fashion trend:-

It is the direction in which fashion is moving. This helps the manufacturers and merchants to decide whether to promote fashion to the customer or to abandon it. Fashion trends are the styling ideas that major collections have in common.

4.2. Theme/Mood boards

Theme / Mood Board: Theme board, also known as mood or concept board is the page that tells the designer's story. Sometimes called an inspiration board. It is designed on the basis of an idea, object, story, incident etc. It contains anything that sparks the designer's creativity process. Fashion designers mainly use a variety of photographic images to get inspired to work on every line of new collection. The selection of colour, fabrics, prints and silhouette will be inspired by the theme of the mood board, It is a visual representation of ideas for a design project. It is an easy and creative method of putting visual details together into a beautiful and cohesive vision taken from the interior design and fashion worlds, it's a perfect place to experiment with colour schemes, and get a feeling for how everything will work together in a room.



Fig:-4.1. Theme/Mood board

4.3. Colour boards

Colour Board: After the inspiration board has been formulated, a visual presentation of colours in the form of swatches, write up, pantone chips etc. is done. Pantone contains standard colours, which are numbered. This number is indicated along with the colour for accuracy in colour shade and ton

A colour board is all about colour. Your colour scheme board will come to life with colour swatches, photos of anything that reflects your colour inspiration including landscapes and products.



Fig:-4.2. Colour board

4.3.1. Colour theory

Colour theory is the basis for the primary rules and guidelines that surround colour and its use in creating aesthetically pleasing visuals. By understanding colour theory basics, you can begin to parse the logical structure of colour for yourself to create and use colour palettes more strategically. The result means evoking a particular emotion, vibe, or aesthetic

Primary Colours

Primary colours are those you can't create by combining two or more other colours together. They're a lot like prime numbers, which can't be created by multiplying two other numbers together. There are three primary colours: Red, Yellow and Blue

Secondary Colours

Secondary colours are the colours that are formed by combining any two of the three primary colours listed above. There are three secondary colours: orange, purple, and green.

You can create each one using two of the three primary colours. Here are the general rules of secondary colour creation:

- Red + Yellow = Orange
- Blue + Red = Purple
- Yellow + Blue = Green

Tertiary Colours

Tertiary colours are created when you mix a primary colour with a secondary colour. The most important component of tertiary colours is that not every primary colour can match with a secondary colour to create a tertiary colour. For example, red can't mix in harmony with green, and blue can't mix in harmony with orange -- both mixtures would result in a slightly brown colour (unless of course, that's what you're looking for). Instead, tertiary colours are created when a primary colour mixes with a secondary colour that comes next to it on the colour wheel below. There are six tertiary colours that fit this requirement:

- Red + Purple = Red-Purple (magenta)
- Red + Orange = Red-Orange (vermillion)
- Blue + Purple = Blue-Purple (violet)
- Blue + Green = Blue-Green (teal)
- Yellow + Orange = Yellow-Orange (amber)
- Yellow + Green = Yellow-Green (chartreuse)

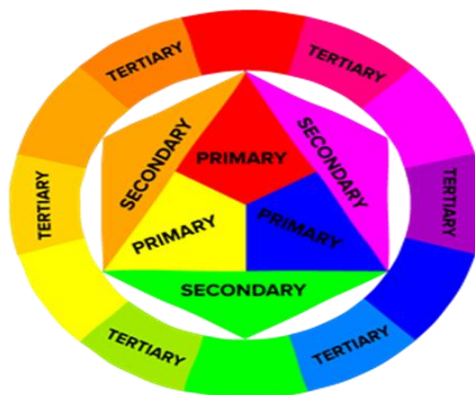


Fig:- 4.3. Colour theory diagram

4.4. Garment Trim and accessory board

Trim Board: This board gives the details of trims and accessories (lace, thread, buttons, zipper etc.) that can be used in the garment. It can be depicted through pictures or samples

Accessories Board: This board includes the pictures or photographs of accessories that can be used with the designed garment such as bags, chapels, jewels etc.



Fig:- 4.4. Trims and accessories board

4.5. Client boards

What is a client board?

