

Style Terminology

Unit: Science of Textiles and Manufacturing

Problem Area: Textile Construction Techniques

Lesson: Style Terminology

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

- 1 Differentiate between style and fashion.
- 2 Describe classic style and fashion terminology.
- 3 Describe current fashion terminology.

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

E-unit(s) corresponding to this lesson plan. CAERT, Inc. <http://www.mycaert.com>.

"Fashion Dictionary," WWD. Accessed July 6, 2015. <http://wwd.com/fashion-dictionary/>.

Kilcooley-O'Halloran, Scarlett. "The Vogue Glossary," Vogue. Accessed July 6, 2015. <http://www.vogue.co.uk/news/favourites-of-vogue/2013/08/the-vogue-glossary>.

"What Is Fashion," PBS: Newshour. Accessed July 6, 2015. <http://www.pbs.org/newshour/extra/1999/10/what-is-fashion/>.



■ 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):

- | | | |
|-----------------------|----------------------------|--------------------|
| ➤ A-line | ➤ fashion buyers | ➤ pleats |
| ➤ accessories | ➤ fashion designers | ➤ pocket squares |
| ➤ active wear | ➤ fashion directors | ➤ princess line |
| ➤ apparel | ➤ fashion merchandising | ➤ pumps |
| ➤ applique | ➤ fashion models | ➤ raglan |
| ➤ avant-garde | ➤ fashion photographers | ➤ ready-to-wear |
| ➤ aviators | ➤ filigree | ➤ ruching |
| ➤ ball gown | ➤ fringe | ➤ sales associates |
| ➤ bangles | ➤ gladiator sandals | ➤ seamsters |
| ➤ black tie | ➤ halter | ➤ seamstresses |
| ➤ blazer | ➤ harem pants | ➤ sheath |
| ➤ brand name | ➤ haute couture | ➤ shift |
| ➤ camel hair | ➤ herringbone | ➤ shoe booties |
| ➤ chandelier earrings | ➤ houndstooth | ➤ silhouette |
| ➤ chinos | ➤ infinity scarves | ➤ single-breasted |
| ➤ choker | ➤ Jackie-O sunglasses | ➤ sport coats |
| ➤ classic styles | ➤ jeans | ➤ stand |
| ➤ collars | ➤ lapels | ➤ style |
| ➤ corners | ➤ leggings | ➤ stylists |
| ➤ crop top | ➤ little black dress (LBD) | ➤ tailors |
| ➤ cuffs | ➤ merchandisers | ➤ trench coat |
| ➤ designer | ➤ mermaid | ➤ trends |
| ➤ dinner jackets | ➤ neckties | ➤ tuxedo |
| ➤ double-breasted | ➤ ombre | ➤ vents |
| ➤ empire | ➤ pencil skirt | ➤ white tie |
| ➤ fads | ➤ peplum | ➤ wrap dress |
| ➤ fashion | ➤ personal shoppers | ➤ wristlet |
| ➤ fashion bloggers | ➤ pinstripe | |

- **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.

Ask students to define their personal fashion style on paper. Then have them take the following short online quizzes and compare the results.

- ◆ What's My Fashion Style at <http://www.selectsmart.com/plus/select.php?url=fashion>
- ◆ Define Your Fashion Style at <http://www.dummies.com/how-to/content/define-your-fashion-style-with-a-quick-quiz.html>
- ◆ The Visual Therapy Style Type Quiz at <http://visual-therapy.com/blog/style-type-quiz/>

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Differentiate between style and fashion.

Anticipated Problem: What is the difference between style and fashion?

I. Classic style glossary

- A. **Style** is the way in which something is expressed; it is the fashion of the moment. To dress in a manner that suits self-image is personal style. Self-image is based on many things (e.g., culture, religion, beliefs, values, and profession). Multiple clothing options exist. Personal style must include options for various life, work, and play situations. Activities help dictate style. For example, a female working in a conservative industry (e.g., banking or education) may wear suits and separates and dress in a conservative way. A female living in New York City who works in the fashion industry may dress in the current designs that could be considered more daring than those that conform to the banking industry. The history of fashion dates back hundreds of years. Fashion has been a way to outwardly show economic status and power. Iconic fashion houses and current fashion houses are on trend.

1. Classic and current fashion houses

- a. Classic: Coco Chanel (1883 to 1971) is synonymous with style. One of her famous quotes is: "Fashion fades; only style remains the same." She created timeless, classic pieces that remain sought after today. She was a famous **designer**—a person who creates original fashion.

