

Client Demographics

Unit: Business of Textiles

Problem Area: Business Skill Development

Lesson: Client Demographics

- **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Adhere to client requests.**
- 2 Determine clients' lifestyle requirements.**
- 3 Identify issues important to the client.**

- **Resources.** The following resources may be useful in teaching this lesson:

E-units corresponding to this lesson plan. CAERT, Inc. <http://www.mycart.com>.
American Society of Interior Designers. Accessed Oct. 1, 2014. <http://www.asid.org/>.
Council of Fashion Designers of America. Accessed Oct. 1, 2014. <http://cfda.com/>.
Fabric Images. Accessed Oct. 1, 2014. <http://www.fabricimages.com/>.
Interior Design Educators Council. Accessed Oct. 1, 2014. <http://www.idec.org/i4a/pages/index.cfm?pageid=1>.
International Interior Design Association. Accessed Oct. 1, 2014. <http://www.iida.org/>.
Petrowski, Elaine Martin. "Designing for a Diverse Population," *ASID*. Accessed Oct. 1, 2014. <http://www.asid.org/content/designing-diverse-population>.
"Trend Reports," *ELLE*. Accessed Oct. 1, 2014. <http://www.elle.com/fashion/trend-reports/>.
Valencich, Erinn. "Design Styles Defined," *HGTV*. Accessed Oct. 1, 2014. <http://www.hgtv.com/decorating/design-styles-defined/pictures/index.html>.
Williams, Thomas L. *Interior Design Clients*. Allworth, 2010.
Wolfe, Mary G. *Fashion!*, 5th ed. Goodheart-Willcox, 2006.



■ **Equipment, Tools, Supplies, and Facilities**

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ **Key Terms.** The following terms are presented in this lesson (shown in bold italics):

- Art Deco
- Arts and Crafts or Craftsman
- avant-garde
- Boho-chic
- classic
- client
- demographics
- eclectic
- eco-chic
- eco-fashion
- ergonomic design
- ethnic or cultural
- fads
- grunge
- haute couture
- Mid-Century Modern
- Old Hollywood
- organic fashion
- OSHA
- price point
- repertoire
- sample board
- shabby chic
- style
- swatches
- target customers
- vintage

- **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Tell your students recycled denim from jeans, shirts, bags, and jackets can be used as insulation anywhere fiberglass insulation is used in the home. There is even a non-profit organization that takes what would be discarded denim and repurposes it to make a difference in communities. Have them learn more at <http://www.bluejeansgogreen.org>. Ask students what they do with their unwanted clothes.

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Adhere to client requests.

Anticipated Problem: How can people adhere to client requests?

- I. Client requests
 - A. Client demographics
 1. **Demographics** are the statistical characteristics of a group used for the purpose of marketing. The demographic profile of a group may be based on age, income, education, and other factors.
 - a. A **client** is a person or group that uses the professional advice of another. Interior and fashion designers as well as department and specialty stores are in business to make money selling services and products to clients.
 - b. It is crucial to understand client demographics and, in working with the clients, understand their product, service, and/or financial requests.
 2. Designers and associates survey and/or question their clients to gather information about their wants and needs as well as any issues surrounding a project or a purchase. Stores often focus their product line stock to meet the needs of a specific demographic.
 - a. Clients want an accurate cost estimate or a comfortable price point. A **price point** is the suggested or regular price of a product or service determined as a way to compete with the prices of other products and services. Price points are altered based on competition and current demand. For example, swimsuits generally have two “regular price” seasons: summer and January to February, which is resort season.
 - b. Clients want a project, a delivery, a shipment, and/or an alteration completed/delivered on time and on budget or the agreed upon cost.

