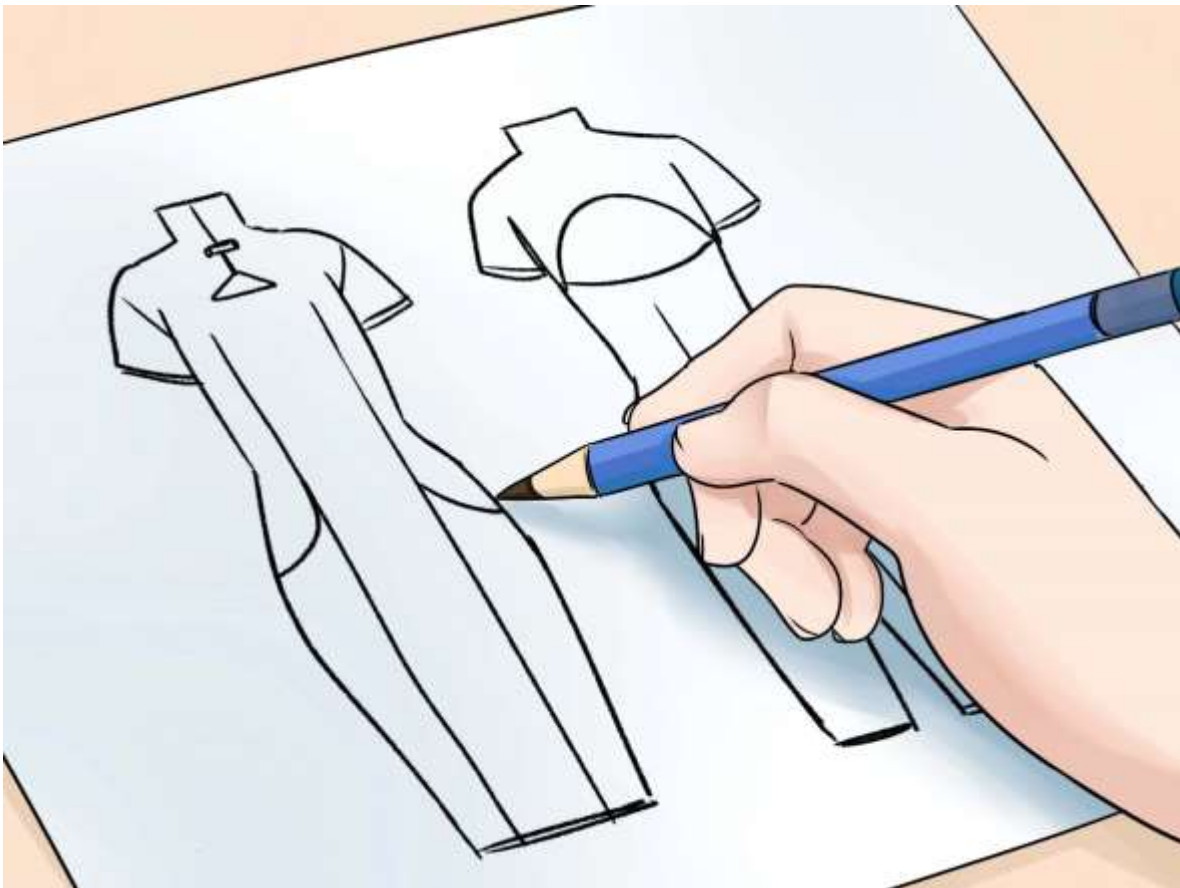


Unit 5

Consumerism & Careers



Consumer Influences

Things That Influence Why We Buy Clothing

1.		<ul style="list-style-type: none">• Ethnicity• Religion• Culture• Affordability
2.		<ul style="list-style-type: none">• Commercials• TV Shows• Movies• Magazines• Social Media
3.		<ul style="list-style-type: none">• New Fibers• Nano Technology• “Smart” Textiles
4.		<ul style="list-style-type: none">• Conformity• Peer Pressure• Social Expectations• Culture (Ethnicity, Religion)• Individuality
5.		Obeying or agreeing with a given standard or authority. Example: Wearing a school uniform because it’s required.
6.		Force that makes people want to be like others in their social group. Example: Purchasing a shirt because all your friends have one like it.
7.		Media and other factors that influence a consumer’s purchasing habits. Example: Buying clothing because it’s marketed for your age group.
8.		Tradition, ethnicity or religion that influences a consumer’s purchasing habits. Example: Wearing modest clothing because of your personal beliefs.
9.		The quality that distinguishes one person from another. Example: Buying a pair of pants because YOU like them.

