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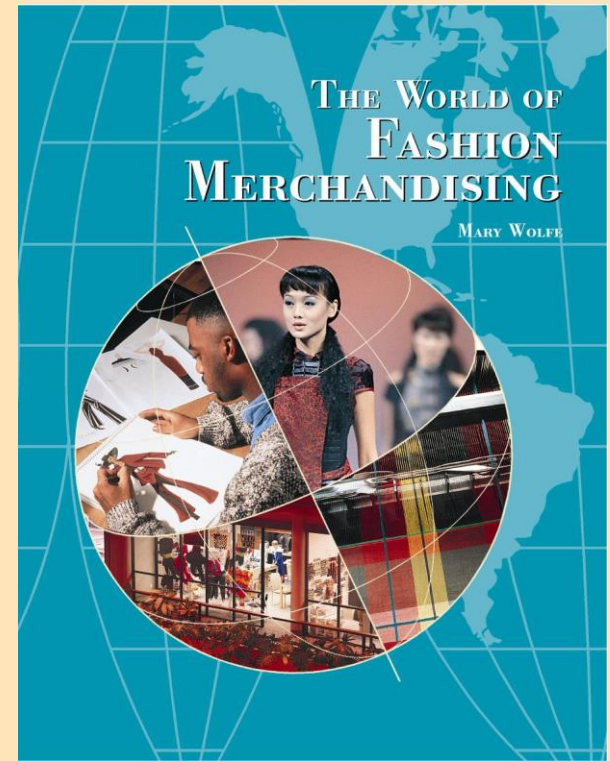
# THE WORLD OF FASHION MERCHANDISING

By

Vicki Shaffer-White



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# PART 1: BASIC FASHION AND BUSINESS CONCEPTS

## Chapter 1

### The Meaning of Clothing and Fashion

# Objectives:

- ❖ Explain basic reasons people wear clothes
- ❖ State why people make various clothing choices
- ❖ Describe fashion in terms of art and science, and private and public awareness
- ❖ Summarize economic and political influences on fashion
- ❖ Define basic fashion terms

List reasons why people wear clothing.

# Reasons for Wearing Clothing

- ❖ Physical Need
- ❖ Psychological Needs
- ❖ Social Needs

# Physical Need

## ❖ Protection

- Weather; gloves, coats, boots
- Environmental dangers; sterile gloves, space suits, bike helmets

## ❖ Safety

- Occupational hazards; hard hats, goggles



# Psychological Needs

- ❖ Adornment (attractive decoration)
  - Beauty; positive feeling, artistic expression, attention
  - Culture; desirability of decoration determined by standards and traditions of each society
- ❖ Identification
  - Uniforms, dress codes, emblems, symbols





# Social Needs



## Modesty

- Standards of decency molded by culture and society

## ❖ Status

- Rank or position compared to others; furs, jewelry, designer labels

## Combined Needs

- ❖ Clothing worn from combination of physical, social, and psychological needs



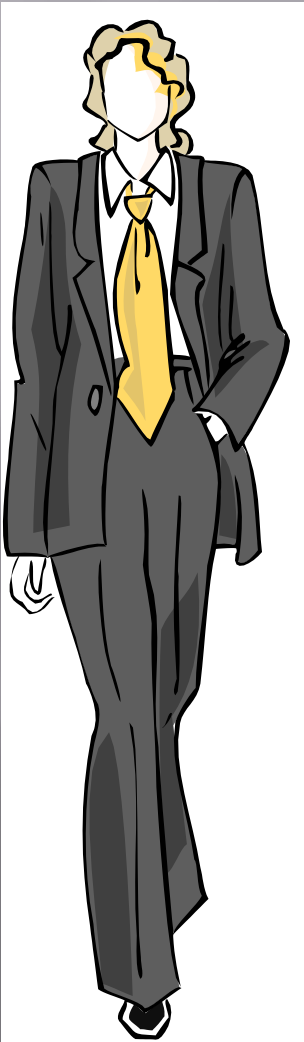
# Why People Select Certain Clothes

- ❖ Values
- ❖ Attitudes
- ❖ Conformity
- ❖ Individuality
- ❖ Personality traits
- ❖ Needs versus wants
- ❖ Economic versus social

