

Apparel Versus Fashion

Unit: Business of Textiles

Problem Area: Marketing

Lesson: Apparel Versus Fashion

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

- 1 Summarize apparel styles.**
- 2 Summarize fashion styles.**
- 3 Explain influences on fashion trends.**

- **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>.

Divita, Lorynn R., and Evelyn L. Brannon. *Fashion Forecasting*, 4th ed. Bloomsbury, 2015.

Farra, Emily. "The Military Jacket Is Here to Replace Your Bomber Jacket This Fall," *Vogue*. Accessed Jan. 26, 2017. <http://www.vogue.com/13409056/military-jacket-trend-fall-2016-fashion-week/>.

"Fashion," *POPSUGAR*. Accessed Jan. 26, 2017. <http://www.popsugar.com/fashion>.

"Fashion Trends," *British Vogue*. Accessed Jan. 26, 2017. <http://www.vogue.co.uk/topic/fashion-trends>.

Gabilleet, Annie. "Michelle Obama's 6 Most Important Fashion Statements and Why They Matter," *POPSUGAR*®. Accessed Jan. 26, 2017. <http://www.popsugar.com/fashion/Michelle-Obama-Best-Outfits-42783833>.

"How Do You Define Urban Fashion?" *Fashion Bomb Daily*. Accessed Jan. 26, 2017. <http://fashionbombdaily.com/how-do-you-define-urban-fashion/>.

Kavanaugh, Kieve. "What Is Urban Fashion," *LEAF*. Accessed Jan. 26, 2017. <https://www.leaf.tv/articles/what-is-urban-fashion/>.



Trendzoom. Accessed Jan. 26, 2017. <http://trendzoom.com/>.

"The Truth Behind 'Hipsters,'" *Hipsters United*. Accessed Jan. 26, 2017. <http://www.hipstersunited.com/>.

"Types of Fashion Styles," *enkvillage*. Accessed Jan. 26, 2017. <http://www.enkvillage.com/types-of-fashion-styles.html>.

"What Is Grunge Fashion?" *wiseGEEK*. Accessed Jan. 26, 2017. <http://www.wisegeek.org/what-is-grunge-fashion.htm>.

"Women's Tops," *Jaanu*. Accessed Jan. 26, 2017. <https://www.jaanuu.com/collections/womens-tops>.

■ 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 | ▶ culottes | ▶ hipster |
| ▶ alternative | ▶ dart | ▶ jabot |
| ▶ apparel | ▶ dirndl | ▶ jewel |
| ▶ artsy | ▶ dolman | ▶ jumpsuit |
| ▶ avant-garde | ▶ double-breasted | ▶ kimono |
| ▶ ball gown | ▶ dramatic | ▶ lapel |
| ▶ balloon | ▶ dress shirt | ▶ leg of mutton |
| ▶ bateau | ▶ dropped waist | ▶ leggings |
| ▶ bell-bottoms | ▶ empire | ▶ loafers |
| ▶ Bermuda | ▶ exotic | ▶ Mandarin |
| ▶ blouson | ▶ fad | ▶ mermaid |
| ▶ boat | ▶ fashion | ▶ neckline |
| ▶ Bohemian | ▶ fashion cycle | ▶ palazzo |
| ▶ bolero | ▶ fashion swing | ▶ pea coat |
| ▶ bomber jacket | ▶ flared | ▶ pencil |
| ▶ chemise | ▶ forecasting | ▶ Peter Pan |
| ▶ chesterfield | ▶ glamorous | ▶ placket |
| ▶ chic | ▶ gored | ▶ pleat |
| ▶ classic | ▶ goth | ▶ pocket |
| ▶ collar | ▶ grunge | ▶ polo |
| ▶ cowl | ▶ halter | ▶ preppy |
| ▶ crew | ▶ Hawaiian | ▶ princess |
| ▶ cuff | ▶ henley | ▶ puffed |

- ▶ punk
- ▶ raglan
- ▶ retro
- ▶ rocker
- ▶ romantic
- ▶ ruff
- ▶ set-in
- ▶ shawl
- ▶ sheath
- ▶ shift
- ▶ shirtwaist
- ▶ silhouette
- ▶ single-breasted
- ▶ sleeve
- ▶ sophisticated
- ▶ sport
- ▶ straight-legged
- ▶ style
- ▶ suggestive
- ▶ sweetheart
- ▶ tank
- ▶ tapered
- ▶ tomboy
- ▶ trench coat
- ▶ trend
- ▶ trumpet
- ▶ tunic
- ▶ tuxedo collar
- ▶ tuxedo jacket
- ▶ tuxedo shirt
- ▶ urban
- ▶ warm-up
- ▶ western
- ▶ wrap

■ **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 list three words that describe “fashion.” Have them answer: What is fashion? Explain that fashion is a constantly changing trend that is here today and gone tomorrow. It is edgy and expensive. Although currently trending, it has already reached its peak: yesterday. When a fashion trend gets in the hands of millions of people, it is no longer considered fashion. It is already on its cycle of decline, and a new trend has begun its rise to the top. Shortly after reaching its peak, that trend, too, will begin its decent. Even short-lived fashion may eventually become day-to-day apparel. However, apparel is not to be confused with fashion. Apparel is clothing or everyday attire without the edginess and expensive price tag of fashion. Where fashion is trendy clothing, apparel is considered “nuts and bolts” clothing.

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Summarize apparel styles.

Anticipated Problem: What are the apparel styles?