- c. Clients want a designer or associate who listens and documents their wants, needs, and specifications. In addition, they want the designer to detail the pros and cons of each element expressed.
 - d. Clients want designers or associates who let personal likes and dislikes focus (lead) the design or the purchase.
- B. The **target customers** are the audience for which the designer or the store wants to send the most appealing messages. This segment of the total customer pool is most likely to buy from the designer or the store. Marketing efforts are directed to the wants, needs, and desires of target customers. Small targets rather than “shotgun” marketing is more likely to succeed.
 - 1. The target customers for Forever 21 are young people who like fashion and fads but want inexpensive clothes.
 - 2. The target customers for Athleta (a division of The Gap) are people who want exercise or yoga fashion that can be worn anywhere. Athleta produces fashionable, functional, and built-to-perform clothing at mid-range price.
 - 3. Designers and store associates can qualify customer needs by asking open-ended questions. For instance, an associate understands a customer wants a pair of dressy black heels for evening wear. The customer indicates she wants to spend no more than \$100. The associate will probably avoid showing the Donald Pliner shoes that retail for \$200 and will take the customer to the Franco Sarto shoes that are within her budget.
 - 4. Traditional target marketing is based on common characteristics of the target customer, such as:
 - a. Gender
 - b. Age range
 - c. Education level
 - d. Income level
 - e. Geography
 - f. Lifestyle (e.g., homeowners, apartment dwellers, college and students)
 - g. Hobbies and interests
- C. Function and options
 - 1. The function or purpose of the design or purchase must be determined. How will the design project or purchase be used? It is essential to document the wants and needs for the design, service, or product.
 - 2. The budget for the design or purchase must be determined. The good, better, best strategy should be used with the client. For example, a client wants a skirt made for her daughter to wear to her birthday party.
 - a. Good—The associate should begin by giving the client an option to satisfy basic needs at the bottom of his or her budget. For instance, the designer may show the client a fun and inexpensive cotton print with an elastic waistband.
 - b. Better—Next, the associate could provide the client with an option that uses higher priced materials as well as some higher priced design

elements. This option is at or near the top of the budget (e.g., a satin skirt fabric with a zipper closure and bottom ruffle).

- c. Best—Finally, the associate could provide the client with an option of more luxurious materials and more design elements. This option surpasses the stated budget (e.g., a silk dupioni skirt with button closures and hand-sewn beading).

D. Style

- 1. The style must be determined. **Style** is a category of clothing or accessories or furniture distinguished by some common characteristics or qualities. Style dominates the look (appearance) or construction of a design or a design project. Clients may need some coaching as to the envisioned style. Clients can be educated about the elements of various designs by viewing current fads and sample boards.

- a. **Fads** are current trends, crazes, colors, and looks that change every season or every year. Fads should be incorporated as requested. Customers should be asked to point out items they like. Often, people like elements of more than one style. The associate should clearly document the likes of the client for the service and product, including pictures if available.
- b. A **sample board** is a presentation piece, such as a binder or portfolio (hard copy and/or electronic), electronic poster (hard copy and/or electronic), showcase, or window display that displays a specific design or designer's colors, material swatches, design elements, and looks (including pairings and optional pieces). Designers and retail associates use sample boards to show clients an apparel line for a new season (e.g., pieces, pairings, and accessories). In addition, sample boards are used to show clients the plans for a store, hotel, or home remodeling and/or new construction.

2. Fashion design styles

- a. **Avant-garde** (progressive) is an experimental style that pushes the limits of art and combines it with fashion. In French, avant-garde is literally the "advance guard," which is a reference to pioneers or innovators in fashion, music, art, etc. Hair, makeup, jewelry, hats, handbags, and shoes are "over the top" and exaggerated. Lady Gaga's apparel is an example of the avant-garde experimental style. Alexander McQueen is a designer who features avant-garde fashion, but it is a bit toned down for sale in retail stores. His fashion is sold by Neiman Marcus.
- b. **Boho-chic** is a hip, funky style with a casual 1970s look and an ethnic feel. The look has an earthy color palette and uses layering and accessories sparingly. A typical Boho-chic look would include a basic top layered with an oversize cardigan and a paisley shawl. The look is finished with a large bag, jewelry, and boots or sandals. Actress Nicole Richie is a person who wears Boho-chic apparel.
- c. **Classic** is a conservative style depicted by timeless looks, graceful lines, and tasteful accessories. Classic wardrobe essentials are renewed with

current colors and simple touches (e.g., pearls, large sunglasses, and a studded clutch purse). Coco Chanel, Jackie Kennedy, Angelina Jolie, and Kate Middleton are examples of people who wear the classic style.