- b. Classic: Oscar de la Renta (1932 to 2014) was famous for designing beautiful gowns worn by Academy Award winners and Academy Award seekers. His designs always accentuated the beauty of the female body.
 - c. Classic: Hubert de Givenchy designed many of the beautiful gowns Audrey Hepburn wore in classic American movies (e.g., *Breakfast at Tiffany's*, *Sabrina*, and *Funny Face*). Givenchy trademarks are pure lines, thin waists, and beautiful necklines. Actress Julia Roberts is a “face of Givenchy.”
 - d. Classic: Christian Dior (1905 to 1957) was a French designer known for creating a curvaceous shape for women and using quantities of luxurious fabric. His first designs were presented in France during the fabric rationing of World War II. At that point, France and the world were not used to the long and lavish looks he created for Grace Kelly. Luxury ready-to-wear attire became his legacy.
 - e. Current: Zac Posen (1980) was born in New York and dresses women walking the red carpet in Hollywood. He has his own line at Target. He is a judge on the hit series *Project Runway*. In 2014, he created an affordable bridal line for David’s Bridal.
 - f. Current: Rag & Bone is an award-winning new fashion label doing things differently. The company has advertised its brand using selfies of models and other famous people wearing the clothing line. Owners Marcus Wainwright and David Neville launched the line during the recent recession. They began selling in 120 stores. Currently, their clothing is in more than 300 stores.
 - g. Current: Rachel Zoe (1971) is a well-known fashion writer and stylist who starred in *The Rachel Zoe Project* on the Bravo channel. She has her own line of clothing (vintage-inspired fabrics, prints, and silhouettes) and has shown at New York Fashion Week. Her designs are focused on trend-conscious women who appreciate fashion and desire wearability. She says, “Style is what one creates ... glamour is a state of mind.”
 - h. Current: Jérôme Lamaar Fortez (1986) started interning for Baby Phat at age 15 and became a designer at 18. He designs with an upscale street vibe. His new label is “5:31 Jérôme: The Power of Pretty,” which debuted at New York Fashion Week. Jérôme designed all fashions for Mariah Carey’s 2006 Adventure’s of Mimi world tour.
2. **Classic styles** are conservative approaches 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 maybe a studded clutch purse). Coco Chanel, Jackie Kennedy, Angelina Jolie, and Kate Middleton are examples of women who wear the classic style.
3. Style terminology
- a. **Apparel** is clothing or attire, especially outerwear.
 - b. **Brand name** is the label, symbol, or trademark of a manufacturer or designer to identify the product from other products.
 - c. **Haute couture** (oht-koo’tur) is a French phrase for high fashion. Haute means “elegant” or “high.” “Couture” means dressmaking, sewing, or

needlework. It is typically custom-made clothing of the best artistry and craftsmanship and is made by hand for an individual. It is made-to-measure for the client. Dior, Chanel, and Pierre Cardin are haute couture fashion houses. In France, haute couture is defined and protected by law. To call the fashion house “couture,” it must meet the following requirements:

- (1) The designs must be made-to-order for private clients, with one or more fittings.
 - (2) The fashion house must have a workshop (atelier) in Paris that employs at least 15 full-time people.
 - (3) Each season (twice per year), the fashion house must present a collection to the Paris press that contains a minimum of 35 runs/exits with outfits for daytime and evening.
- d. **Ready-to-wear** is clothing mass-produced in standardized sizes. It is offered for sale in a finished fashion without significant alternations. Bergdorf Goodman (now owned by Neiman Marcus) was the first retailer to offer ready-to-wear items in 1914.
- e. A **silhouette** is the outline of the body torso beginning at the shoulder and following through to the hips. Once measurements for the shoulder, bust/ chest, waist, and hip are accurately taken, the results are interpreted as a body type. Knowing the body type of an individual determines the style of clothing that flatters the body silhouette.
- (1) **A-line** is a dress or skirt silhouette that is narrower at the top than at the bottom; it is gently flaring to resemble the letter A.
 - (2) A **ball gown** is a silhouette fitted in the bust and waist with a long skirt. It flares generously below the waist.
 - (3) **Empire** is a silhouette with the location of the waistline just under the bust line. The bust line is accentuated in an empire gown.
 - (4) **Mermaid** is a dress silhouette form fitted through the bust, waist, and hips that flares out from the knee to the ankle.
 - (5) **Princess line** is a garment silhouette that has vertical panels from the neckline to the hem with no waistline seam. It is fitted closely through the bust and waist; the darts and the seams create the shape.
 - (6) **Sheath** is a simple and straight, yet fitted dress silhouette that uses vertical darts, bust darts, and shaping from the side seams to provide fit. Sheaths hug the body with a defined waist; they are often sleeveless or with a cap sleeve.
4. Fashion careers range from haute couture to ready-to-wear to mass-market clothing. New York City is considered the fashion capital of the United States. However, companies and their stores are scattered across the country. The following average salaries for fashion careers are typical salaries and are not those of famous or celebrity designers, bloggers, models, and stylists.

