

**INTRODUCTION TO FASHION DESIGN and
THE APPAREL INDUSTRY**

OUTLINE—FALL 2004

- **Reading** is assigned for each lecture topic. Each session's reading should be completed before coming to the lecture.
- **Assignments** are due at the **beginning** of class on the date specified. **No credit is given for late work.**
- **Unannounced quizzes** are given at the beginning of class at the discretion of the instructor. **There will be no opportunity to make up quizzes or exams.**

WEEK 1 INTRODUCTION

- 9/2 Introduction to the course and its goals. Fashion Design Program expectations.
Assignment: Complete letter to the instructor.
Reading Assignment: Appendix:: *Career Guidelines*; Ch. 1
Lecture: Industry overview

WEEK 2 THE FASHION INDUSTRY OVERVIEW--Timeline

- 9/7 **Lecture:** History and Future of the Apparel Industry.
Reading for this lecture: Text. Ch. 1
- 9/9 **Lecture:** History and Future of the Apparel Industry.

WEEK 3 CONSUMER DEMAND

- 9/14 **Lecture::** Fashion Marketing: Demographics and Psychographics.
Reading for this lecture: Text. Ch. 2
- 9/16 **Lecture:** Fashion Marketing: The effect of economics, and technology.

WEEK 4 CONSUMER DEMAND—Interview Assignment Due

9/21 Lecture: Fashion Marketing: Global trade/modern technology.
Video: Winners and Losers
Reading for this lecture: Ch. 2

9/23 Interview Assignment 1 Due

Lecture: The marketing chain. Consumer categories.

Video: Women's wear, Men's wear, Children's wear

WEEK 5 CONSUMER DEMAND

9/28 Lecture: Retailing
Reading for this lecture: Ch 13

9/30 TEST 1

WEEK 6 FASHION CHANGE AND CONSUMER ACCEPTANCE

10/5 Lecture: Fashion cycles
Reading for this Lecture: Text Ch. 3

10/7 Lecture: Fashion Adoption.

WEEK 7 FASHION PREDICTION: RESEARCH AND AWARENESS

10/12 Lecture: Fashion research.
Video: The Look--The Press
Reading for this lecture: Text, Ch. 4.

10/14 Lecture: Trend forecasting

WEEK 8 INTERNATIONAL AND DOMESTIC FASHION CENTERS

10/19 Lecture: European Fashion Centers: Couture and Pret a Porte
Video: The Look--Runway
Reading for this lecture: Text. Ch. 8 and Ch. 12 pp. 251-260

10/21 Lecture: European Fashion Centers— Domestic fashion centers

WEEK 9 RAW MATERIALS--FABRIC AND TRIMMINGS

10/26 Lecture: Fabric selection--research and trend forecasting
Video: The Look—Material World.

Reading for this lecture: Text. Ch. 5 and Ch. 6

10/28 Lecture: Fabric product development, CAD demo

WEEK 10 GROUP PRESENTATIONS *Consumer Assignment Due*

11/2 *Consumer Categories Assignment due -- Group Presentations*

11/4 *Group Presentation continued*

WEEK 11 DESIGN DEVELOPMENT TEST 2 on 4/20/04

11/9 Test 2

11/11 Lecture: Product Development--Merchandising

Video: Wholesale Fashion Merchandising

Reading for this lecture: Text, Ch. 9

WEEK 12 DESIGN DEVELOPMENT

11/16 Lecture: Product Development—Inspiration, research. Prototype (sample garment) development

Reading for this lecture: Text, Ch. 9, pp. 186-191

11/18 Lecture: Pre-production planning, costing, piece good purchasing.

Reading for this lecture: Text, Ch 10

WEEK 13 APPAREL MANUFACTURING

11/23 Lecture: Garment assembly methods

Traditional piecework vs. new agile manufacturing in class exercise.

11/25 **THANKSGIVING HOLIDAY**

WEEK 14 APPAREL MANUFACTURING

11/30 Lecture: Quick Response. Just in Time Manufacturing, Computer Aided Manufacturing (CAM) demo Contracting and overseas production.

12/2 **Video:** Agile Manufacturing, GT Technology

Reading for this lecture: Text, Ch.12

WEEK 15 WHOLESALE MARKETS, SALES PROMOTION

/DISTRIBUTION

12/7 Lecture: Sales and distribution, brand name, private label, licensing.

Video: The Look: Scenting money

Reading for the Lecture: Ch. 12

12/9 Lecture: International and domestic markets. Sales reps, showing the line.