I. Apparel styles

A. **Apparel** is clothing or attire that serves a functional purpose or items worn on a day-to-day basis. In contrast, fashion is a popular style or practice of clothing, footwear, accessories, or other forms of adornment at a given time. For example, the following are differentiations between apparel and fashion:

1. **Military:** A Kevlar vest is apparel rather than fashion. In addition, a helmet is apparel, not fashion. However, Haider Ackermann’s utilitarian fatigues and Dolce and Gabbana’s bejeweled military jackets are fashion.
 2. **Medical:** Scrubs are apparel, not fashion. However, a company by the name of Jaanuu is changing the look of the traditional scrubs to make them fashionable by adding bold prints, details, and other style elements. Medical scrub tops now include biker, asymmetrical, and peplum to give a new, edgier look to the original scrub apparel.
 3. **Culinary:** A chef’s mandarin collar coat, checked pants, and toque are apparel, not fashion. In contrast, a silk mandarin collar jacket and silk pants are fashion and would typically not be worn in a commercial kitchen.
 4. **Fitness:** Yoga pants and Dri-Fit shirts are categorized as apparel because they are functional (serve a purpose). However, Christopher Kane High-Top sneakers, NikeLab x Riccardo Tisci printed tights, and Dolce & Gabbana’s silk track pants can be categorized as fashion because they are currently trending designer items.
- B. **Silhouette** is a fashion term for the outline or shape of a body or an outfit. Matching body type to a figure-enhancing silhouette is the task of a stylist. The major silhouette types are:
1. **A-line** is a fitted upper bodice with a skirt that gently flares from waist to hemline.
 2. **Balloon** is a fitted or loose upper bodice with a balloon shape at the hem that finishes above the knee. Balloon and bubble skirts fit similarly. [Best body type: Slim women wear this best, as the silhouette emphasizes volume.]
 3. **Ball gown** is a fitted upper bodice that blossoms into a full skirt. [Best body type: It disguises large hips (pear shape body) and flatters hourglass shapes.]
 4. **Empire** is a fitted upper bodice with a waistline raised directly below the bust and skirt that flares loosely below. [Best body type: It emphasizes the bust and disguises the stomach area.]
 5. **Mermaid** is a fitted upper bodice to the knee with a skirt that flares to the hem; it is a fishtail dress. [Best body types: Tall, slim, and hourglass types are best.]
 6. **Trumpet** is a fitted upper bodice to mid-thigh where the skirt flares out. [Best body type: It accentuates the torso, hips, and legs. Therefore, pear, apple, and short body types should avoid this style.]
 7. **Sheath** is a figure-hugging silhouette with a straight drape. [Best body type: Hourglass and less curvy body types are most appropriate.]
- C. Textile structures—necklines, collars, darts, pleats, sleeves, cuffs, and pockets—provide visual effect and shape to a garment by easing or adding fullness to specific areas that impact the silhouette.
1. A **neckline** is a style line positioned at the top edge of the garment and surrounds the neck. It is a shaping boundary that includes the following types: polo, jewel, scoop, boat or bateau, off-shoulder, one-shoulder, halter, V-neck, square, sweetheart, and keyhole.

2. A **collar** is a band of fabric sewn to a shirt, coat, jacket, or dress to frame the neck. Three basic collar styles are band, high stand, and low stand. Classic collars are shirt, button-down, notched, convertible, and shawl. A **lapel** is a flap of material just below the collar located at each side of a jacket or coat opening.
 3. A **dart** is a fold or folds in fabric sewn to a point to fit a garment at the bust, waist, or shoulder of tailored shirts, jackets, and dresses.
 4. A **pleat** is one or more fold of fabric stitched to give an appearance of fullness to a garment. Types are accordion, bias, box, crystal, godet, inverted, and knife.
 5. A **sleeve** is a garment part that covers the arm or through which the arm passes. Sleeve pattern is a key element of fashion and includes bell, bishop, dolman, Juliet, kimono, lantern, leg of mutton, peasant, petal, puff, etc.
 6. A **pocket** is a small bag fastened to or inserted in a garment. Pocket types are patch, bound, shirt, welt, post box, flap, fob, mechanic, utility, western, bucket, inset, cargo, ticket, etc. A **placket** is an opening or the flap of fabric in or on a garment that provides access to a pocket.
 7. A **cuff** is the finished lower edge of a sleeve or pant turned back to show an ornamental border (may include trim, lace, etc.).
- D. **Style** is an individual's artistic approach to expressing himself or herself through what he or she wears. Style line categories that influence the silhouette include necklines, collars, seams, sleeves, cuffs, and pockets.
1. Necklines
 - a. **Bateau** is a neckline that resembles a long, low craft resting on water. **Boat** is another name for a bateau neckline.
 - b. **Cowl** is a softly draped dress, blouse, or sweater neckline.
 - c. **Crew** is a high and rounded neckline with a knit band.
 - d. **Jewel** is a high and rounded neckline.
 - e. **Halter** is a drawstring or band that holds a sleeveless garment front in place at the neck, leaving the shoulders and back bare.
 - f. **Sweetheart** is low in the front center and forms a point similar to the shape of a heart.
 2. Collars
 - a. **Jabot** is a small standing collar with lacy, ruffled, or pleated trims attached to the front.
 - b. **Mandarin** is a stand-up collar.
 - c. **Peter Pan** is a small and flat collar with rounded outer corners.
 - d. **Ruff** is a small stand-up ruffled collar.
 - e. **Shawl** is a collar combined with a lapel; it is a continuation of the garment front seamed at the center back. A shawl collar may be high stand, low stand, or band type.
 - f. A **tuxedo collar** is a collar that has turned down points and is worn with a bow tie and jacket.