- a. **Fashion buyers** are people who interact with wholesalers and clothing manufacturers and attend trade shows to select and purchase the merchandise lines (clothing, shoes, and accessories) to be sold at a store or on a Web site. Buyers must be current with trends and competitive pricing. This quick-paced and aggressive job often involves travel to international and domestic fashion shows and manufacturers. The average salary is \$61,000.
- b. **Fashion bloggers** are people who write and publish information about trends, the fashion industry, and personal style. They also critique specific businesses and other fashion bloggers. Fashion bloggers can influence sales. They are paid by the advertisers on their Web sites and often receive perks from the industry and individuals about whom they write. The average annual salary for a New York-based fashion blogger is \$63,000.
- c. **Fashion designers** are people who create the inspiration concept for garments by creating sketches, selecting fabrics, and sewing. They oversee all aspects of the design and work areas and direct assistants, patternmakers, and artists. They must be able to communicate their ideas and vision to the staff. The average annual salary for a designer is \$62,860.
- d. **Fashion directors** are people who are responsible for managing the brand and designing concepts, such as a fashion vision for the business. Fashion directors translate the business objectives for the target customer into a fashion statement. They ask: “If this business were a man or woman, what would he or she wear?” They create an entire outfit: dress, hat, jewelry, sunglasses, shoes, handbag, etc. To ensure the business has the right “look and feel,” fashion directors read fashion magazines and attend fashion shows. The average annual salary is \$119,850.
- e. **Fashion merchandising** is an area with jobs such as buyer, visual designer, trend-forecaster, store-based salesperson, and store- or manufacturer-service representative. **Merchandisers** are people who are responsible for placing the stock in the store. They often create the visual displays and determine the correct placement to sell the most goods. The average annual salary of a merchandiser is \$67,640.
- f. **Fashion models** are individuals who wear clothing and accessories to promote them to fashion buyers for retail stores, the media, and customers. Their work varies from magazine spreads to television commercials to runway modeling. The average annual salary is \$18,750. Obviously, top models earn much more.
- g. **Personal shoppers** are people who provide expert and customized advice to an individual shopper. Advice may be provided face-to-face, via mail and email, and by telephone. Personal shoppers must have excellent listening skills. They provide advance notice and knowledge about styles and fashions the individual shopper has requested (e.g., “I am holding the new Eileen Fisher spring coat for you. I can hold it until Wednesday. It would look great with the other EF you purchased last week.”). Personal shoppers

are typically asked to build a client base of regular customers who seek their advice and counsel. For the retailer, the task of a personal shopper is to increase sales and ticket averages while satisfying the customer. Personal shoppers know the inventory in multiple stores and are knowledgeable about styles and how to dress all body types. The average annual salary is \$33,000.

- h. **Fashion photographers** are people who take pictures of the garments and other fashion products (e.g., jewelry, shoes, and handbags) for online and print advertising. Photographers work closely with models and fashion designers to conceptualize a photo shoot to most effectively showcase the fashion. Magazines, catalogs, advertising agencies, and/or fashion houses employ fashion photographers. The average annual salary is \$59,000.
 - i. **Sales associates** are the employees who help the customer from the time they enter the store through purchase. Retail sales associates have several job tasks: managing inventory, sales, customer service, the cash register, and administrative duties. Administrative duties include theft prevention, opening and closing tasks, and basic upkeep of the shelves and counters (including stocking, cleaning, and dusting). The average annual salary is \$25,130.
 - j. **Seamstresses** (a feminine term) or **seamsters** (a masculine term) are people who sew and alter clothing. Many are self-employed. They need knowledge of fabric, fasteners, trims, buttons, and patterns. They must have a strong attention to detail and excellent eye-hand coordination. They measure clients and fit garments. In addition, they may specialize in alterations for ball gowns and wedding dresses. The average annual salary is \$29,330.
 - k. **Stylists** are people who create cohesive, fashionable, and trendy looks for clients; they create a visual image. Visual image requires understanding texture and pattern, as well as garment and accessory choice, to create a complimentary look. Stylists must know (and keep up with) current style, fashion, and accessories. In addition, they must know how garments photograph and know how to dress different body types. They create a client's image from head to toe by selecting appropriate garments and accessories for specific occasions. Stylists must possess fabric knowledge, fashion and style knowledge, strong communication skills as well as a range of creative abilities, including hair and makeup skills to complete a "look." The average annual starting salary is \$32,000.
 - l. **Tailors** are people who make or alter outer garments, such as formal wear and special occasion wear. They generally make, alter, and fit custom garments only. They perform alterations to existing garments to fit a customer. The average annual salary is \$29,330.
- B. **Fashion** is the current popular dress and ornamentation choices; current style or a popular way of dressing. Fashion is constantly changing and typically has two elements: acceptance by many people that lasts for a relatively short amount of time. The change keeps people excited and is a vehicle to drive sales. One way

fashion is always changing is through color. Each year and season has the “in” color. Pantone LLC is a company that sets the stage for color trends. Fashion also changes through style, silhouette, and clothing and accessory details.

1. **Avant-garde** is an experimental style that pushes the limits of art and combines that art with fashion. It is leading edge, progressive. 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 this 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 department stores. This type of fashion is considered unorthodox and experimental.
2. **Fads** are temporary fashion trends; they become popular in a culture or region or with a specific group of people very quickly and lose momentum just as quickly. Fads are a craze or a novelty resulting in periodic enthusiasm for a specific type of fashion. Fads are a passing “fancy.”
3. **Trends** are current styles of dressing that push boundaries and are better marketed and advertised than fads. Trends are “in vogue” fashions, so they are in style or the latest admired style. They tend to last longer than fads. Trends may draw more attention to the garment than to the wearer.

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

Objective 2: Describe classic style and fashion terminology.

Anticipated Problem: How is classic style defined?