- d. **Eco-chic** is a style that seeks to inflict little or no harm to the environment (e.g., water, animals, and plants). Clients requesting eco-chic fashion are ecologically conscious, probably recycle clothing, and think of themselves as “green.” For example, these shoppers probably bring reusable shopping bags, wear plastic shoes, and wear repurposed jewelry.
 - e. **Ethnic or cultural** is traditional dress, print, and accessories that represent a culture—often with an element of fantasy. Ethnic designs are typically given a twist to appear contemporary and are different than national dress. In the 1990s, ethnic and cultural elements became a strong influence on fashion. For instance, Kenzo, Tam, and Yeohlee created a variety of Asian-, African-, Native-American-, and East Indian-inspired garment lines.
 - f. **Grunge** is a youthful, unkempt, and unstructured style with few rules. However, the layering of ripped denim, T-shirts with punk band images, little jewelry and finishing, and combat boots are common. Grunge style is based on grunge music bands. The clothing is comfortable, sometimes dirty, and messy. Flannel is worn frequently with this style.
 - g. **Haute couture** is a French term for “high fashion.” Haute means high, and couture means dressmaking or sewing. This style is characterized by artistic fashioning of a garment. The garment is typically costly and becomes a one-of-a-kind item by customization to an individual’s body measurements coupled with handcrafting techniques and attention to excellent fit.
 - h. **Old Hollywood** is a glamorous, opulent, and luxurious style with classic body-hugging cuts, medium-length dresses, and soft, smooth fabrics (e.g., silk, jersey, and cashmere). Hygiene is important to the glamour style. For instance, clean hair, teeth, and skin as well as short to medium-length, wavy hair (often platinum blonde or black), red lipstick, and black mascara are common. Accessories include diamond earrings and fur coats. Marilyn Monroe and Audrey Hepburn are examples of Old Hollywood style.
 - i. **Vintage** is new or secondhand garments from another era, often with detailing that makes it recognizable. Typically fashion is influenced by youth culture—music and movies—and reflects some fads of the time. Some fads are 1950s glamour; 1960s mod clothing; and 1980s over-the-top shoulder pads, big hair, and parachute pants. Vintage is a green option for the eco-chic individual and never goes out of style.
3. Interior design styles
- a. **Art Deco** is a design style with geometric and angular décor and linear decoration. Materials include stainless steel, mirrors, chrome, glass, lacquer, ebony, marble, rare woods, and shark and zebra skins or prints. Themes include leaves, branches, feathers, nudes, stylized animals, chevrons and zigzags, as well as jagged, pointed edges (e.g., the Chrysler Building in New York City).

- b. **Arts and Crafts or Craftsman** is a design style with handcrafted works of art and workmanship evident in built-in cabinets, bookshelves, and hardwood floors. Gustav Stickley coined the term “Craftsman house,” and Frank Lloyd Wright designed the Prairie Style version of Arts and Crafts homes that featured art glass windows. Craftsman homes and bungalows typically have dark wood, stucco, stone, trim details, hard-to-find kitchens, and an expansive porch with thick, sturdy columns.
- c. Coastal style interiors are fun and relaxed with elements of ocean colors, sun-bleached whites, and natural fabrics. In the United States, a popular style is cottage coastal, which uses blues, peaches, and nude colors. Other coastal styles are tropical and Mediterranean.
- d. Contemporary designs are current, modern, sleek, and appealing today. Contemporary design changes with the years. Typically, the interiors are clean and spare with straight lines, sculpture or artistic elements, and bold colors. Currently, pops of color with metal accents are common.
- e. **Eclectic** is a style that meshes or mixes one or more styles to create a new and unique interior. Most styles grew out of another style. For example, today’s traditional style grew out of country style. A couple tricks to assemble an eclectic look are a limited color palette, a unifying pattern or shape, a focal point (furniture or a piece of art), woods that match, and a theme (e.g., garden, lodge, or coastal).
- f. Mediterranean style is a type of coastal style that includes light, bright colors, a terra cotta roof, heavy wood, black iron or other metals, some carved detailing, and a whitewashed interior. Mediterranean interiors have archways, sea and sky colors, heavy hardware, ornately carved furniture, and a variety of vases and urns.
- g. **Mid-Century Modern** is an organic style reflected by clean lines, functionality, and affordability. The furniture stacks, bends, folds, and may be rearranged. Saarinen, Noguchi, Nelson, Jacobsen, and the Eames’ are popular designers. Ikea and other Scandinavian manufacturers produce reproductions of these designs.
- h. Modern style is simple, uncluttered, and unadorned. It uses natural materials and neutral and earthy colors. “Form follows function” is the mantra of modern style interiors. Furnishings and art objects must have a practical purpose. Modern styling was popular during the first half of the 20th century and spawned Mid-Century Modern and postmodern designs.
- i. **Shabby chic** is a comfortable and casual style with elements of coastal, cottage, and country. Collectibles and antiques are used in the interior decoration along with weathered and worn or tattered but interesting pieces. Slipcovers; creamy pastel colors and white; mixtures of plaid and floral prints; and painted or distressed furniture are characteristics of shabby chic.

Teaching Strategy: Many techniques can be used to help students master this objective. Use VM–A through VM–M.

