

The Process and Structure of Fashion Industry

Assessment 4

Total Marks: 30

Q: 1. Give short answers for the following questions: (16)

- I. What is meant by market segmentation?
- II. “Design is a visual thinking, perhaps of a higher order than verbal thinking”. Explain
- III. Explain briefly the developing of a sample garment.
- IV. What is a CAD system and how it has revolutionised the fashion industry?

Project: Market research

a) Compare two dresses of similar price by two different designers, try them on. Which one has the best fit? Compare fabric choices in terms of quality and suitability to the design. Compare styling which is more innovative? Which dress is the best buy? Sketch both the garments (7)

b) In a local department store, compare contemporary and junior departments. List the major manufacturers in each department, and explain the general styling differences. (7)