II. Classic styles and fashion terminology

- A. Classic styles are timeless looks that remain stylish regardless of fashion fads and trends; they appear flattering and look refined on most people. The details that help define a classic style include sleek silhouettes that flatter the body regardless of the latest trend. **Accessories** are decorative items—shoes, jewelry, belts, handbags, gloves, hats, scarves, neckties, socks and stockings, watches, and sunglasses—worn to complement a garment. Accessories are the first choice to add color and/or to create a trendy look for a classic clothing piece.
 1. A **blazer** is a single-breasted jacket typically with metal buttons, a notched collar lapel, and patch pockets. Women’s blazers may be cropped or full length. Blazers are a wardrobe staple worn with numerous other pieces (e.g., jeans, khakis, skirts, dress trousers, and dresses).
 2. A button-down shirt, especially a white button-down shirt, has buttons extending from the collar to the waist and often has buttons on the collar that fasten to the garment. It is a wardrobe staple that pairs well with multiple pieces. It adds a crisp look that is never out of date.

3. **Jackie-O sunglasses** are eyewear with an oversized lens in a squared frame—black, brown, or white—with a Greek key accent on the bow. The glasses were a signature accessory for First Lady Jacqueline Bouvier Kennedy.
 4. The **little black dress (LBD)** is a timeless short or medium-length dress that is always in style and is suitable for almost any occasion. It is a “go to” (staple) piece in a woman’s wardrobe. The LBD can go from office to dinner after work by changing the accessories.
 5. **Pumps** are slip-on, strapless high-heeled shoes usually with a closed back and a low-cut front. For most pumps, the front edge is closer to the toes than to the top of the foot. The toe may be closed, peep, pointy, round, almond, or square. The heel should be tasteful.
 6. A **trench coat** is a loosely belted, double-breasted raincoat or outer coat styled in a military fashion that falls at or below the knee. It is often lined (and/or has a zip-out liner) and has deep pockets, straps on the shoulders, and front styling typically with two vertical rows of buttons.
 7. The **tuxedo** is a man’s dress jacket—usually black, midnight blue, or white—worn for formal social occasions with matching trousers, a white button shirt, and a bow tie. It is the dressiest choice for men. Multiple variations are available for bow tie, shirt, and jacket styling.
- B. General style terminology includes:
1. **Collars** are part of a garment made from fabric sewn to ring the neck of a shirt, coat, or jacket. Collars sit upright against the neck or fold down to lay on the collarbone or shoulders. Sometimes collars are detachable. Collar parts include several parts.
 - a. The **stand** is the band that supports the collar.
 - b. **Corners** are the front tips and points.
 - c. Spread is the distance between the two collar corners.
 - d. Collar types include:
 - (1) Button-down collars have collar points attached to the shirt, jacket, or coat by a button.
 - (2) Straight collars come to a point and have a fairly close spread.
 - (3) Round collars have no points on the corners (e.g., Peter Pan).
 2. **Cuffs** are the lower edge of a sleeve or a pant leg. Most cuffs are secured with buttons. French cuffs are longer and are folded back over the wrist. Typically, they are secured with cuff links (rather than buttons).
 3. Fabric and fabric patterns include:
 - a. **Camel hair** is natural deep tan fabric made from the hair of the double-humped Bactrian camel. Camel hair coats and jackets are classic with little detailing: slit pockets, buttons, notched or rounded collars, set-in or raglan sleeves, and possibly a belt.
 - b. **Herringbone** is a distinctive suiting pattern that consists of short rows of slanted parallel lines. The rows are positioned in opposition to each other, causing the slanted lines to form a dense pattern of chevrons (V-shapes),

- with each slant meeting up at the end with a slant going in the opposite direction.
- c. **Houndstooth** is a distinctive two-toned fabric pattern consisting of small broken or jagged checks. Alternating bands form the pattern: four dark bands and four light bands run lengthwise and crosswise in a woven pattern.
 - d. **Pinstripe** is a thin, parallel, vertical stripe of color or thread running through a garment. It is commonly used in suiting and in baseball uniforms.
4. Formal wear is clothing designed to be worn on special occasions and includes evening gowns and tuxedos. Types of formal wear events include:
- a. **Black tie** is formal dress that requires tuxedo suiting.
 - b. **White tie** is the highest formal dress of civilians. It means to dress in a black tuxedo suiting with white bow tie, shirt, and vest. There are many rules of etiquette to follow.
5. Jacket and coat styles include:
- a. **Single-breasted** is a jacket or coat style in which there is a narrow overlap across the chest fastened with a single row of vertical buttons.
 - b. **Double-breasted** is a jacket or coat style in which one-half of the front laps over the other across the chest. It is often styled with two vertical rows of buttons and a single row of buttonholes.
6. **Jeans** are trousers or pants made from tough denim twill fabric. Jeans were invented in Italy for the Navy and were introduced in the United States by Levi Strauss & Co. in 1853. The main addition to the jean structure by Levi Strauss was the copper rivet. Then and today, copper rivets are used to reinforce the points of strain on jeans—pocket corners and base of the button fly. Types of jeans include:
- a. Boot-cut are jeans that taper at the knees and then loosen or flare out to accommodate a boot being worn underneath the jean.
 - b. Straight leg are jeans designed with an equal width from hip to hem. Straight leg styles appear more tailored than other jean types.
 - c. Skinny are tight-fitting jeans tapered to the ankle. Many versions use denim and spandex fabrics.
 - d. Bell-bottom are jeans with legs that widen greatly between the knee and the hem. Most styles are worn tight from the waist to the knee to exaggerate the bell flare.
7. **Lapels** are the part on each side of a coat or jacket just below the collar that is lapped (folded back) on the front opening. Some lapels are a continuation of the coat collar. Lapel types include notched, peaked, and shawl.
- a. Notched—Some lapels are notched where the jacket or coat collar meets the lapel at a 75- to 90-degree angle. Slim lapels are subdued (less angular notch), and wide lapels have more “room” to be dramatically angled. Notched lapels are best for business and everyday wear.