Objective 2: Determine clients' lifestyle requirements.

Anticipated Problem: How do you determine the lifestyle requirements of clients?

II. Client lifestyle requirements

- A. Designers (e.g., fashion, interiors, and architects) need a repertoire to appeal to a variety of clients. A **repertoire** is a range of inventory, including samples and material options. A design must match how the item would be used, how long it must last, and the look and style requested. Lifestyle requirements for fashion and interior projects and purchases are theater, work/professional, recreation/sports, special events, geographic requirements, family home, condominium, apartment, and second home.
1. Customer surveys assist a designer to clarify client needs, wants, and specifications: lifestyle requirements. A survey is a list of questions that help a designer and an associate narrow the repertoire possibilities for the customer to choose from. Sample questions are:
 - a. What products and/services are of interest to you?
 - b. What are your preferred colors?
 - c. What are your preferred fabrics, patterns, and textures?
 - d. What is your preferred design style or vision?
 - e. What do you wish to invest in the project?
 - f. What is the time frame for the project?
 - g. What are the special requirements for the project? (e.g., handicap accessible, pet friendly, kid friendly, eco-friendly, haute couture, or eclectic style)
 - h. How will the project/product/service be used?
 2. When working on several projects, it is beneficial to look back at the customer survey/question responses and/or sample boards to refresh the project focus.
 3. Fashion houses and manufacturers offer samples for review by the designer and client. **Swatches** are small sample-size pieces (e.g., fabric, wallpaper, upholstery, carpet, window covering, and paint chips) for the designer and clients to view and touch. Designers and retail stores request updated samples and swatches well ahead of the next seasonal line. Designers may use a portable computer or iPad to show clients samples not available in-house.
 4. Designer networks help create business relationships with other professionals. Networking accomplished through the Internet requires sending follow-up emails to those in the network. Professional organizations link designers with other people who have expertise in a particular area. For example, if a home designer does not sew but needs custom pillows made, he or she could develop a working relationship with an individual to complete this task. Professional networks include:
 - a. LinkedIn—Internet-based professional networking website
 - b. ASID—American Society of Interior Designers

- c. IDEC—Interior Design Educators Council, Inc.
- d. IIDA—International Interior Design Association
- e. CFDA—Council of Fashion Designers of America

B. Retailers

1. Retail associates must know their inventory and in-house stock as well as stock that may be ordered. The target market of the retail establishment influences the store inventory. A purchase must match how the item would be used, how long it must last, and the look and style request. Lifestyle requirements for fashion and interior purchases are theater, work/professional, recreation/sports, special events, geographic requirements, family home, condominium, apartment, second home, etc.
2. Sales associates ask clients open-ended questions to determine their wants and needs and to narrow the inventory options. Customer may approach associates with specific statements, such as: “I am looking for an outfit to wear to work on casual days as well as versatile enough to wear with my children on Saturday activities.” The associate may suggest items with a little stretch for movement. The outfit may include pants, top, and jacket with matching accessories. The jacket may dress the outfit “up” as well as provide layering for warmth if needed.
3. Shoppers visit stores for multiple reasons. Customers may visit a retail or couture establishment to:
 - a. Shop for a gift
 - b. Respond to a window display or advertising
 - c. Find an outfit for a special occasion (e.g., wedding or dance)
 - d. Shop for new season apparel or new items
 - e. Shop for a vacation
 - f. Relax and browse
 - g. Shop for a new activity (e.g., running or swimming)
4. Fashion companies and manufacturers send look books, samples, and swatches for client viewing and touching. Retailers contact companies prior to every calendar season to receive new swatches and samples. Personal shoppers keep a list of clients and their preferences.

Teaching Strategy: Many techniques can be used to help students master this objective. Use VM–N. Assign LS–A.

Objective 3: Identify issues important to the client.

Anticipated Problem: How do you identify issues important to the client?

III. Client issues

- A. Clients may begin a conversation telling about the issues important to them. However, some clients are more interested in geographic, climatic, and/or

environmental issues after a little education from the designer. Minimizing the impact on the environment during the life cycle of a product is an important consideration for many clients. For example, herbicides and pesticides used to grow cotton and the petrochemicals used to create synthetic fibers are examples that cause environmental damage.

