

Fashion Merchandising and Design

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Fashion Merchandising and Design brings to life the business aspects of the fashion world. It presents the basics of market economics, textiles, design, and promotion, as well as the textile/apparel/retail soft goods chain. The study of fashion retail fundamentals and strategies for success are studied and implemented in order to determine how the merchandise is accessible and appealing to customers. Fashion Merchandising and Design incorporates the promotion of apparel sales and involves all of the tasks necessary to deliver merchandise requests and meet the needs of potential customers and designers. As in the Fashion Industry, Fashion Merchandising & Design involves developing campaigns, displays, advertisements, directing the manufacturing and marketing, as well as selling for the fashion industry retail environment.

Fashion Merchandising and Design 10

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This semester course offers students an introduction to the business of fashion, including design, promotion, visual merchandising, and retailing. Hands-on experiences will include field trips, business and career exploration, and the implementation and operation of a student-run boutique. Students will be responsible for forecasting, acquiring, and styling merchandise as well as advertising, display and sales of merchandise.

In level 10 the learner will:

- examine strategies used in successful business and marketing campaigns.
- build a plan for the successful design and merchandising of products
- implement appropriate skills

National Standards for Family and Consumer Sciences Education

Developed by the National Association of State Administrators of FCS

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Area of Study 16.0

Textiles, Fashion, and Apparel

Comprehensive Standard

Integrate knowledge, skills, and practices required for careers in textiles and apparels.

Content Standards

Competencies

16.1	Analyze career paths within textile apparel and design industries.	16.1.1	Explain the roles and functions of individuals engaged in textiles and apparel careers.
		16.1.2	Analyze opportunities for employment and entrepreneurial endeavors.
		16.1.3	Summarize education and training requirements and opportunities for career paths in textile and apparel services.
		16.1.6	Analyze the role of professional organizations in textiles, fashion, and apparel industries.
16.5	Evaluate elements of textile, apparel, and fashion merchandising.	16.5.1	Apply marketing strategies for textile, apparel, and fashion products.
		16.5.2	Analyze the cost of constructing, manufacturing, altering, or repairing textile, apparel, and fashion products.
		16.5.3	Analyze ethical considerations for merchandising apparel and textile products.
		16.5.4	Apply external factors that influence merchandising.
		16.5.5	Critique varied methods for promoting apparel and textile products.
		16.5.6	Apply research methods, including forecasting techniques, for marketing apparel and textile products.
16.6	Evaluate the components of customer service.	16.6.1	Analyze factors that contribute to quality customer relations.
		16.6.2	Analyze the influences of cultural diversity as a factor in customer relations.
		16.6.3	Demonstrate the skills necessary for quality customer service.
		16.6.4	Create solutions to address customer concerns.
16.7	Demonstrate general operational procedures	16.7.3	Analyze the effects of security and inventory control strategies, cash and credit transaction methods, laws, and worksite policies, on loss prevention and store profit.

	required for business profitability and career success.	16.7.5	Analyze operational costs such as mark ups, mark downs, cash flow, and other factors affecting profit.
		16.7.6	Demonstrate knowledge of the arts, of various resources, and cultural impact upon the textile, apparel, and fashion industries.

Family and Consumer Sciences Connecticut Technical Education Standards

A. Family and Consumer Sciences Skills: Develop a core of skills related to areas of family and consumer resource management.

1. Apply consumer skills to providing and maintaining clothing.
2. Analyze how clothing and textile buying decisions are influenced through media and technology.

C. Apparel and Textile Design: Demonstrate apparel and textile design skills.

8. Describe the ways in which the texture and design of a fabric can affect visual appearance.
9. Apply basic and complex color schemes and color theory to develop and enhance visual effects.

E. Career Paths: Analyze career paths within textile and apparel industries.

18. Identify education and training pathways in textile, apparel, and fashion careers.
19. Demonstrate transferable and employability skills used in the community and workplace settings.

Fashion Merchandising and Design 10

Assessments

Assessments are based on skill objectives.

Student's progress in the Fashion Merchandising and Design Level 10 will be measured with both formative and summative performance based assessments.

