

Unit 1





Fashion Fundamentals















Why We Wear Clothing

	Reason	Definition	Examples
1.		Clothing that provides physical safeguards to the body, preventing harm from climate and environment.	Hats/Helmets, Snowsuit, Reflective Gear, Bulletproof Vests, Safety Glasses, etc.
2.		Clothing that adds decoration or ornamentation. Used as an expression of individuality.	Accessories, Jewelry, Shoes, Bags/Purses, Nail Polish, Makeup, Hair Color, Hats, Body Art, etc.
3.		Clothing that establishes who someone is, what they do, or to which group(s) they belong.	Uniforms, Bridal Wear, Graduation Attire, etc.
4.		Clothing that covers the body according to the code of decency established by society.	Varies according to personal preference, situation, cultural or religious influence, etc.
5.		Clothing that establishes one's position or rank in comparison to others.	Designer Labels, High End Jewelry, Insignias or Emblems, etc.


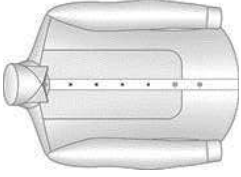
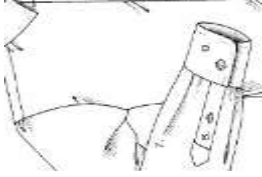
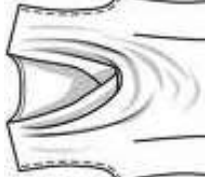
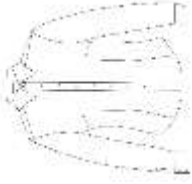

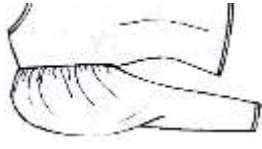
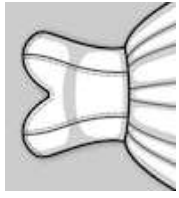
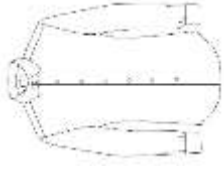

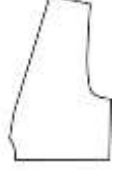

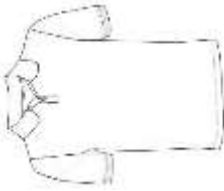


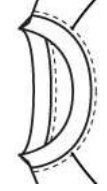
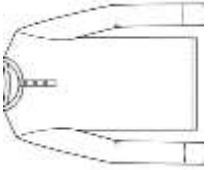
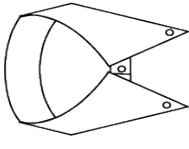
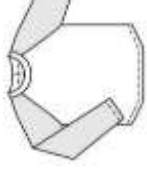

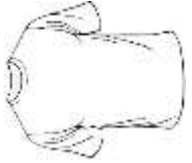
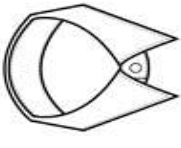
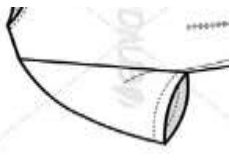
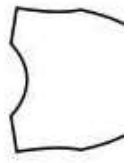
Fashion Terminology

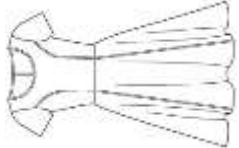

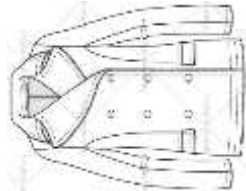
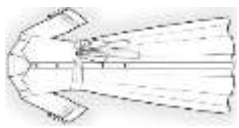
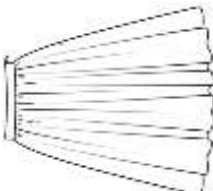
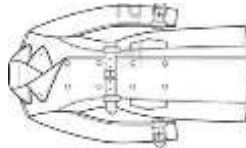

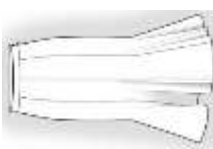
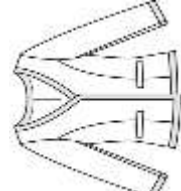