3. Sleeves

- a. Set-in styles: **Set-in** are sleeves that join the garment by armhole seam and circle the arm at the shoulder.
 - (1) **Leg of mutton** is a set-in sleeve with a full top gathered into the armhole. The sleeve fabric gradually tapers to sit snugly at the wrist. This was a fashionable sleeve in the Victorian era.
 - (2) **Puffed** (sometimes baby doll) is a short, set-in sleeve gathered at the top and the bottom. Puffed sleeves are popular in children's clothes.
- b. One-piece styles
 - (1) **Kimono** is a sleeve cut in one piece that includes the garment front and back. It is sewn together along the outer arm and underarm.
 - (2) **Dolman** is a variation of the kimono sleeve that narrows at the wrist and widens at the underarm.
- c. Raglan styles: **Raglan** is a sleeve with a front and back diagonal seam that extends from the neckline to the underarm. Raglan sleeves join the bodice with a slightly curved seam.

4. Dresses

- a. One-piece styles
 - (1) A-line is a dress or skirt fitted at the hips that gradually flares to widen the hemline; it resembles the letter "A." The designer, Christian Dior, introduced the A-line style in 1955.
 - (2) **Princess** is a close-fitting dress with vertical seams that flares slightly at the hem.
 - (3) Sheath is a close-fitting dress shaped by darts.
 - (4) **Shift** is a loose-fitting dress that was popular in the 1920s. **Chemise** is another name for a shift.
- b. Bodice and skirt styles: These styles are typically joined at, above, or below the natural waistline and include:
 - (1) **Blouson** is a dress that loosely flows at the waist.
 - (2) **Dropped waist** is a dress fitted below the natural waist.
 - (3) Empire is a high-waist dress fitted above the waist.
 - (4) **Shirtwaist** is a dress fitted at the natural waist.

5. Shirts

- a. **Dress shirt** is a classic collared and cuffed shirt usually worn with a suit and necktie.
- b. **Hawaiian** is a sport shirt in bright tropical colors and floral prints with short, elbow, or long sleeves.
- c. **Henley** is a collarless pullover shirt with a placket and buttons. Originally, it was worn by crewing (rowing) teams in English regattas.
- d. **Polo** (golf or tennis) is a knit shirt with a collar, placket, buttons, and often a pocket.
- e. **Sport** is a casual shirt worn without a tie.
- f. **Tank** is a sleeveless top that originated from bathing suit designs.

- g. **Tunic** is a loose-fitting, hip-length, or longer top.
 - h. A **tuxedo shirt** is a shirt with a pleated front and a small wing or banded collar.
6. Skirts are straight, flared, or full.
- a. **Dirndl** is a straight skirt with extra fullness gathered at the waistline.
 - b. **Gored** is a paneled skirt that fits at the waistline and flares to the hemline.
 - c. **Pencil** is a slim-fitting garment that falls to the knee or just below; it has a straight narrow cut similar to a pen or pencil.
 - d. **Wrap** is a full skirt that wraps around the body and fastens with buttons or ties at the waist.
7. Pants
- a. **Bell-bottoms** are pants with widely flared legs from the knee to the hem.
 - b. **Bermuda** is a type of long shorts that hem slightly above the knee.
 - c. **Culottes** are loose-fitting shorts that flare to resemble a skirt.
 - d. **Flared** are pants that taper to the knee and then widen from knee to hem.
 - e. A **jumpsuit** is a one-piece garment: bodice and pants.
 - f. **Leggings** are closely fitted, knit pants.
 - g. **Palazzo** is extremely loose-fitted, wide-legged pants that flare from the waist.
 - h. **Straight-legged** (stovepipe) are pants that are the same width from hip to hem.
 - i. **Tapered** are pants narrower at the hem than at the knee; they are also referred to as “skinny” pants.
 - j. **Warm-up** are knit pants with an elastic or drawstring waist and ribbing or elastic ankles.
8. Jackets and coats
- a. **Single-breasted** is a jacket with one row of buttons down the center front opening.
 - b. **Double-breasted** is a jacket with a wide front overlap and two rows of buttons.
 - c. **Bolero** is a jacket that rests above or at the waistline, with or without collar, lapel, and sleeves. It is often worn open in front.
 - d. A **pea coat** is a short, hip-length, double-breasted coat of coarse wool. The pea coat was copied from the hip-length coats of sailors.
 - e. A **tuxedo jacket** is a semiformal dinner jacket with satin facings on the lapels and is usually black or white in color.
 - f. A **chesterfield** is an overcoat with simple vertical seams, no side-back piece, and with a velvet collar. It is typically grey in color with black accents.
 - g. A **trench coat** is a water-repellant overcoat, often of heavy cotton gabardine drill, with straps on the shoulders and lower sleeves, deep pockets, and a belt.

- E. Trending styles are those seen on runways, in movies, and on television, as well as in online and print magazines and catalogs. Fashions trending recently include:
1. Sleeves: Leg of mutton and bell sleeves are trending. The bigger the poof of the sleeve, the better the appearance.
 2. Accents: Ruffles and frills add a soft and romantic appearance.
 3. Shirts: Oversized button-down shirts are currently paired with slim-fitting jeans or leggings.
 4. Jeans and pants: Straight leg or “boyfriend” jeans are replacing skinny jeans, along with distressed or light-washed jeans that can be cuffed or rolled at the hems. Baggy trousers with a slouchy cut are currently trending on men’s fashion runways. “Baggy” is a throwback to trousers popular in the 1970s.
 5. Jackets and coats: A **bomber jacket** is traditionally a short nylon jacket created for military pilots and lined with sheepskin. Bomber jackets are trending in silky or satin fabrics with sequin or embroidery for men’s and women’s fashion. Oversized coats with fur collars are trending, especially those used in a “layered look.”
 6. Skirts: Boldly colored and patterned pencil skirts are currently trending. They are straight, with a narrow cut that is feminine and flattering on most silhouettes and can be layered or paired nicely with a classic blouse and heels.
 7. Pleats: Pleated skirts and dresses are currently trending. They offer a soft, pretty silhouette.
 8. Shoes: **Loafers** are flat, stylish shoes trending on runways. They are a must-have shoe for men and women’s wardrobes. Sneakers, specifically white, are also trending for men and women. They are currently being paired with mid-length dresses or skirts and with jeans and a T-shirt. Over-the-knee boots and over-the-ankle boots in suede, leather, or velvet are trending. Ruffles or two-tone or multicolored looks are also boot trends.
 9. Patterns: Plaids, leopards, prints, and stripes are trending for men and women and make a bold statement.
 10. Dresses: Slip dresses in blacks, metallic, or with a pop of color are currently a feminine and body-hugging silhouette trend on runways.
 11. Accessories: Chunky crystal necklaces and chokers, clutch purses, and camera bags, are trending in women’s fashion. Messenger bags, sleek leather bags, and utility belts are currently trending in men’s fashion.