- b. Peaked lapels have edges that point up and toward the shoulder. These lapels are a staple on men's formalwear. Peaked lapels are more formal and bold.
 - c. Shawl lapels are rounded and turned-down with no notches. Shawl lapels extend down the front of the garment (e.g., tuxedos).
- 8. **Pleats** are folds of fabric that create controlled fullness. Pleats are held in place by stitching or by another construction feature (e.g., waistband or cuff).
 - a. Inverted pleats are pleats with two foldlines and one shared placement line; edges meet at the centerline (fold line).
 - b. Accordion pleats are pleats with two foldlines and two placement lines that are narrower at the top and wider at the bottom. The two folds of the pleats are turned away from each other.
 - c. Box pleats are small and narrow pleats with a uniform width and edges facing in opposite directions.
- 9. **Raglan** is a sleeve construction in which the underarm seam of the sleeve is extended to the neckline at the front and the back.
- 10. **Vents** are slits or kick pleats at the bottom of a back seam or side seam of a jacket or pencil skirt. They permit more mobility.
- C. Other women's wear style terminology
 - 1. **Active wear** is versatile clothing worn from the gym to run errands and around the house. It is comfortable and was originally worn for sporting events. For example, active wear is commonly worn for yoga activities, workout sessions, and running events.
 - 2. **Applique** is decorative needlework or ornamentation sewn or otherwise applied to fabric and garments.
 - 3. **Ruching** is a French term that means to gather, ruffle, or pleat; it is a sewing technique in which fabric is gathered in a repeating pattern to form the gather, ruffle, or pleat. The ripples created by the ruching technique add visual detail to dresses, pillows, blinds, wedding dresses, etc.
 - 4. A **shift** is a simple dress style with straight lines that does not fit close to the body nor cinch at the waist. The classic shift dress is sleeveless and knee-length, with a high collar or a boat neck. Shifts were popular in the 1960s.
 - 5. A **wrap dress** is a dress that closes in the front or on the side by overlapping fabric of one side over the other. Wrap dresses usually fasten with a tie at the side or at the back. They hug the shape of the body and typically create a V-neck neckline. Diane Von Furstenberg is credited with making the wrap dress popular and also iconic; it is her signature design.
- D. Other menswear style terminology
 - 1. **Chinos** are sturdy cotton twill pants finished with a smooth, soft, brushed surface and no visible stitching. They are typically tan in color and are considered a casual Friday or slightly dressy men's pant.
 - 2. **Dinner jackets** are tuxedos; they are semi-formal suits characterized by satin or grosgrain facings on the jacket lapels as well as buttons and a similar stripe

along the outseam of the trousers. They are typically black and are commonly worn with a formal shirt, shoes, and other accessories. Tuxedos are usually worn to “black tie” events. (NOTE: The term “dinner jacket” is a British term for tuxedo.)

3. **Neckties** are accessories; they are fabric worn around the neck. Ties are cut on the diagonal so the fabric falls evenly from the knot without twisting. Necktie knots include four-in-hand, Pratt, Windsor, and Half Windsor. Bowties are accessories typically worn with formal attire.
4. **Pocket squares** are “handkerchief” accessories that tuck into the breast pocket of a jacket or suit to add color and interest. Typically, pocket squares complement ties. Pocket square folds are straight, one corner fold, and puffed.
5. **Sport coats** are men’s textured jackets that can be in any color or pattern and are versatile enough to wear with jeans and pants.

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

Objective 3: Describe current fashion terminology.

Anticipated Problem: What are current fashion terms?

III. Current style and fashion glossary: Fashion and fads cause new fashion terms to become trendy. To be a knowledgeable consumer and/or sales associate, stay current with fashion and fads. For example:

A. Accessories

1. **Aviators** are dark and reflective sunglasses with a rounded, triangular frame originally worn by pilots.
2. **Bangles** are bracelets, usually without a clasp, that are solid circles. They are worn at the wrist and/or high on the upper arm.
3. **Chandelier earrings** are jewelry accessories characterized as long, cascading, and glamorous “mini-chandeliers.”
4. A **choker** is a necklace worn tight to the neck.
5. **Infinity scarves** are circle scarves with no beginning and no end. They are one continuous strip of fabric that is wrapped around the neck once or many times. Infinity scarves are usually constructed of soft jersey or cable knit fabrics.
6. A **wristlet** is a small wallet or handbag with a loop for wearing around the wrist.

B. Garments and detail

1. A **crop top** is a short t-shirt or blouse that shows the midriff.
2. A **halter** is a style of blouse or dress in which a single strap wraps around the neck, rather than two straps over the upper back and shoulder blades. Halters are sleeveless garments.