This board gives the details such as age group, season, target market and exact or approximate costing of the line etc. The layout of these sheets could be changed as desired by the designer. An image of the customer is also frequently included to show the customer “type” and targeted market.



Fig:-4.5. Client board

Self-check-1

Test-I Matching

Instruction: Match column “B” with column “A”

A	B
-----1. Primary color	A. Violet
-----2. Secondary color	B. Blue
-----3. Tertiary color	C. Orange
	D. Black

Test II: short Answer writing

Instructions: Answer all the questions listed below.

1. Define style.
2. What is client board
3. Write the general rules of secondary and tertiary color creation.
4. Define fashion
5. List the types of mood board

Part III: True or False

Instruction: Write true if the statement is true and false if the statement false.

1. Inspiration board is a mood board
2. Primary color is created by the combination of two colors
3. Secondary color is created by the combination of primary colors and tertiary colors.

Note: Satisfactory rating – above 60% Unsatisfactory - below 60%

You can ask your teacher for the copy of the correct answers

Unit Five: - Presentation and Complete work

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Presenting work
- Visualizing Collection.
- Presenting the design concept
- Carrying out Any changes or adjustment
- Observing OHS procedures

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Present and inspect Sketches, mood, color and theme boards regarding fashion trend and rules.
- Visualize Collection
- Carry out any changes or adjustment as required.
- Observed OHS procedures in the application of this unit.

5.1. Present Design concept any work and carryout change /adjustment

5.1.1. What Is A Design Concept?

A design concept is the first step you take to solve a user problem. It starts from getting the brief, understanding the problem, knowing the brand and its users, speaking to different stakeholders, etc. This leads to: The overall theme for the design, Colors, Fonts, Shapes Layouts Styles/Motifs/Patterns, Textures, Overall design aesthetic etc.

How to Present Design Ideas/Concepts to Your Client

Imagine you've received instructions to create different designs from your clients. You've gone back with your notes, and over a week or so, you've come up with different design ideas. Now, you're ready to present it to them.

In this section, we will examine how to present your design concepts and ideas to your client, and gather feedback to meet their business goals.



Fig:-5.1. Design concept/idea presentation

Tip #1 Know Your Audience

Know who you are presenting to and customize your presentation accordingly. Knowing your client is essential for effective communication. It helps you connect with them better when you know what they're looking for.

Tip #2 Talking About Your Design Concept

Take the time to prepare your design presentation. Obviously, the key elements of your presentation will be the different designs, typefaces, fonts, colors, Call to Actions (CTAs), user experience etc. But, here are a few elements that you need to talk about in your design work:

Tip #3 Presenting Your Design Decisions

When you're presenting your designs, remember to take a question-answer styled approach. What does that mean?

It means try and find answers to questions that were posed to you. For example, if you're presenting the below design graphic, here are a few questions you could answer:

Tip #4 Tell Them a Story

People connect to stories and remember them for a long time. So, structure your presentation like a story, tell them how your design came to life, the things that inspired you to create this design, the challenges you faced, and how you overcame them.

Tip #5 Show Real Life Use Cases

There are two ways of presenting your designs: one to showcase different screens, and the other to weave in a real life use case.

Tip #6 Keep It Simple

Less is more. Explain your designs briefly. Don't bore your client with a lot of information. Don't present too many design options and crush your client. Remember, they're looking for a solution, and when you're presenting too many options, you're further confusing them rather than providing a solution.

So, don't take more than 20 minutes to present. Your client will lose interest in your presentation if you take too long.

Tip #7 Know the UX Laws and Follow Them

Every designer worth his/her salt cares about User Experience (UX). And, user experience is not rocket science. There are no hard rules you need to follow. But, you need to follow certain principles. Principles that help meet you the objectives you set for yourself.

For example, one principle of user experience is that you needn't pack your design with too much text. Or, you need to have your Call To Action (CTA) buttons visible enough for viewers/users to click on it. Or, you may need to use contrasting colors to convey the meaning of your designs. Such principles help you stick to your basics and present your designs in a clutter-free manner.