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

Objective 2: Summarize fashion styles.

Anticipated Problem: What are fashion styles?

- II. **Fashion** is a popular trend of a particular style or practice of clothing, footwear, accessories, or other forms of adornment at a given time. Change is a constant element of fashion: new styles, reinventing a classic, and styles popularized by celebrities and royalty. Fashion style categories include alternative, artsy, Bohemian, chic, classic, dramatic, exotic, glamorous, goth, hipster, preppy, punk, rocker, romantic, sophisticated, suggestive, tomboy, urban, and Western.
- A. **Alternative** is a dark and edgy style typified by shabby and untidy, mismatched urban style originally from the streets of 1990s Seattle, WA. Layered shirts—an oversized flannel or plaid shirt—and distressed loose-fitted jeans or ripped tights complete the look. Another name for alternative is **grunge**. Now it is called “neo-grunge” (new grunge) or “glunge” (glamour plus grunge), as it is considered to be more glamorous (shiny, sparkly, etc.) than the traditional look.
 - B. **Artsy** is a unique style built upon handcrafted clothing and accessories.
 - C. **Bohemian** is an artistic and exotic fashion style often likened to a gypsy look that incorporates different patterns and textures. Ponchos, tie-dye fabrics, headscarves, and multiple necklaces or chains accessorize and complete the look.
 - D. **Chic** is a timeless, smart, stylish, classic, and well-tailored style. It differs from pure fashion in that the person wears what looks best on him or her. This style follows fashion trends but with a critical eye.
 - E. **Classic** is a traditional, comfortable, tailored, clean-cut, and elegant style.
 - F. **Dramatic** is a glitzy, gaudy, and vibrant style that incorporates unusual prints and colors.
 - G. **Exotic** is a unique and unusual style that often references another part of the world. The style often includes ornate fabrics and finishes, patterns, textures, and prints.
 - H. **Glamorous** is a subtle dramatic style that relies on rich fabrics and accessories. It is alluring yet refined. Diamond and gem accessories often accessorize the look.
 - I. **Goth** is a darkly appealing, morbid sense of style typified by black clothing, black lips, black hair, dark eyeliner, and black fingernail polish.
 - J. **Hipster** is a distinctively artistic and retro combination style typified by an outfit that includes a vintage T-shirt, tight jeans, and glasses. Men typically have a beard or an elaborate mustache.
 - K. **Preppy** is a simple, clean-cut, and polished style associated with private universities and high schools. Staple fashions of the preppy style are argyle sweaters, polo shirts with a popped collar, ballet flats, boat shoes or loafers, button-down shirts with a crew neck sweater, and chino or khaki pants.
 - L. **Punk** is an edgy skater style with bold colors, leather and spandex fabrics, animal prints, graphic tees, and skinny jeans.

- M. **Rocker** is a glitzy or a messy-and-worn style typified by vintage T-shirts, leather jackets, and leather pants or tight-fitting jeans.
- N. **Romantic** is a soft and curvy style that includes soft floral fabrics, hearts, ruffles, and flounces. Soft, simple accessories (e.g., a locket necklace) finish the look.
- O. **Sophisticated** is a style similar to classic style with more high-end, better quality, and more polished clothing and accessories.
- P. **Suggestive** is a racy style typified by bare skin, tightly fitted tops and bottoms, and accessories (e.g., stiletto shoes). This style is on a continuum from flirtatious to risqué.
- Q. **Tomboy** (or unisex) is a simple and boyish style that includes graphic T-shirts, distressed shirts and jeans, and slightly baggy clothes.
- R. **Urban** is streetwear style that is at once multicultural, vintage, and retro. It is highly influenced by African-American Hip Hop and R&B music and California surf and skate culture. The reference to streetwear is because of designers looking to inner city streets to find original, edgy, trendy ideas. The difference between the runway and the sidewalk has blurred a bit in the past decade.
- S. **Western** is informal style typical of the 19th century American West and Southwest cowboy and vaquero clothing. Flannel fabrics, denim jeans and jackets, fringe, leather belts with buckles, bolo ties, cowboy boots, and Stetson hats or sombreros are typical of western style. Western wear now includes stylized garments with topstitching, elaborate embroidery, and rhinestone decoration. A fashionable western shirt has the following elements:
 1. A stylized topstitched yoke on the front and the back
 2. Snap pockets
 3. A bandana or neckerchief
 4. Fringe
 5. Elaborate piping and embroidery (especially roses)

Teaching Strategy: Many techniques can be used to help students master this objective. Use VM–I to VM–K to review. Assign LS–B.

Objective 3: Explain influences on fashion trends.

Anticipated Problem: What influences new fashion trends?

III. Fashion trend influences

- A. A **trend** is a fashion style popular at a specific point in time that gradually changes over an extended time. A fashion trend is a new and innovative way to provoke a style. A trend may include one or more of the following: color, fabrics, textures, materials, prints, graphics, accessories, footwear, or a particular style (e.g., classic, grunge, punk, or artsy).