Smart Shopping

1.		<ul style="list-style-type: none"> • Plan ahead. • Make a list of clothing items/accessories that are a priority. • Consider how much money you have to spend.
2.		<ul style="list-style-type: none"> • Seasons make a difference. • For a wide selection, shop early in the season. • For lower prices, shop late in the season.
3.		<ul style="list-style-type: none"> • Price vs. Quality & Service • Location and Store Hours
4.		<ul style="list-style-type: none"> • Avoid impulse buying . (Sudden and not carefully thought out purchasing.) • Practice sales resistance-stay strong! • Stick to styles that flatter you. • Carry fabric and color swatches. • Try clothes on before purchasing.
5.		<ul style="list-style-type: none"> • Shop the sales. • Comparison shop. (Compare other stores and online before purchasing.) • Shop with coupons or other promotions like membership clubs.
6.		<ul style="list-style-type: none"> • Be courteous and polite. • Handle merchandise with care. • Understand store return policies. • Never switch price tags or shoplift.
7.		<ul style="list-style-type: none"> • Inspect the garment before purchasing. • Look for the following: <ul style="list-style-type: none"> • Basic construction, secure seams, matching plaids/patterns, attachment of fasteners (buttons, zippers, etc.), previous stains or damage.
8.		<ul style="list-style-type: none"> • Determine if the garment is worth the price. • Cost per wear is determined by: <ul style="list-style-type: none"> • Price of the garment divided by the number of times worn.

Cost Per Wear Practice

Mark purchases a pair of jeans for \$45.00. He expects to wear them 2 times a week for 6 months. What is the cost per wear? _____

Is the garment worth the price? _____ Why or why not? _____

Sarah wants to purchase a new shirt for \$50.00. She expects to wear it once every 2 weeks for about 6 months. What is the cost per wear? _____

Is the garment worth the price? _____ Why or why not? _____

Lisa purchased a formal dress for \$350.00. She will wear it 1 time at prom.
What is the cost per wear? _____

Is the garment worth the price? _____ Why or why not? _____

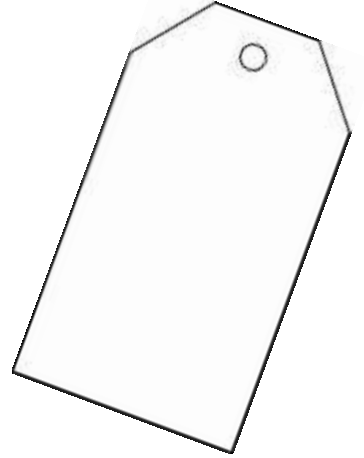
9.		<ul style="list-style-type: none"> • Permanently attached to garments. • Labels are required by law and must include the following: <ul style="list-style-type: none"> • Fiber Content • Garment Care • International Care Symbols • Manufacturer Number • Country of Origin
10.		<ul style="list-style-type: none"> • Detachable tags attached to clothing. • A form of advertising that can include: <ul style="list-style-type: none"> • Brand Name, Logo. Price, Size, Company Info

Types of Stores

1.		<ul style="list-style-type: none"> • A group of stores owned, managed and controlled by a central office. Examples: Gap, Forever 21, American Eagle
2.		<ul style="list-style-type: none"> • Retail stores that offer a large variety of many types of merchandise organized into separate departments. Examples: Macy's, Dillard's, JC Penny
3.		<ul style="list-style-type: none"> • Stores that sell a specific type or limited line of apparel. Examples: Victoria's Secret, Claire's, Footlocker
4.		<ul style="list-style-type: none"> • Stores that sell mass market merchandise in large, simple buildings with lower overhead. Examples: Target, Kohl's, Wal-Mart
5.		<ul style="list-style-type: none"> • Stores that carry merchandise made specifically for that label or brand. Examples: Nike, Ralph Lauren, Lululemon
6.		<ul style="list-style-type: none"> • Manufacturer owned discount stores which sell seconds and over-runs.
7.		<ul style="list-style-type: none"> • Shopping over the internet. • Pros: Shop from home, wide variety, promotions. • Cons: Cannot try on merchandise, extra charges for shipping.
8.		<ul style="list-style-type: none"> • Companies that offer a variety of merchandise by catalog. • Orders are placed over the phone or online. • Also known as direct-mail marketing.