- B. Environmental issues are outcomes caused by harmful human activities that result in changes in natural systems (e.g., air, water, and soil). Environmental problems include global warming, deforestation, animal products, littering, child labor, greenhouse gases, the destruction of natural resources, fossil fuels, soil contamination, and water pollution. Urban, suburban, and rural customers may have different definitions of the importance of environmental issues.
 - 1. Clients may state that they do not purchase leather shoes or do not purchase products made with child labor. The associate may explain corporate social policies to the client and/or may provide information about the designer or vendor's manufacturing and distribution processes. Minimizing the environmental impact during the life cycle of a product may be of special importance to customers.
 - 2. If a business reuses and recycles textiles, it is appreciated by many clients and customers. (At the end of a garment's life, is it discarded to a landfill, or is there a plan/process to reuse and/or recycle the textile?)
- C. Environmentally conscious textiles
 - 1. **Eco-fashion** (sustainable fashion) is a broad term for textiles, garments, and accessories manufactured in an environmentally conscious way. Some eco-fashion is produced from recycled materials. The majority of clothing in U.S. stores is manufactured outside of the country, in part, because of lower labor costs. Along with lower labor costs, manufacturing regulations imposed by the local governments may be far below American standards. Lax manufacturing regulations may result in environmental degradation that threatens all life. Eco-fashion brands include:
 - a. Stella McCartney—a high fashion vegan designer
 - b. H&M—H&M's eco-friendly Conscious Collection
 - c. Rachel Kibbe—HELPSY Web site
 - d. Ethica—prints and handbags
 - e. Coclico—eco-friendly shoes
 - f. Eileen Fisher—sold in the “greenest” fashion chains
 - g. Melissa Joy Manning—eco-friendly jewelry
 - 2. **Organic fashion** is textiles, garments, and accessories produced with a minimal use of chemicals and with limited impact on the environment. For example, a substantial decrease in the use of herbicides and pesticides on living plant materials may qualify for the distinction label “organic” fashion. In the United States, the Federal Trade Commission (FTC) requires garments and textiles to be labeled with fiber content, country of origin, and manufacture identification. Customers vote with their dollars by purchasing products that embody their values.

D. Environmental issues: Climate change due to carbon emissions

1. Textile manufacturing is an exceptionally large and global industry. According to the Textile World Web site (<http://www.textileworld.com/>), “Many processes and products that go into the making of fibers, textiles, and apparel products consume significant quantities of fossil fuel.” They estimate the textile manufacturing process produces 10 percent of the total carbon impact on Earth.
2. Some progress has been made by textile manufacturers toward the use of more eco-friendly practices and in finding new technologies that lower the environmental impact of processes and production. For instance, energy-efficient dyeing machines are reducing the impact of production on the environment. The tradeoff is that new machines and new technologies inevitably cost money to the manufacturers; higher textile costs are the result.

E. Social issues: Labor standards

1. **OSHA**, the Occupational Safety and Health Administration, is the division of the U.S. Department of Labor that sets and enforces occupational safety and health rules. However, OSHA does not regulate the garment industry outside of the United States. The safety and health of the workers is still a major concern of the garment industry. The Fibre 2 Fashion Web site, at <http://www.fibre2fashion.com>, cites the major issues for those working in the garment industry (mainly outside the United States) are:
 - a. Exposure to cotton dust leads to lung health problems. Child labor is common in India and other garment-producing countries. Adult workers and children are exposed to dangerous levels of cotton dust.
 - b. Exposure to chemicals (e.g., formaldehyde, which is a known carcinogen) can result in respiratory and other health conditions. Formaldehyde is an agent used to produce wrinkle-free clothing.
 - c. Exposure to noise inside the factory can result in hearing loss.
 - d. **Ergonomic design** (human engineering or human factors) is an applied science that creates solutions for people who interact with products, systems, or processes. The focus of ergonomic design is to “ensure that designs complement the strengths and abilities of people and minimize the effects of their limitations rather than forcing them to adapt” (Source: <http://www.ergonomics.org.uk/learning/what-ergonomics/>). For example, some common ergonomic designs address age, size, strength, cognitive ability, prior experience, cultural expectations, and goals. Ergonomists arrange equipment and tools for people to prevent injuries and accidents (e.g., eyestrain; neck, back, and shoulder pain; and carpal tunnel syndrome) while increasing comfort and reducing stress.
2. Countries that manufacture clothing for U.S. companies have recently come under increased scrutiny for occupational health and safety issues in the workplace. Public awareness of the working conditions and the labor laws of garment-manufacturing countries are often far below U.S. standards. For example, many Bangladesh garment factories have recently caught on fire or collapsed resulting in the death of workers. Those factory buildings did not meet common safety standards to ensure a safe environment for the workers.