Common assessments will be used and correlated within each unit.

Teacher Resources

- Internet, tablets, books, current texts, magazines, online textbooks and other resources.
- Current multimedia productions
- Field trip to New York City fashion center
- Social media and internet
- Physical space for retail experience
- Merchandise for boutique inventory
- Display materials

Units	Essential Questions	Central Understandings	Skill Objectives
		Students will understand:	Students will be able to:
<p>Basic Fashion and Business Concepts</p>	<p>How is the market for fashion products affected by economic expansion and recessions?</p> <p>How does clothing fulfill physical and psychological needs?</p> <p>What determines the length of time that a style spends in any phase of the cycle?</p> <p>How do consumers show their acceptance or rejection of fashions?</p> <p>What is the difference between market growth and market share?</p>	<ul style="list-style-type: none"> • the basic reasons people wear clothes and make various clothing choices. • how economics and politics influence fashion. • basic fashion terms. • the role of fashion followers, leaders, and theories in the fashion movement. • the main principles and factors that speed up or slow down fashion movement. • the importance of fashion change. • market growth, share, and segmentation. 	<ul style="list-style-type: none"> • apply basic fashion concepts. • apply basic business, merchandising and marketing concepts to fashion.
<p>Designing and Producing Apparel</p>	<p>What are the elements and principles of design?</p> <p>How are elements and principles of design incorporated into clothing?</p> <p>What is the difference between designer and ready-to-wear apparel?</p>	<ul style="list-style-type: none"> • how the principles of design contribute to apparel. • how design creates illusions that enhance appearance. • the processes and methods used in apparel production. 	<ul style="list-style-type: none"> • explore and implement the designing and producing of apparel and goods. • explain how fashion is manufactured in an industrial setting.

<p>Retail Business Fundamentals</p>	<p>What are the advantages and disadvantages of various forms of retail advertising?</p> <p>What makes a retail advertisement effective?</p> <p>How do graphic design strategies impact the perception of an ad?</p> <p>How are retail promotional strategies coordinated?</p> <p>What factors influence the type and quality of merchandise sold by a retail establishment?</p>	<ul style="list-style-type: none"> • positioning of fashion retailers. • channels of retailing that no longer use a “bricks and mortar” model. • the components of customer service. • the array of careers in the fashion trade. 	<ul style="list-style-type: none"> • describe how stores differentiate themselves from competitors. • distinguish alternate channels of retailing. • apply the components of customer service. • explore different careers in the fashion trade.
<p>Retail and Fashion Promotion</p>	<p>What are the advantages and disadvantages of various forms of retail advertising?</p> <p>What makes a retail advertisement effective?</p> <p>How do graphic design strategies impact the perception of an ad?</p> <p>How are retail promotional strategies coordinated?</p>	<ul style="list-style-type: none"> • how one uses fashion and retail promotion, planning, follow-through, budgeting, and ethics. • the types of fashion and retail advertising and their purpose. • retail and fashion advertising media and strategies. 	<ul style="list-style-type: none"> • communicate to customers through fashion promotion. • distinguish the types of fashion and retail advertising and their purposes. • explore how retail and fashion advertising strategy and media are used.
<p>Implementation of Fashion Theories</p>	<p>What factors influence the type and quality of merchandise sold by a retail establishment?</p>	<ul style="list-style-type: none"> • the importance of visual merchandising and presentation. • various types of window display. 	<ul style="list-style-type: none"> • employ retail business fundamentals. • implement fashion theories.

	<p>How does visual layout of the merchandise affect sales?</p> <p>How is pricing determined for profitability?</p>	<ul style="list-style-type: none">• how one utilizes costing and pricing for profit.• a boutique's success depends on identifying the target market, merchandising, customer traffic, profit, advertising, customer service, and visual merchandising.	<ul style="list-style-type: none">• use fashion and retail promotion planning, follow-through, budgeting, and ethics.• implement visual merchandising and presentation.• determine store costs and prices for profit.• evaluate the success of a boutique in terms of: target market, merchandising, customer traffic, profit, advertising, customer service, and visual merchandising.
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