1. A **fad** is a style popular for a short period of time that expresses personality and a sense of belonging with peers. Often, a fad is less expensive than a classic style; it is sometimes termed “fast fashion.” Some fads are a rediscovery of a trend by another generation. For example, now the 1960s, 70s, and 80s are being rediscovered in the following observable ways:
 - a. Fluorescent colors
 - b. Bangles and mood rings
 - c. Platform, classic Air Jordan, and boat shoes
 - d. Plaids and floral prints
 - e. Slogan and vintage T-shirts
 2. **Forecasting** is the art of predicting new fashion trends and/or fads. Fashion comes and goes and typically fades more quickly than when it was introduced and became “mainstreamed.” Once a trend has mainstreamed, the fashion is no longer the “in” look, and it is quickly termed “outdated” or “out of fashion.” The fashion and/or fashion trend has completed a “fashion cycle” or a “fashion swing.”
 3. A **fashion cycle** is the timeframe in which fashion goes in and out of style. A fashion trend eventually cycles out. First, the trend is introduced. Then it grows. Next, it mainstreams or matures. Finally, it quickly declines. Long-lived trends are called “classics,” and trends that quickly fade are called “fads.” The fashion cycle stages include:
 - a. Stage 1: Introduction—A fashion trend is born when something is worn or seen for the first time on the runway or the red carpet. The latest designs are sold at limited locations at high prices.
 - b. Stage 2: Growth—Interest builds in the trend, and customers accept and seek the item. Trending fashion is available at more locations. As a result, it sells at slightly lower prices.
 - c. Stage 3: Maturity—The public wears the fashion, and the popularity of the trend reaches its peak. The item is produced in large quantities and sells at a reduced price.
 - d. Stage 4: Decline—The trend fades, and the market is saturated (e.g., the public is no longer seeking the item). A trend’s decline occurs at a much faster pace than its introduction. Sales fall, and/or prices are reduced.
 4. A **fashion swing** is the movement of a style from popular to out of style (a yo-yo effect). For example, skirts move from short to long to midi, and pant legs move from wide to narrow then back to wide leg. The swing can be tied to seasonal elements and/or to fashion trends.
- B. Rediscovered and reinvented trends: Fashion is in a constant state of being rediscovered and trending, again, with modern elements. For example, classic, avant-garde, and retro fashion is constantly rediscovered and reinvented.
1. Classic, as mentioned previously, is a style that is in fashion for extended periods.

- a. Navy blue blazer jackets are classic. However, modern features are adjusted, such as buttons, length, and adornments (e.g., military epaulettes, cuffs, and pockets). The blazer is here to stay.
 - b. Blue jeans and tailored shirts change slightly with each fashion trend, but the basic ideas are classic.
 - c. Polo shirts, sweaters, and sweatshirts are “edited” to reflect modern elements and remain part of apparel and fashion options.
2. **Avant-garde** is literally “ahead of fashion” or fashion that is daring and unconventional. Avant-garde trends include fashion garments, accessories, hair, makeup, shoes, hats, etc.
 3. **Retro** is bringing back styles from an earlier era with a modern twist (e.g., “everything old is new again”). Today’s most influential decades are the 50s, 60s, 70s, and 80s. Thrift stores and attics are popular sources to obtain a “retro” look inexpensively. For instance, updated versions of the following are popular:
 - a. Twin sweater sets
 - b. V-necklines
 - c. Wrap dresses
 - d. Sheath dresses
 - e. Pointed-toe shoes

Teaching Strategy: Many techniques can be used to help students master this objective. Use VM–L and VM–M. Assign LS–C.

- **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. c
2. e
3. b

4. h
5. a
6. d
7. f
8. g

Part Two: True/False

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

Part Three: Short Answer

1. Answers will vary but should be similar to the following description of the difference between apparel and fashion: Apparel is clothing or attire that serves a functional purpose or items worn on a day-to-day basis. In contrast, fashion is a popular style or practice of clothing, footwear, accessories, or other forms of adornment at a given time.
2. Answers will vary but should be similar to the following description of a fashion trend: A trend is a fashion style popular at a specific point in time that gradually changes over an extended time. Fashion trends are new and innovative ways to provoke a style. Trends may include one or more of the following: color, fabrics, textures, materials, prints, graphics, accessories, footwear, or a particular style (e.g., classic, grunge, punk, and artsy).

Apparel Versus Fashion

► Part One: Matching

Instructions: Match the term with the correct definition.

- | | |
|------------|-------------|
| a. hipster | e. preppy |
| b. urban | f. chic |
| c. tomboy | g. classic |
| d. goth | h. Bohemian |

- _____ 1. A simple and boyish style that includes graphic T-shirts, distressed shirts and jeans, and slightly baggy clothes
- _____ 2. A simple, clean-cut, and polished style associated with private universities and high schools
- _____ 3. A streetwear style that is at once multicultural, vintage, and retro; highly influenced by African-American Hip Hop and R&B music as well as California surf and skate culture
- _____ 4. An artistic and an exotic fashion style often likened to a gypsy look that incorporates different patterns and textures
- _____ 5. A distinctively artistic and retro combination style typified by an outfit that includes a vintage T-shirt, tight jeans, glasses, and a beard or an elaborate mustache for men
- _____ 6. A darkly appealing, morbid sense of style typified by black clothing, black lips, black hair, dark eyeliner, and black fingernail polish
- _____ 7. A timeless, smart, stylish, classic, and well-tailored style
- _____ 8. A traditional, comfortable, tailored, clean-cut, and elegant style



IS IT APPAREL OR FASHION?