3. **Harem pants** are a loose fitting garment with a fitted waist and then wide legs through the thigh that taper to a fitted ankle.
4. **Leggings** are close-fitting, stretchy pants often constructed of a blended fabric of Lycra and cotton or Lycra and polyester that fit tightly against the legs. Leggings may be mid-calf or ankle length.
5. A **pencil skirt** is a garment with a straight and narrow cut that is fitted through the waist, hips, and legs. The typical length is at or slightly below the knee. The pencil skirt features a vent (back slit) to make walking easier. Pencil skirts have become a wardrobe staple with a recent resurgence in popularity.
6. A **peplum** is a short ruffle or flared section construction attached to the waistline of a dress, jacket, or blouse; extends past the waistline. They may be sewn to the bodice, cut in one with the bodice, or added as a separate section attached to a belt.

C. Fabrics and finishes

1. Distressed fabric is an artificial aging application that makes the garment appear worn. The finish is often accomplished using sand or stone washing techniques.
2. **Filigree** is a decorative, lacy, openwork jewelry design that has been translated to fabrics. Garments made with an ornamental filigree pattern are intricate and appear to have “depth.”
3. **Fringe** is a decorative edging or border that resembles loose threads, tassels, or loops.
4. **Ombre** is a graduated change of color from dark to light (or light to dark) in a monochromatic garment. The graduated change in color is accomplished by the degree of saturation of the color in each “level” of the garment. The “ombre effect” is also currently seen in hair, nails and clothing.

D. Shoes

1. **Shoe booties** are footwear that rest somewhere between the ankle and mid-calf. These short boots usually have a heel.
2. **Gladiator sandals** are t-strap shoes with several straps running across the front and may extend up the calf. Many gladiator sandals have intricate leather straps, ties, and buckles.

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

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

Part Two: True/False

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

Part Three: Short Answer

1. Answers will vary but would be similar to the following description of the difference between style and fashion. Style is the way in which something is expressed; it is the fashion of the moment. To dress in a manner that suits your self-image is your personal style. Fashion is the current popular dress and ornamentation choices: current style or a popular way of dressing. Fashion is constantly changing and

typically has two elements: acceptance by many people that lasts for a relatively short amount of time.

2. Answers will vary but would be similar to the following description of the differences between fads and trends. Fads are fashion that become popular in a culture or region or with a specific group of people quickly and lose momentum just as quickly. Fads are a craze, a novelty that cause periodic enthusiasm for a specific type of fashion; a passing “fancy.” Trends are current styles of dressing that push boundaries and are better marketed and advertised than are fads. Trends are in-vogue fashions: in style or the latest admired style. They tend to last longer than fads. Trends may draw more attention to the garment than to the wearer.

Style Terminology

► Part One: Matching

Instructions: Match the term with the correct definition.

- | | |
|------------------------|------------------|
| a. A-line | g. haute couture |
| b. bangle | h. pencil skirt |
| c. chandelier earrings | i. peplum |
| d. classic styles | j. ready-to-wear |
| e. fads | k. silhouette |
| f. fashion | l. style |

- _____ 1. Clothing mass-produced in standardized sizes
- _____ 2. Fashion that become popular in a culture or region or with a specific group of people very quickly, and lose momentum just as quickly
- _____ 3. A short ruffle or flared construction attached to the waistline of a dress, jacket, or blouse; extends past the waistline
- _____ 4. Jewelry accessories characterized as long, cascading, and glamorous
- _____ 5. Conservative approaches depicted by timeless looks, graceful lines, and tasteful accessories
- _____ 6. A French phrase for high fashion
- _____ 7. The way in which something is expressed; the fashion of the moment
- _____ 8. A dress or skirt silhouette that is narrower at the top than at the bottom
- _____ 9. A garment with a straight and narrow cut that is fitted through the waist, hips, and legs
- _____ 10. The outline of the body torso beginning at the shoulder and following through to the hips
- _____ 11. Bracelets, usually without a clasp
- _____ 12. The current popular dress and ornamentation choices: current style or a popular way of dressing



► Part Two: True/False

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

- ____ 1. French cuffs close with a button.
- ____ 2. A shoe bootie is a type of sandal that extends up the calf with leather straps, ties, and buckles.
- ____ 3. Some lapels are a continuation of the coat collar.
- ____ 4. Leggings are pants with a fitted waist and legs that widen through the thigh.
- ____ 5. Mermaid is a dress silhouette that is form fitted through bust, waist, and hips and then flares out from the knee to ankle.
- ____ 6. A crop-top is a strappy tank top style garment to be worn under clothing.
- ____ 7. Aviators are dark and reflective sunglasses that have a rounded, triangular frame originally worn by pilots.
- ____ 8. Ombre is a graduated change of color from dark to light (or light to dark) in a monochromatic garment.
- ____ 9. A halter is fabric sewn to create a circle.
- ____ 10. Filigree is a decorative edging or border that resemble loose threads, tassels, or loops.

► Part Three: Short Answer

Instructions: Answer the following.

1. Describe the difference between style and fashion.

2. Describe the difference between a fad and a trend.

STYLE



Style is the way in which something is expressed; it is the fashion of the moment. To dress in a manner that suits your self-image is your personal style.