The number of hours worked and the age of workers also concern educated U.S. customers.

F. Geographic, travel, and recreational issues

1. Designers and retail stores whose target customers are travelers would consider producing or stocking resort wear pieces, including:
 - a. Swimsuits and cover-ups
 - b. Sunglasses
 - c. Foot gloves and sandals
 - d. Silk and linen shirts, blouses, and shorts
 - e. Sun hats
 - f. UV-resistant fabrics (e.g., dresses, shirts, and shorts)
2. Designers and retail stores whose target customers are avid outdoors people would consider producing or stocking outdoor gear, including:
 - a. Cargo vests and cargo pants
 - b. Insect-resistant or repellant garments (e.g., jackets, pants, and shirts)
 - c. Tear-free denim
 - d. Stretch fabrics
 - e. SPF- and UV-resistant garments
 - f. Breathable garments for hot temperatures and insulated garments for cold temperatures
 - g. Rain slickers

Teaching Strategy: Many techniques can be used to help students master this objective. Use VM–O. Bring in sample boards from local remodeling projects (e.g., hotels, hospitals, and restaurants) and from retail stores. Bring in interior designer and decorator sample boards from local businesses. Assign LS–B. Consider opening an account with Glogster or another online poster tool to have students create virtual posters and then project or print them for presentation and grading.

- **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. If a textbook is being used, questions at the ends of chapters may be included in the Review/Summary.
- **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.
- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ Answers to Sample Test:

Part One: Matching

1. b
2. g
3. d
4. i
5. a
6. j
7. f
8. h
9. c
10. e
11. k

Part Two: True/False

1. F
2. F
3. F
4. T
5. T
6. F
7. T
8. T
9. T
10. T

Part Three: Short Answer

1. Swatches are small samples pieces of fabric, wallpaper, upholstery, carpet, window covering, paint chips, and more for the designer and client to view and touch. Updated samples and swatches are requested by designers and retail stores from manufacturers well in advance of each calendar season.
2. A sample board is a presentation piece, such as a binder or portfolio (hard copy and/or electronic), electronic poster (hard copy and/or electronic), showcase, or window display that shows a specific design or designer's colors, material swatches, design elements, and looks (including pairings and optional pieces). Designers and retail associates use sample boards to show clients a new season's apparel line (e.g., pieces, pairings, and accessories). Also, sample boards are used to show clients the plans for a store, hotel, or home remodeling and/or new construction.

Client Demographics

► Part One: Matching

Instructions: Match the term with the correct definition.

- | | |
|-----------------------|---------------------------------|
| a. avant-garde | g. eclectic |
| b. haute couture | h. Arts and Crafts or Craftsman |
| c. grunge | i. demographics |
| d. eco-chic | j. Old Hollywood |
| e. Mid-Century Modern | k. Art Deco |
| f. shabby chic | |

- _____ 1. A French term for “high fashion”
- _____ 2. A style that meshes or mixes one or more styles to create a new and unique interior
- _____ 3. A style that seeks to inflict little or no harm to the environment
- _____ 4. The statistical characteristics of a group used for the purpose of marketing
- _____ 5. An experimental style that pushes the limits of art and combines it with fashion
- _____ 6. A glamorous, opulent, and luxurious style with classic body-hugging cuts, medium-length dresses, and soft, smooth fabrics (e.g., silk, jersey, and cashmere)
- _____ 7. A comfortable and casual style with elements of coastal, cottage, and country
- _____ 8. A design style with handcrafted works of art and workmanship evident in built-in cabinets, bookshelves, and hardwood floors
- _____ 9. A youthful, unkempt, and unstructured style with few rules
- _____ 10. An organic style reflected by clean lines, functionality, and affordability
- _____ 11. A design style with geometric and angular décor with linear decoration



► Part Two: True/False

Instructions: Write *T* for true or *F* for false.

- _____ 1. There are few concerns about the health and safety of workers in garment factories outside the United States.
- _____ 2. OSHA is the Overseas Shipping and Handling of Apparel agency.
- _____ 3. Coastal style interiors are fun and relaxed with elements of sun colors, sun-bleached reds, and synthetic fabrics.
- _____ 4. Eco-fashion is a broad term for textiles, garments, and accessories manufactured in an environmentally conscious way.
- _____ 5. Target customers are the audience for which the designer or the store wants to send the most appealing messages.
- _____ 6. Organic fashion is textiles, garments, and accessories produced with chemicals and an enormous (negative) impact on the environment.
- _____ 7. Lady Gaga wears avant-garde clothing.
- _____ 8. Style is a category of clothing, accessories, or furniture distinguished by some common characteristics or qualities.
- _____ 9. A price point is the suggested or regular price of a product or service determined as a way to compete with the prices of other products or services.
- _____ 10. Jackie Kennedy wore classic style clothing, which is elegant and timeless.

