

Assessment 3

Total Marks: 30

1. Give short answers for the following questions: (12)

- I. How the income groups influence fashion?
- II. Why is awareness of fashion forecasting important for the designer and the buyer?
- III. What is meant by fashion trend?
- IV. What are the different factors that affect fashion trend?

2. Define the following terms; (8)

Classics, fads, interrupted cycles, recurring cycles, fashion adaptation, traditional fashion adoption, reverse adoption, dissemination.

Activity

Look into some old and new fashion magazines, read fashion columns in the daily newspaper. Compare contents with fashion looks six months ago. From the information you find, try to analyse the fashion directions for the future. Organise your ideas for few basic trend forecasts for colour, fabric, silhouette and line.

From current fashion magazines, collect five examples of each of the following types of fashion: (a) high fashion; (b) mass fashion; (c) classic; (d) fad. (10)