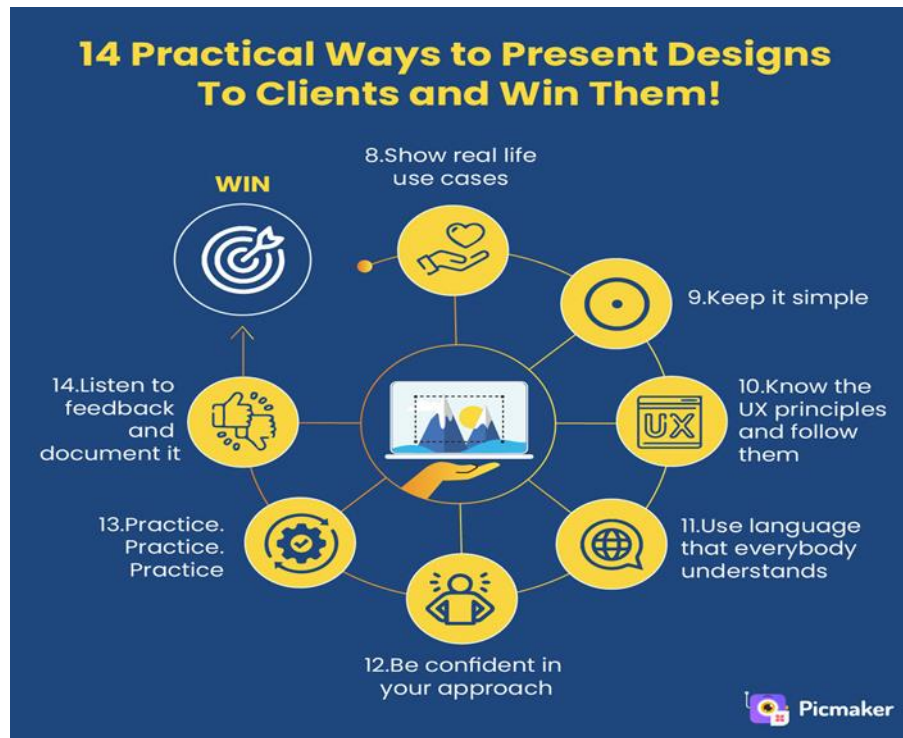


Fig:-5.2. Design concept/idea presentation

Tip #8 Use Languages that Everybody Understands

Using fancy buzzwords, jargon, and trying to sound smart is one of the dumbest things you could do while creating your presentation. Your presentation should be understandable. Convey your message in a simple way. Try to sound clear, and comprehensible.

Tip #9 Be Confident

The most important thing while presenting is to have confidence in the work you're presenting. Lack of confidence could lead to a bad presentation, and you would end up losing your client. Here are a few tips to look confident while presenting:

- Make eye contact with your client while you present.
- Use hand gestures.
- Maintain a good posture.
- Believe in yourself.

One surefire way of being confident while presenting your designs is by being adequately prepared with your presentation

Tip #10 Practice. Practice. Practice.

In order to deliver a killer presentation and win your client's trust, it's essential to prepare and practice beforehand. Try presenting your work to your peers or friends, listen to their opinions, and improvise.

Record yourself while you practice, watch the recording later and rectify your mistakes

Tip #11 Listen to Client Feedback and Document It

Ask your client to share their feedback when you wrap up your presentation. Be attentive and listen carefully to their feedback and note them down.

Let your client know that you care about their feedback. Be prepared to answer their questions. At times you may disagree with your client's feedback but never become defensive, and don't take criticism personally. Good feedback can help you improvise and use as a resources to carry a change/ adjust. So always be receptive to feedback.



Fig: - 5.3. Changes and adjustment in fashion design

5.3. Visualize Collection.



Fig:-5.4. Visualize fashion collection

Self-check-1

Test II: Answer the question

Instructions: Answer all the questions listed below.

1. What is design concept
2. List the 14 Tips to present design concept to the client and discuss it.

Note: Satisfactory rating – above 60% Unsatisfactory - below 60%

You can ask you teacher for the copy of the correct answers

Project work:-

Project: -1. Sketch women's wear to illustrate elements and principles of design

Reference

1. Apparel manufacturing Technology.
2. Garment manufacturing technology
3. Fashion and apparel designing reference book



Participants of this Module (training material) preparation

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