► Part Three: Short Answer

Instructions: Answer the following.

1. Describe swatches. How do designers and retail associates use swatches?

2. Describe sample boards. How do designers and retail associates use sample boards?

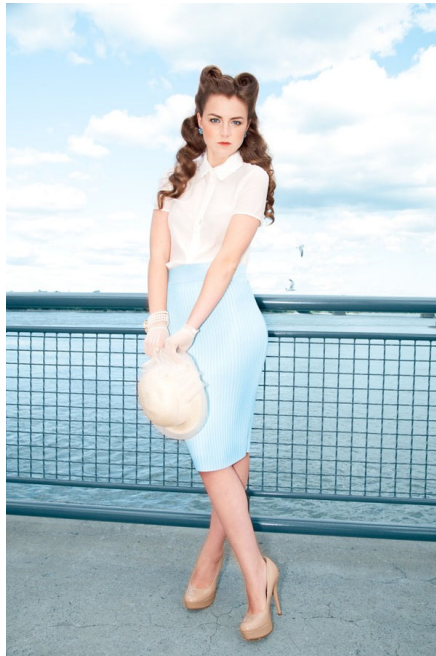
AVANT-GARDE STYLE

Lady Gaga wears avant-garde clothing and always with artistic expression and a message. What are the messages in these two images?



CLASSIC STYLE

Jackie Kennedy wore clothes with classic style—elegant and timeless. Can you imagine Kate Middleton wearing these clothes?



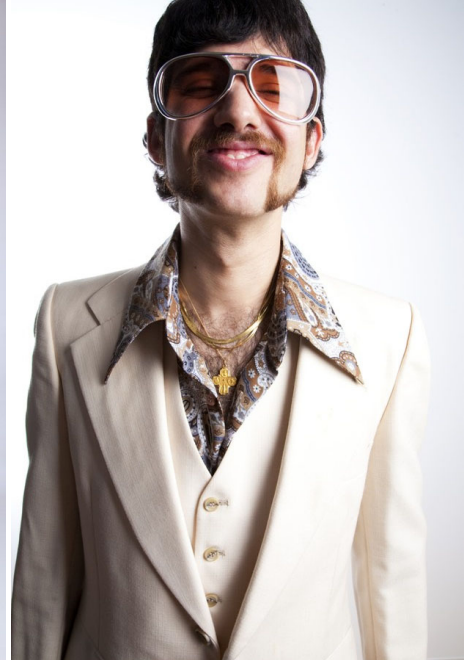
BOHO-CHIC STYLE

Boho-chic is a hip, funky style with a casual 1970s look and an ethnic feel. The look has an earthy color palette and uses layering and accessories sparingly. Why are feathers and flowers important in Boho-chic dressing?



VINTAGE STYLE

Vintage styles typically are described by decade and include fads from that time. One of these images is from the 1980s, one from the 1970s, and one from the 1960s. Which is which?



GRUNGE STYLE

Grunge style clothing has a dark look and feel and may have elements of punk styling. It does not follow the rules. What elements of grunge style are shown here?



HAUTE COUTURE STYLE

Fashion houses (e.g., Dior, St. Laurent, and Chanel) create these one-of-a-kind items and high-fashion looks. What makes these fashions haute couture?



OLD HOLLYWOOD STYLE

Old Hollywood is a glamorous, opulent, and luxurious style with classic body-hugging cuts, medium-length dresses, and soft, smooth fabrics (e.g., silk, jersey, and cashmere). Accessories include diamond earrings, fur coats, and always red lipstick. Marilyn Monroe and Audrey Hepburn are examples of Old Hollywood style.



ETHNIC OR CULTURAL STYLE

Ethnic- or cultural-style clothing includes tribal prints, regional patterns, and colors significant to the group. Which of these are ethnic or cultural style, and which are inspired by the style?



ART DECO DESIGN

Art Deco design is geometric and angular with linear decoration. Materials include stainless steel, mirrors, chrome, glass, lacquer, ebony, marble, rare woods, and shark and zebra skins or prints. Miami, Florida has a historic Art Deco architectural district, including homes, condominiums, hotels, and retail establishments.