WEEK 16 FINAL EXAM:

12/14 Intern Panel –TEST REVIEW

12/17 FINAL: FRIDAY, DECEMBER 17, 2004

Finals can not be given early for any reason. Finals can not be made up if missed.

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ASSIGNMENTS—FALL 2004

1. FORMAT:

- All assignments are to be word processed, double spaced, on 8 1/2 x 11 white paper and stapled together.
- Put your name, the date and the class and the assignment number in the upper right corner of each page.
- Use a 10 or 12 point font that is easy to read (Palantino, New York, Times). Margins should be 1"-1 1/4".

2. CONTENT:

- Answer all questions completely but concisely. Quality is more important than quantity.
- Each assignment should be limited to 2-5 pages.
- All opinions should be supported by facts or examples.
- All assignments must be written in you own words. Statements taken directly from publications must be identified by quotations. Plagiarism in any form is illegal and will earn you a failing grade for that project.
- Use complete sentences and proper grammar and spelling. If you submit work that is unreadable or unintelligible, you will receive no credit. If I cannot read it or understand your meaning, I can not grade it. Have someone proofread your work. After the third misspelled word, I will quit reading your paper and give it only partial credit.

3. SUBMITTING ASSIGNMENTS:

- Assignments are due at the **beginning** of class on the date listed.
- Late work is not acceptable in this class. Work submitted late with extenuating circumstances and only with instructor approval will drop **20%** and will be accepted for **only one week** after the due date.
- You may send your assignment by fax or e-mail but it is your responsibility to ensure that it is received on time.

Due 9/23/04

Assignment #1 Interview

(25 pts)

1. Select **two** people at least one generation older than you to interview about the clothing they wore when they were your age. **Please describe what they wore, but**

more importantly, tell me what motivated them to wear it.

2. In a 2-3 page written report:
 - Tell me about the people you interviewed (age, ethnicity, occupations, anything else you think will help me understand who they are).
 - Describe the style of clothing they wore when they were your age. Use proper terminology.
 - Then, using the information presented in your text and in lecture, discuss the factors that influenced their clothing choices. How did their choice of clothing reflect the times, their heritage, nationality, customs, family values? What factors, political, social, economic, cultural or technological influenced their clothing choices? **Use examples and substantiate your conclusions.**

Due 11/2/04 Assignment 2: Consumer Categories (50 p t)

This project will be completed in the group assigned in class. One grade will be given for each group. Each group is responsible for distributing the workload.

1. Research a category of apparel provided to you by the instructor in class.
2. Meet with your group members and discuss this assignment. Select a team leader who will divide up the work, negotiate responsibilities and monitor team members' progress. At the end of the project, members will rate each other's contributions anonymously. **(10 pts)**
3. **In a written report: (20 pts)**
 - Describe the type of apparel contained in this category. Research the category using information in your text, the Internet and by shopping department stores and boutiques.
 - Identify the major trends in this category—color, silhouette, style, and fabric.
 - Write a comparative analysis of different manufacturers competing in this category.
 - Focus on one style category and one price, and size range. Remember not to compare apples and oranges. For example, if your category is women's eveningwear, select a prom gown in Designer category; size 8 in Bridge price range.
 - Compare **similar garments from at least 3 different competing manufacturers** (don't have to be exactly the same) and use the information to write your report. Do the same with one or two more items to achieve an accurate picture (**total of 9 pieces**).
 - Include a reference list of the stores visited, dates and times. List all other resources used as well. List the team members and their responsibilities in the assignment.
4. **Group Presentation: (20 pts.)**
 - 1 Present the findings to the class in a group presentation that reflects the contents of your written report. Do not read the report to us.
 - 2 The presentation **must include visuals**. You may create a storyboard, make a computer presentation, use the overhead or Elmo projector or bring actual garments.

- 3 Each group will have **15 minutes** to present their findings. I will ask you to stop after allocated 15 minutes so you may want to rehearse your oral presentation.
- 4 Your presentation should include but is not limited to the following questions:
 - What's the difference between each manufacturer's style?
 - How did they try to differentiate their product? What did they do to capture the market? Were they successful? Why or why not?
 - Who provided the best value?
5. You will be graded based on the physical research materials accumulated and the depth of knowledge gained by this research. Don't just submit a list of your findings. Process the information you've gathered and present the summary in your own words.

NOTE: Examples of successful projects from previous semesters are on Reserve in the WVC Library.