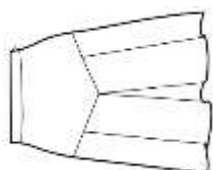
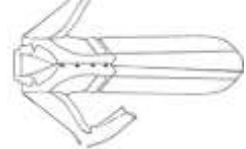

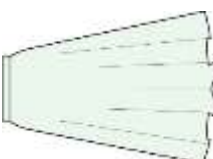


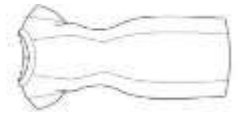

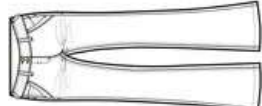
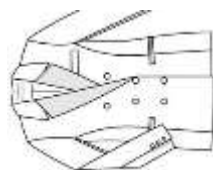


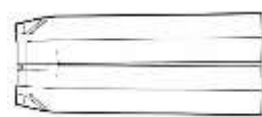
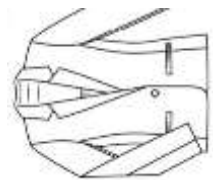
1.		Articles added to complete or enhance an outfit. (Shoes, jewelry, belts, handbags, etc.)	
2.		All men's, women's, and children's clothing.	
3.		A French expression that in the clothing industry means being ahead of fashion. Wild, daring and unconventional. "Far Out" and does not appeal to most people	
4.		Clothing that continues to be in fashion over an extended period of time. Sometimes called "timeless". Examples: dress pants, sheath dress, A-line skirt, button-up dress shirt, jeans, little black dress, etc.	

5.		A garment that is a combination of tailored and draped construction.	
6.		The various garment parts that distinguish different styles: necklines, collars, sleeves, bodice, lapels, hemlines, etc.	
7.		Wrapped or hung on the body and usually held in place with pins, buttons, toggles, sash or belt.	
8.		A temporary and passing fashion. It has a great appeal to many for a short time. Examples: Platform shoes, leg warmers, jelly shoes, shoulder pads, etc.	
9.		The currently accepted style that is favored by a large segment of the public.	
10.		A cycle of the rise, popularity and decline of a particular style. The five stages are: introduction, rise, peak, decline and obsolete.	
<p><u>Introduction:</u> When a fashion is introduced into the market. <u>Rise:</u> When a fashion gains in popularity. <u>Peak:</u> When a fashion reaches its height of popularity. <u>Decline:</u> When a fashion begins to drop in popularity. <u>Obsolete:</u> When a fashion is no longer popular.</p>			
11.		The right size or how tight or loose the clothing is on the person wearing it.	

12.		A category of clothing. (Dress, coat, suit, sweater, pants, etc.)	
13.		French for “Fine Sewing”. The finest clothing by major designers made for individual customers. Original, one-of-a-kind and expensive designs.	
14.		Clothing mass produced in standard sizes and sold to customers without custom alterations.	
15.		The shape of a clothing style shown by its outer lines.	
16.		A particular design, shape or type of apparel item. The style of a garment is determined by the distinct features that create its overall appearance.	<p data-bbox="1105 1041 1495 1062">Sheath Dress Shift Dress Princess Dress</p> 
17.		A garment made by cutting fabric pieces and then sewing them together to fit the body.	
18.		The movement of a fashion into and through the marketplace. Trends repeat every 20-30 years.	
19.		All the apparel a person owns including all garments and accessories.	