READY-TO-WEAR



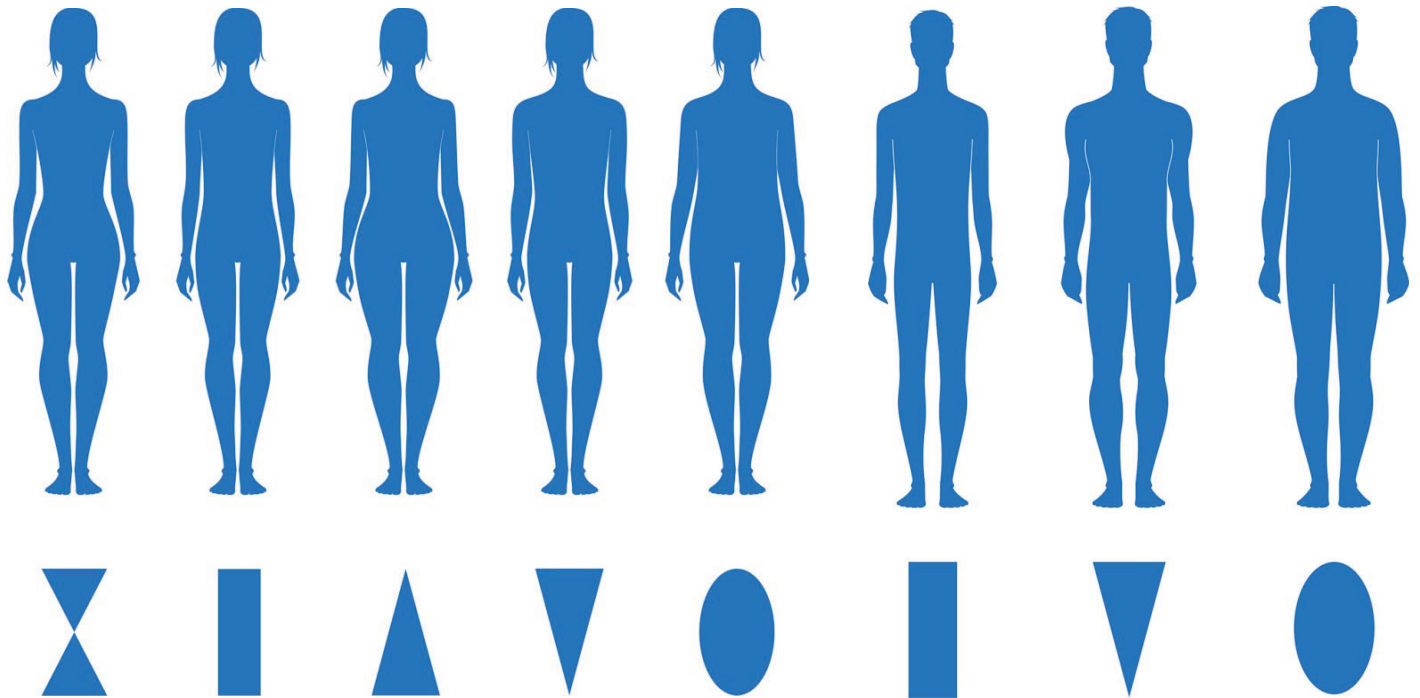
Ready-to-wear is clothing mass-produced in standardized sizes. It is offered for sale in a finished fashion without significant alternation. Bergdorf Goodman (now owned by Neiman Marcus) was the first retailer to offer ready-to-wear in 1914.

HAUTE COUTURE



Haute couture (oht-koo'tur) is a French phrase for high fashion: haute means elegant or high and couture means dressmaking, sewing, or needlework. It is typically custom-made clothing of the best artistry and craftsmanship and made by hand and for a single individual: made-to-measure for the client. Dior, Chanel, Pierre Cardin are haute couture fashion houses.

FEMALE AND MALE SILHOUETTES



Silhouette is the outline of the body torso beginning at the shoulder and following through to the hips. Once measurements for the shoulder, bust/chest, waist, and hip are accurately taken, the results are interpreted as a body type. Knowing the body type of an individual determines the style of clothing that flatters the body silhouette.

WEDDING DRESS SILHOUETTES



Which female silhouette would look best in each of these wedding dresses?

A-LINE SILHOUETTE



A-line is a dress or skirt silhouette that is narrower at the top than at the bottom: gently flaring to resemble the letter A.

BALL GOWN SILHOUETTE



Ball gown is a silhouette fitted in the bust and waist and a long skirt. It flares generously below the waist. Ball gowns are often equated with wedding dress styles; the dress pictured here also fits the definition of a ball gown.

EMPIRE SILHOUETTE



Empire is a silhouette with the location of the waistline just under the bust line. The bust line is accentuated in an empire gown.

MERMAID SILHOUETTE



Mermaid is a dress silhouette that is form fitted through bust, waist, and hips and then flares out from the knee to ankle.

SHEATH SILHOUETTE



Sheath is a simple, straight, yet fitted dress silhouette that uses vertical darts, bust darts, and shaping from the side seams to provide fit. Sheaths hug the body with a defined waist: they are often sleeveless or with a cap sleeve.

PRINCESS LINE SILHOUETTE



Princess line is a garment silhouette that has vertical panels from the neckline to the hem with no waistline seam. It is fitted closely through the bust and waist; the darts and the seams create the shape.