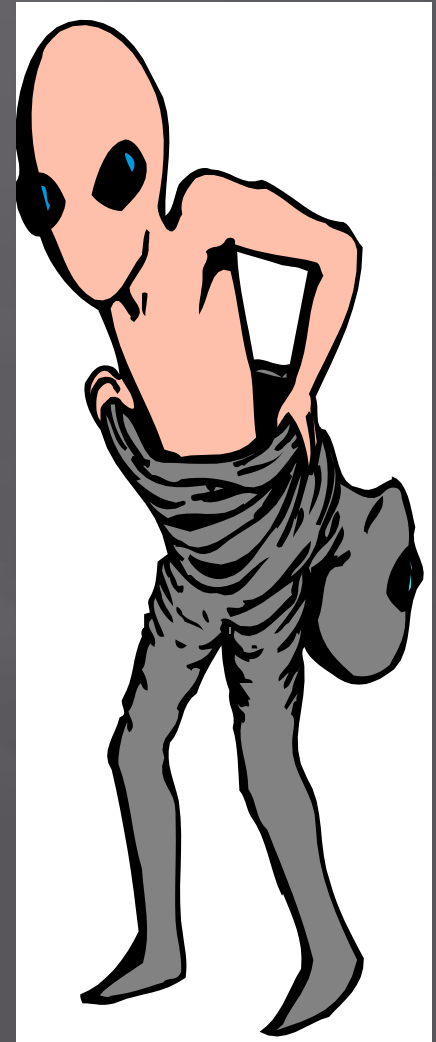
# Values and Attitudes

- ❖ Ideas, beliefs, and material items important to individuals
- ❖ Feelings or reactions to people, things, or ideas formed from values
- ❖ Learned
- ❖ Influenced by
  - Economics, society, age, customs, etc.

# Conformity Vs. Individualism



- ❖ Obeying or agreeing with a given standard or authority
  - Peer pressure, dress codes (too much = loss of individuality)
- ❖ Self-expression that makes each person unique; need to feel good about who they are



# Needs Versus Wants



- ❖ Need
  - Required for survival, protection, modesty, comfort, or livelihood
- ❖ Want
  - Desire for something that gives satisfaction
  - Can get along without it



# Consumer Buying Choices



- ❖ May relate to
  - Fashionable styles
  - Attractiveness
  - Impressing others
  - Acceptance by friends, colleagues, and peers
- ❖ May also
  - Fill an emotional need
  - Bolster esteem or confidence

# Fashion is . . .

- ❖ Both an art and a science
  - As art, it thrives on creativity, innovation, and the use of principles and elements of design
  - As science, through textile development and technological advancement
- ❖ Dependent upon change
- ❖ Not capable of survival without change

# Fashion Viewpoints

- ❖ Fashion satisfies basic consumer wants and needs on a private level
- ❖ Fashion also influenced by the “public” economy and makeup of the population

Private or public?



# Fashion continues to be . . .

- ❖ Moving faster and reaching more people than ever before
- ❖ Dictated by the consumer, not the designer
- ❖ A social statement, both private and public

▣ What factors influence fashion?

# Influences on Fashion

- ❖ Economic conditions
- ❖ Political issues
- ❖ Current events
- ❖ Entertainment
- ❖ Lifestyles
- ❖ Social structure



# Fashion Terminology



- ❖ **Garment**
  - Article of apparel
- ❖ **Accessories**
  - Articles added to complete or enhance
- ❖ **Style**
  - Distinct features that create an overall appearance
- ❖ **Fashion**
  - Current popular style

# More Fashion Terms

- ❖ High fashion
  - Very latest or newest fashion
- ❖ Mass fashion
  - Majority of fashion sales; all very similar
- ❖ Design
  - Unique version of a style



# Language of Fashion

- ❖ **Avant-garde**
  - Unconventional, wild, daring; short life
- ❖ **Fad**
  - Temporary fashion; unusual; lasts a short period of time
- ❖ **Classic**
  - Style or design that continues its acceptance over extended period of time

# Other Terms to Know

- ❖ **Ford**
  - Same basic look that sells in large quantities and all price levels
- ❖ **Fashion look**
  - Total, well-coordinated and accessorized outfit
- ❖ **Taste**
  - Prevailing opinion of what is attractive and appropriate







- ❖ Fashion, throughout history, desires to make, shape, model, adapt, embellish, and adorn the wearer.

# Do You Know...



- ❖ For success in the fashion business, it is essential to know and understand clothing terms and to distinguish different styles.
- ❖ How many styles of women's pants can you identify?

# DAILY JEOPARDY