ARTS AND CRAFTS OR CRAFTSMAN DESIGN

Arts and Crafts or Craftsman style designs are handcrafted works of art with workmanship evident in built-in cabinets, bookshelves, and hardwood floors. Gustav Stickley and Frank Lloyd Wright designed Arts and Crafts homes. A Craftsman style home is charming and warm.



ECLECTIC DESIGN

Eclectic style is a meshing or mixing of one or more styles to create a new and unique interior. A successful eclectic look has rules: limited color palette, a unifying pattern or shape, a focal point, woods that match, and perhaps a theme. Which rules were used in each of these two rooms?



MID-CENTURY MODERN DESIGN

Mid-Century Modern style is an organic style reflected by clean lines, functionality, and affordability. The tulip chair is an example of true Mid-Century design. Ikea sells reproductions of Mid-Century Modern furniture.



SHABBY CHIC DESIGN

Shabby chic is a comfortable and casual style with elements of coastal, cottage, and country. Collectibles and antiques are used in the interior decoration along with weathered and worn or tattered, but interesting, pieces. Shabby chic fabrics are romantic and feminine.



LOOK BOOK EXAMPLES



SWATCHES AND SAMPLE BOARDS: COASTAL COTTAGE PRESENTATION



Boutique “Look Book”

Purpose

The purpose of this activity is to create a “Look Book” for a new boutique.

Objectives

1. Describe your target customer.
2. Describe your clothing style.
3. Describe your commitment to any geographic, climate, and/or environmental issues.
4. Create a “look book” of styles for your store.

Materials

- ◆ class notes
- ◆ textbook and reference books
- ◆ computer with Internet access
- ◆ computer with document software
- ◆ writing utensil

Procedure

1. Work in pairs.
2. Create a name for your boutique.
3. Think about and describe the target customer in the space provided. Provide a rationale (tell why) for your choices.
 - a. Age group
Rationale:



- b. Gender
Rationale:
 - c. Hobbies and interests
Rationale:
 - d. Lifestyle
Rationale:
 - e. Physiographic location (West Coast, New England, Midwest, East Coast, Gulf Coast, Southwest, or Northwest)
Rationale: (e.g., Selections were made based on a long winter season and a need for rain gear.)
4. Describe the clothing style your boutique offers. [For example, the Prairie Boutique offers grunge-style clothing and accessories. Merchandise includes the original graphic T-shirts, old school athletic shoes, leather boots, cargo pants, backpacks, and organic cotton hats. Our target market is the local university campus student.]
5. Create the “Look Book” for your boutique.
- a. Cut and paste pictures of clothing to pages in a word-processing program. Provide different views of the clothing if possible (e.g., front, back, shoes, and with accessories).
 - b. Write a brief caption describing each look or accessory.
 - c. Create a cover for the Look Book.
 - d. Create a company statement about its commitment to any geographic, climate, and/or environmental issues. Include the statement near the front of the Look Book.
 - e. Print and bind the pages.
6. Display and present an overview of your Look Book for the class. Plan a five-minute presentation. Provide feedback to others’ Look Books.
7. Turn in your completed Look Book to your instructor.

Interior Design Sample Board

Purpose

The purpose of this activity is to create an interior design sample board.

Objectives

1. Describe your client demographic: target customer.
2. Describe the interior design style of your client.
3. Create an interior design sample board, and highlight one room.

Materials

- ◆ class notes
- ◆ textbook and reference books
- ◆ computer with Internet access
- ◆ computer with document software
- ◆ swatches or samples (e.g., fabric, upholstery, wallpaper, paint, carpet, and other flooring)
- ◆ writing utensil

Procedure

1. Work in pairs. Review your class notes about client demographics.
2. Describe your client demographics: the target market.
 - a. Gender:
 - b. Age range:
 - c. Price point:
 - d. Geography:
 - e. Lifestyle (e.g., home and apartment):



- f. Environmental and/or social issue consciousness:
 - g. Hobbies and interests:
- 3. Describe the interior design style of your target customer.
- 4. Research the design style, and list your ideas.
- 5. Create an interior design sample board of swatches and product samples to show the customer. Highlight one room by including pictures or sketches with your sample board (e.g., sketch of the kitchen and living room). Create the sample board on foam core, or create a virtual poster using Glogster or another electronic tool.
- 6. Present and display the sample board to the class for further discussion. Plan a five-minute presentation that includes the client demographic for whom the sample board was created. Then ask for comments from other students and your instructor.
- 7. Turn in your completed lab sheet and the sample board to your instructor.