Design Details

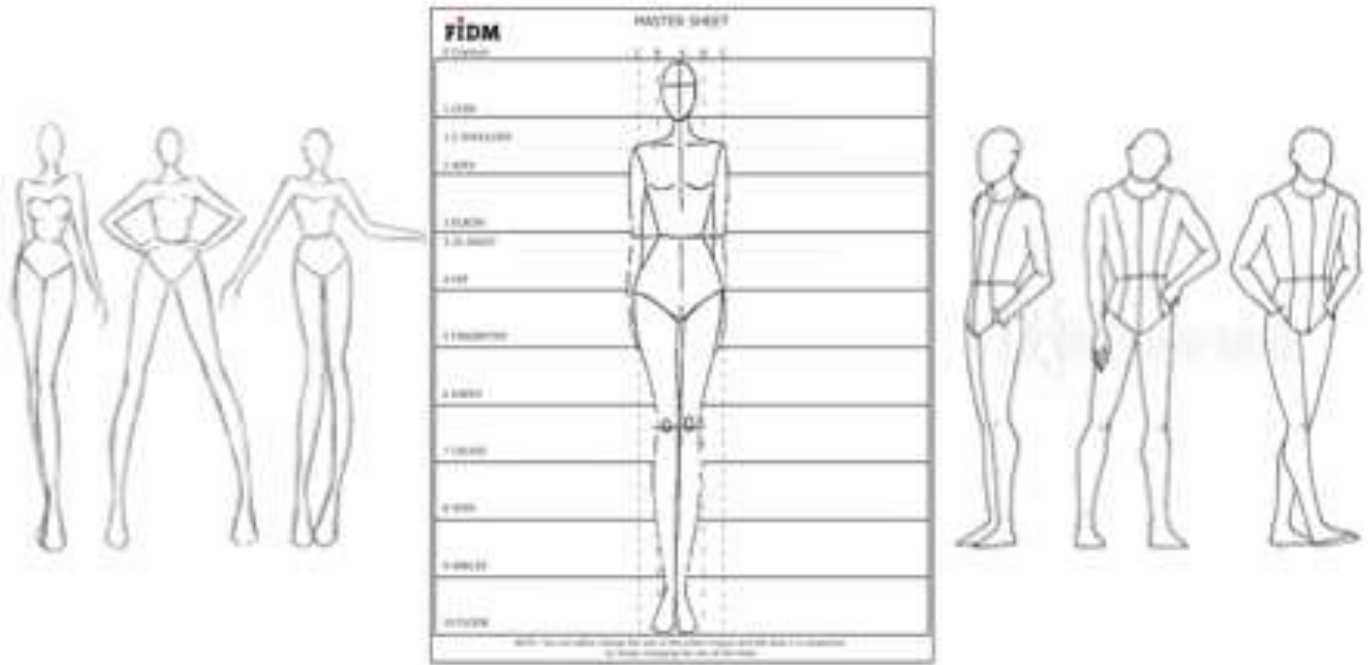
							
							
							
							
							
							
							
Shirts		Collars		Sleeves		Necklines	

									
									
									
									
									
									
									
Dresses			Skirts			Pants/ Trousers			Jackets/ Coats

Fashion Croquis

Croquis is the French word for “Sketch”.

They are quick, rough and imperfect drawings used as the templates for design.



How to Draw Your Own Croquis

The Fashion Industry uses the 9 headed figure.

Use the FIDM Master Sheet and the following instructions to sketch a croquis.

Step 1:	Draw an oval between the B-lines in box 1.
Step 2:	Put dots on the C line where they intersect with the shoulder line in box 2.
Step 3:	Put dots on the B line where they intersect with the waist line in box 4.
Step 4:	Connect the dots to form an inverted triangle.
Step 5:	Put dots on the C line where they intersect with line 4 (hip).
Step 6:	Put dots on the B line where they intersect with line 6 (knees).
Step 7:	Put dots just outside the B line where they intersect with line 7 (calves).
Step 8:	Put dots half way between the A and B line where they intersect with line 9 (ankles).
Step 9:	Connect the dots to form the hips, legs and torso.
Step 10:	Draw a W between the B lines on line 10 (floor).
Step 11:	Draw in the neck and shoulders.
Step 12:	Draw in the feet and ankles.
Step 13:	Draw in the arms.
Step 14:	Lightly sketch in other reference lines, (collarbones, waistline, knees, etc.)

Here is a helpful video:

<https://www.youtube.com/watch?v=99hkDvR01MQ&t=215s>

0 Cranium

C B A B C

1 CHIN				
1.5 SHOULDER				
2 APEX				
3 ELBOW				
3.25 WAIST				
4 HIP				
5 FINGERTIPS				
6 KNEES				
7 CALVES				
8 SHIN				
9 ANKLES				
10 FLOOR				

NOTE: You can safely change the size of the entire croquis and still keep it in proportion by simply changing the size of the head.