

## Fashion Merchandising and Design 20

### **Fashion Merchandising and Design 20**

Students who have successfully completed Fashion Merchandising 10 will continue their studies in the vast area of the fashion industry, specifically in visual merchandising. Students will explore the characteristics of global interrelationships in the fashion industry. This semester course further explores how fiber, textile, apparel producers, and retailers merchandise and market their products within the industry and ultimately to the consumer. Components of this class will include involvement in the student-run boutique and use of professional software to create their own boutique.

In Fashion Merchandising and Design 20 the learner will:

- examine global strategies used in successful business and marketing campaigns.
- examine how technology has changed the face of the retail market.
- build a plan for the successful designing and merchandising of fashion products in a retail establishment.
- implement appropriate skills and techniques.

# National Standards for Family and Consumer Sciences Education

Developed by the National Association of State Administrators of FCS

©2008-2018

## 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.	16.1.2	Analyze opportunities for employment and entrepreneurial endeavors.
		16.1.4	Analyze the effects of textiles and apparel occupations on local, state, national, and global economies.
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 required for business profitability and career success.	16.7.1	Analyze legislation, regulations, and public policy affecting the textiles, apparel, and fashion industries.
		16.7.2	Analyze personal and employer responsibilities and liabilities regarding industry-related safety, security, and environmental factors.
		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 - Level 20

### Assessments

Assessments are based on skill objectives.

Student's progress in the Fashion Merchandising and Design Level 20 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 fashion center
- Social media and internet
- Physical space for retail experience
- Merchandise for boutique inventory
- Display materials
- Software for virtual retail store design

Units	Essential Questions	Central Understandings	Skill Objectives
		Students will understand:	Students will be able to:
Global Market	How does the global community interact with the US market?	<ul style="list-style-type: none"> <li>the risks and challenges in doing business with a foreign country with regard to: geography, economy; social, political, cultural, and environmental issues.</li> </ul>	<ul style="list-style-type: none"> <li>research global trade and its impact on the fashion industry.</li> <li>explain how communication affects production and product quality.</li> </ul>
Communication Strategies for Retail Success	How are products merchandised for ultimate consumer purchase?	<ul style="list-style-type: none"> <li>how communication affects production and product quality.</li> <li>how an advertising campaign influences consumer perception.</li> <li>how to create an image for a retail business.</li> <li>cohesiveness of merchandising, promotions, and displays.</li> </ul>	<ul style="list-style-type: none"> <li>explore and implement alternative avenues of fashion promotion, merchandising, and sales.</li> <li>explain how an advertising campaign influences consumer perception.</li> <li>evaluate cohesiveness of merchandising, promotions, and displays.</li> <li>examine the changes in the fashion industry.</li> </ul>
Fashion Merchandising and Design Careers	How does one utilize the right channels to target a specific career in the fashion industry?	<ul style="list-style-type: none"> <li>the career path of a fashion industry individual.</li> </ul>	<ul style="list-style-type: none"> <li>interview or research the career path of a fashion industry individual.</li> </ul>
The Retail Venture	<p>How does retail positioning affect pricing?</p> <p>How do store image, location and physical design affect profitability?</p>	<ul style="list-style-type: none"> <li>the varieties of physical and on-line retail establishments.</li> <li>how software can design and merchandise a retail establishment.</li> <li>how effective floor plans are designed, using the principles of store design and layout.</li> </ul>	<ul style="list-style-type: none"> <li>evaluate a variety of physical and on-line retail establishments.</li> <li>create an image for a retail business utilize software to design and merchandise a retail establishment.</li> <li>design an effective floor plan, using the principles of store design and layout</li> </ul>