FASHION STYLE



APPAREL STYLES AND SILHOUETTES

Apparel is clothing or attire that serves a functional purpose or items worn on a day-to-day basis. Silhouette is a fashion term for the outline or shape of a body or an outfit.



TYPES OF Dresses

A-Line



Modified A-Line



Mermaid



Trumpet



T-Length



Ball Gown



Sheath



A-Line/Sheath

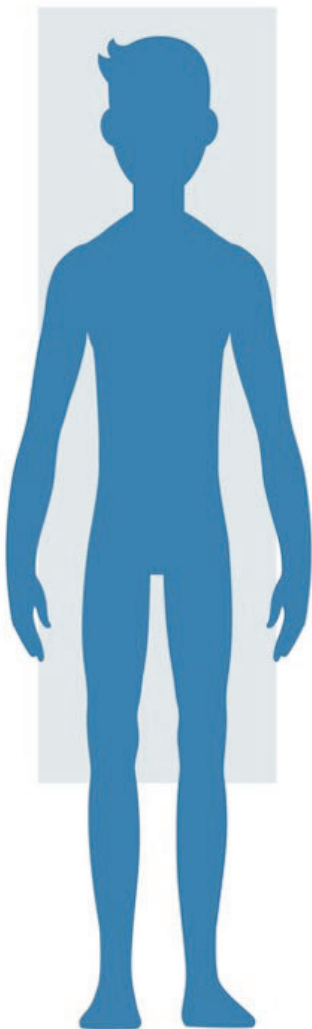


Princess

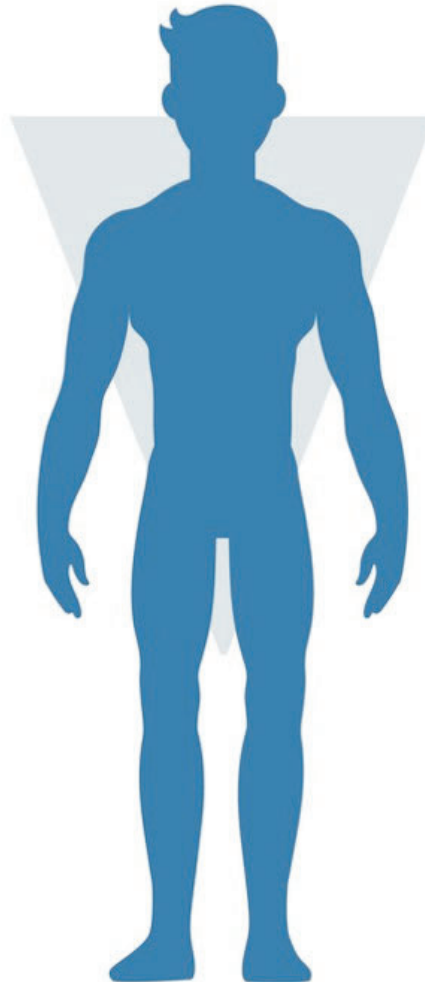


BODY SHAPES

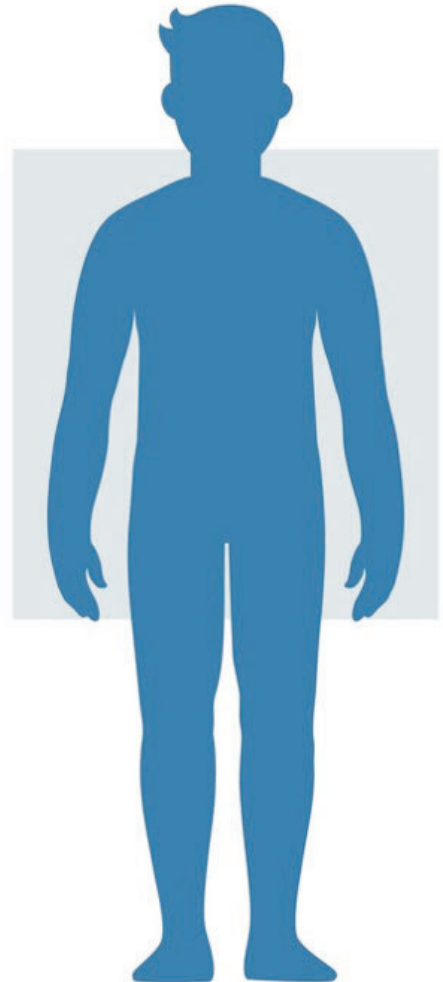
Matching body type to a figure-enhancing silhouette is the task of a stylist. Male body types are ectomorph (tall and skinny with little muscle or fat), mesomorph (no fat; muscular), and endomorph (equal fat and muscle).



Ectomorph



Mesomorph



Endomorph

WEDDING DRESS STYLES FOR FEMALE BODY SHAPES

Style is an individual’s artistic approach to expressing himself or herself through what is worn. Style line categories that influence the silhouette are necklines, collars, seams, sleeves, cuffs, and pockets.

Styles of Wedding Dresses for Body Types



A-Line



Mermaid



Empire



Ball Gown



Sheath



Hourglass
full bust and full hips
with waist definition



Round (Apple)
full bust and full hips without
waist definitions



Rectangle
straight up and down proportions
with very little waist definitions



Triangle (Pear)
broader hips than shoulders



Inverted Triangle
broad shoulders and small hips

NECKLINE STYLES: WOMEN

A neckline is a style line positioned at the top edge of the garment that surrounds the neck. It is a shaping boundary that includes the following types: polo, jewel, scoop, boat or bateau, off-shoulder, one-shoulder, halter, V-neck, square, sweetheart, and keyhole.



COLLAR STYLES

A collar is a band of fabric sewn to a shirt, coat, jacket, or dress to frame the neck. Three basic collar styles are band, high stand, and low stand. Classic collars include shirt, button-down, notched, convertible, and shawl.