FASHION



Fashion is the current popular dress and ornamentation choices: current style or a popular way of dressing. Fashion is constantly changing and typically has two elements: acceptance by many people and, that acceptance lasts for a relatively short amount of time. The change keeps people excited and also is a vehicle to drive sales.

AVANT-GARDE



Avant-garde is an experimental style that pushes the limits of art and combines that art with fashion: it is leading edge, progressive. In French, avant-garde is literally the “advance guard,” a reference to pioneers or innovators in fashion, music, art, etc. Hair, make-up, jewelry, hats and handbags, and shoes are “over-the-top” and exaggerated. Lady GaGa’s apparel is an example of the avant-garde experimental style.

CLASSIC STYLE



Classic style is conservative: timeless looks, graceful lines, and tasteful accessories. Coco Chanel, Jackie Kennedy, Angelina Jolie, and Kate Middleton are examples of women who wear classic styles. How would you make this classic woman's suit more modern?

LITTLE BLACK DRESS (LBD)



The LBD is a “must have” piece for any female wardrobe. Which LBD silhouette would look best on you or on your friend?

JACKIE-O SUNGLASSES



Jackie-O sunglasses have an oversized lens in a squared frame—black, brown, or white—with a Greek key accent on the bow. The glasses were a signature accessory for First Lady Jacqueline Bouvier Kennedy. They are in style today.

CUFFS



Cuffs are the lower edge of a sleeve or a pant leg. Is this image of a button cuff or a French cuff?

LAPELS



What type of lapel does this tuxedo have: peaked, notched, or shawl?

JEANS LEG SHAPES



Jeans are trousers or pants made from tough denim twill fabric. Types of jean leg shapes include: boot-cut, straight leg, skinny, and bell bottom. Can you identify each of the jean leg types in this image?

WRAP DRESS



Wrap dress is a dress that closes in the front or on the side by overlapping fabric of one side over the other. Wrap dresses usually fasten with a tie at the side or at the back. They hug the shape of the body and typically create a V-neck neckline. Diane Von Furstenberg is credited with making the wrap dress popular; it is her signature design.

PENCIL SKIRT



A pencil skirt is a garment with a straight and narrow cut that is fitted through the waist, hips, and legs. The typical length is at or slightly below the knee. The pencil skirt features a vent (back slit) to make walking easier.

RUCHING

Ruching is a French term that means to gather, ruffle, or pleat; it is a sewing technique in which fabric is gathered in a repeating pattern to form the gather, ruffle, or pleat. The ripples creating by the ruching technique add visual detail to dresses, pillows, blinds, wedding dresses, etc.



CURRENT FASHION: ACCESSORIES AND SHOES



Chandelier earrings are jewelry accessories characterized as long, cascading, and glamorous “mini-chandeliers.” Gladiator sandals are a t-strap shoe with several straps running across the front of the shoe and may extend up the calf. Many gladiator sandals have intricate leather straps, ties, and buckles.

My Style and Fashion Look Book

Purpose

The purpose of this activity is to create a Look Book of your personal style.

Objectives

1. Review your class notes.
2. Take three fashion quizzes.
3. Research and collect fashion images and/or sketches.
4. Create a “Look Book” of your personal style based on your online quiz results.
5. Write captions to describe the images in your “Look Book.”

Materials

- ◆ lab sheet
- ◆ pen
- ◆ scissors
- ◆ tape
- ◆ glue stick
- ◆ fashion magazines to cut apart
- ◆ paper
- ◆ computer or electronic device with printer (optional)

Procedure

1. Work independently. Review your class notes about fashion and style.



2. Review your online fashion quiz results OR take the following three quizzes. Use the results to formulate a description of your personal style.
 - a. What's My Fashion Style at <http://www.selectsmart.com/plus/select.php?url=fashion>.
 - b. Define Your Fashion Style at <http://www.dummies.com/how-to/content/define-your-fashion-style-with-a-quick-quiz.html>.
 - c. The Visual Therapy Style Type Quiz at <http://visual-therapy.com/blog/style-type-quiz/>.
3. Designers originally used "Look Books" to prepare for a runway show. They put all the "looks" together with the right shoes and accessories. Today, the "Look Book" is a way to show a collection. Making your own fashion "Look Book" has several uses and is helpful when:
 - a. Making additions to your wardrobe.
 - b. Shopping for pieces and accessories to "fill the gaps."
 - c. Creating looks for a business dinner, interview, etc.
 - d. Matching fabrics and color and style when shopping.
4. Research the "Look Books" of designers that you like. Find layouts that suit your style (e.g., swatches, sketches, images, accessories, and shoes).
5. Create a front cover for your "Look Book." Include your name and a written description of your personal style on the cover page.
6. Create images for your "Look Book." You may find images that represent your style by:
 - a. Searching and clipping images from fashion magazines.
 - b. Printing pictures from the Internet.
 - c. Sketching and coloring fashions.
7. Create descriptive captions for images in your "Look Book."
8. Construct a book or binder of your personal style. Your instructor may have additional guidelines.
9. Share your "Look Book" with the class, and describe your personal style.
10. Turn in your completed "Look Book" to your instructor.