Classic



Semi-Spread



Spread



Tab



Cutaway



Narrow



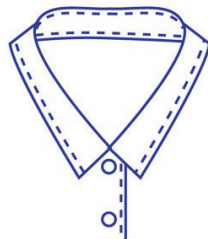
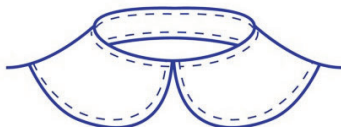
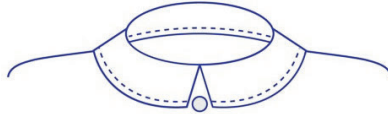
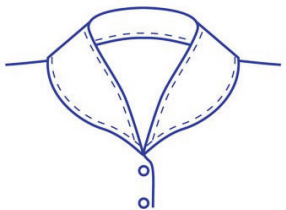
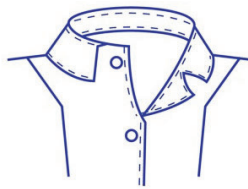
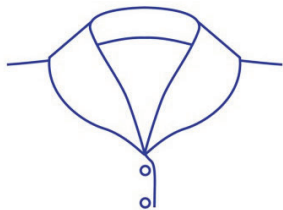
Button-Down



Vintage Club



Hidden Button



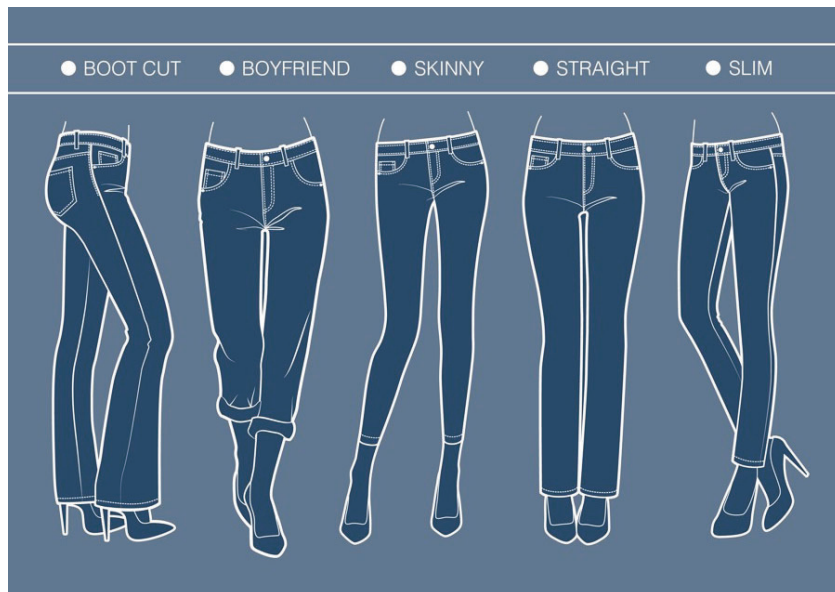
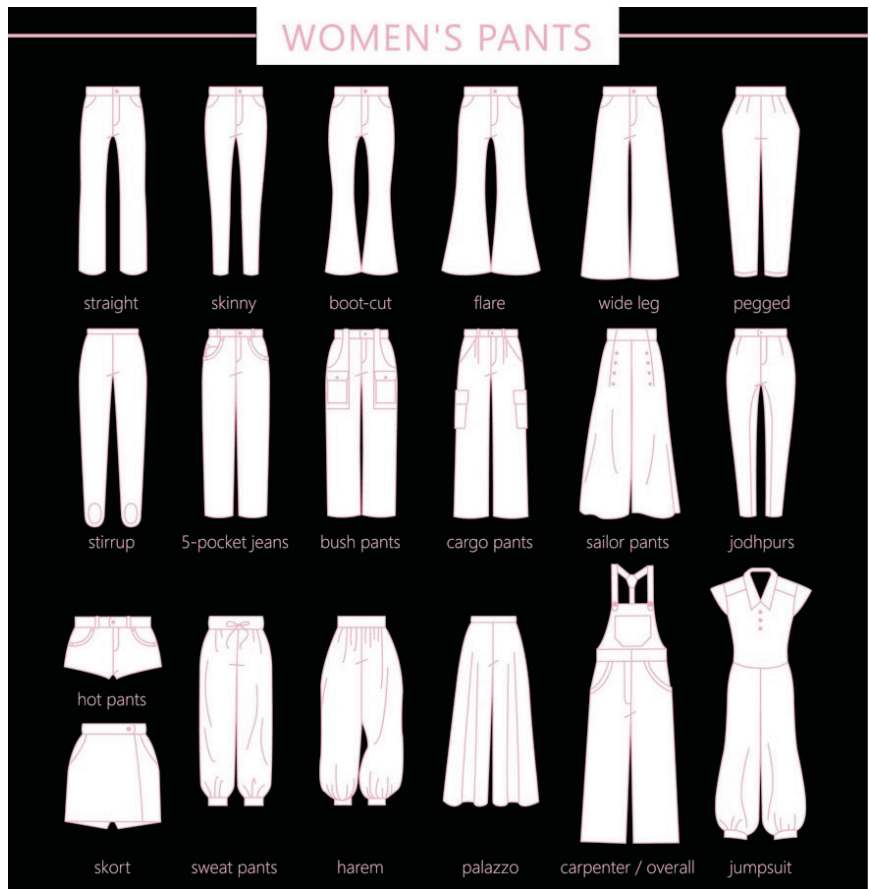
SKIRT STYLES

Basic skirt styles are straight, flared, or full and include dirndl and pencil (straight), gored (flared), and wrap (full).



PANT STYLES

Pant styles include bell-bottom, boot cut, flared, palazzo, straight (stovepipe), and tapered (skinny).



FASHION STYLES: BOHEMIAN, CLASSIC, ROMANTIC, AND PREPPY

Bohemian Style



Men's Classic Three-Piece Suit



Romantic Style



Preppy Argyle Sweater



FASHION STYLES: GOTH, STREETWEAR, GRUNGE, AND HIPSTER

Goth Style



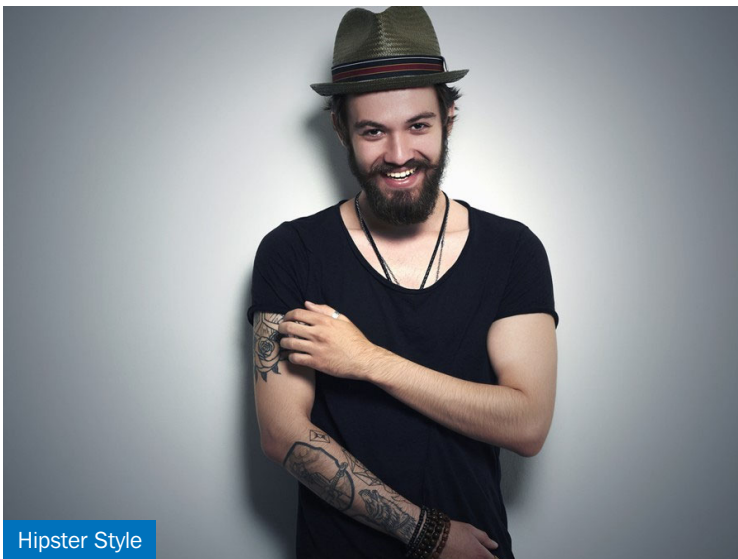
Streetwear Style



Grunge Style



Hipster Style



AVANT-GARDE TRENDS

Avant-garde is literally “ahead of fashion” or daring and unconventional fashion. Avant-garde trends include fashion garments, accessories, hair, makeup, shoes, hats, etc.



RETRO STYLE TRENDS

Retro is bringing back styles from an earlier era with a modern twist (e.g., “everything old is new again”). The most influential decades today are the 50s, 60s, 70s, and 80s. Thrift stores and attics are popular sources to find a “retro” look inexpensively. Which decades do these modern takes on retro styles represent?



Apparel Styles

Purpose

The purpose of this activity is to research apparel style lines.

Objectives

1. Research an apparel style line.
2. Create a table or chart that illustrates an apparel style line.
3. Present and/or post your chart or table to the class.

Materials

- ◆ lab sheet
- ◆ device with Internet access
- ◆ textbook and reference books
- ◆ class notes
- ◆ paper
- ◆ writing utensil

Procedure

1. Review your class notes about apparel styles.
2. Select a style line to research.
 - a. Necklines
 - b. Sleeves
 - c. Collars
 - d. Pockets
 - e. Cuffs
 - f. Darts and pleats



3. Research the selected apparel style line.
4. Create a chart or table that illustrates the variety of the style line.
 - a. Include pictures or sketches in the chart or table.
 - b. Label each picture or sketch.
 - c. Write a caption description of each picture or sketch.
5. Present and/or post your chart or table to the class—electronic and/or hard copy. Describe the process you used to research the style line.
6. Turn in your completed lab sheet and chart or table to your instructor.

What Is Your Personal Fashion Style?

Purpose

The purpose of this activity is to create a look book or blog that demonstrates your personal fashion style.

Objectives

1. Research fashion styles that appeal to you.
2. Review a website process to determine style preference.
3. Create a look book or blog representing your fashion style trend(s).
4. Present your fashion style look book to the class.

Materials

- ◆ lab sheet
- ◆ paper
- ◆ writing utensil
- ◆ device with Internet access
- ◆ magazines and reference books
- ◆ optional: glue, scissors, markers, colored pencils, construction paper, as needed

Procedure

1. Research fashion styles that appeal to you (i.e., Bohemian, chic, classic, goth, retro, or preppy).



2. Review the “Style 101: How to Define Your Personal Style” process on the Downtown Demure blog at <http://downtowndemure.com/style-101-how-to-define-your-personal-style/>.
3. Based on your research and the Downtown Demure website process, determine the fashion style or styles for which you most closely identify. Identify the style or styles. Then write a rationale for your selection on your paper.
4. Use Internet and print sources to create a look book or portfolio of five outfits that fit your style. Proposed outfit categories are:
 - a. Everyday attire
 - b. Work attire
 - c. Dinner date
 - d. Evening wear
 - e. Your choice: _____
5. Present your look book or blog to the class, and display the outfits you assembled.
6. Turn in your completed lab sheet and look book or blog to your instructor.

Create an Avant-Garde or a Retro Look

Purpose

The purpose of this activity is to sketch an avant-garde and a retro look.

Objectives

1. Research avant-garde and retro styles.
2. Create a sketch of an avant-garde or a retro look.
3. Describe the look you created.

Materials

- ◆ lab sheet
- ◆ paper
- ◆ writing utensil
- ◆ device with Internet access
- ◆ optional: pencil, colored pencils, markers, magazines, scissors, and glue, as needed
- ◆ optional: electronic or online sketch program
- ◆ stapler

Procedure

1. Research avant-garde and retro looks. On your paper, list five website and/or blog URLs you used to research avant-garde and retro looks.



2. Sketch an avant-garde or a retro look or design, and attach it to this lab sheet. The sketch can include any or all of the following elements:
 - a. Garments
 - b. Hair
 - c. Makeup
 - d. Accessories to adorn the look
3. On your paper, write a description of the sketch and the elements you included.
4. Present and describe your sketch to the class.
5. Turn in your completed lab sheet and sketch to your instructor after stapling them together.