Design Your Own Hang Tag

- **Create a Company / Brand**
 - Create a company or brand name for your own fashion line.
- **Create a Logo**
 - Picture or symbol that makes a fashion brand recognizable.
 - Should be creative and catchy.



Practice Your Designs Below

Fashion Careers

Advertising	Oversees all advertising responsibilities. Oversees the branding and advertising of a company's new or existing products. In charge of monitoring consumer reactions to marketing campaigns and products.
Alterations Specialist (Alterationist)	Adjusts the fit of completed garments, usually ready-to-wear, and sometimes re-styles them. NOTE: Despite tailors altering garments to fit the client, not all alterationists are tailors.
Apparel Manufacturer	A firm that performs all the operations required to produce a garment.
Apparel Industries	Businesses that centers around textiles, garment manufacturing, and retailing.
Branch Coordinator	A retail executive who coordinates several branch stores of a company.
Buyer	Selects and buys the mix of clothing available in retail shops, department stores and chain stores. Most fashion buyers are trained in business and/or fashion studies.
C.E.O.	Chief executive officer of a firm.
Comparison Shopper	Employee who shops in the store that employs him or her and in competitive stores to examine the merchandise prices, and customer services.
Copywriter	Person who composes the messages that describe items that are being promoted in ads, catalogs, magazines, etc.
Costumer Designer (Theatrical Costumer)	Finds or creates appropriate apparel for opera, ballet, stage plays, movies, or television shows.
Coutouier (Male) or Couturière (Female)	The proprietor or designer of a French couture house.
Custom Clothier	Makes custom-made garments to order, for a given customer.
Customer Service Manager	Retail employee in charge of handling customer complaints and returns as well as special needs such as gift wrapping, home delivery, and special orders
Department Manager	Person responsible for a particular selling area in a retail store.
Diagram Artist	Someone who does technical drawings, such as the precise sketches that accompany the written directions of a commercial pattern guide sheet.
Display Manager	The person charge of visual displays at a retail store or other business.
Dressmaker	Expert sewer who does custom sewing, alterations, and clothing repairs for others. Also called a tailor.
Entrepreneur	Person who starts a new business venture.
Fabric Designer	Creates new patterns & designs used in making fabrics.
Fashion Designer	Conceives garment combinations of line, proportion, color, and texture. While sewing and pattern-making skills are beneficial, they are not a pre-requisite of successful fashion design. Most fashion designers are formally trained or apprenticed.
Fashion Journalist	Writes fashion articles describing the garments presented or fashion trends, for magazines or newspapers. Responsible for reporting on the latest fashion designs or trends.
Fashion Show Producer	A person or firm that organizes runway/catwalk shows.
Fashion Stylist	Recommends styles and colors and fashion combinations that are flattering to the client.
Fashion Writer	Person who writes about fashion for magazines, newspapers, or books.
Fit Model	Aids the fashion designer by wearing and commenting on the fit of clothes during their design and pre-manufacture. Fit models need to be a particular size for this purpose.
Finisher	Person who does whatever hand sewing is needed to finish garments for the better quality, higher prices apparel manufacturers.

Forecasting Consultant	Person that works for foresee the colors, textures, and silhouettes to predict coming fashion trends.
Garment Maker	Person who sews either prototypes, or designs for a commercial pattern company or ready to wear manufacturer.
Illustrator	Draws and paints clothes for commercial use.
Inspector	Employee who checks garments parts during production as well as finished garments, for flaws and imperfections.
Image Consultant	Evaluates and advises a client's appearance and behaviors, personal coloring, best color choices, make-up, hair-style, grooming, etc.
Merchandiser	Employee who determines the direction a manufacturer's line will take each season based on market research.
Model	Wears and displays clothes at fashion shows and in photographs.
Museum Curator	Locates and presents works of art in museum exhibitions. The curator sorts through a collection of work, searching for pieces that the public will appreciate. Some curators specialize in specific forms such as textiles and costumes.
Pattern Maker (Pattern Cutter)	Drafts the shapes and sizes of a garment's pieces. This may be done manually with paper and measuring tools or by using an AutoCAD computer software program. Another method is to drape fabric directly onto a dress form. The resulting pattern pieces can be constructed to produce the intended design of the garment and required size. Formal training is usually required for working as a pattern marker
Personal Shopper (Fashion Consultant)	Works with an individual client to design and select a coordinated wardrobe of garments.
Photo Stylist	Books models, accessorizes apparel, obtains props, and makes sure all needed for a photo shoot is photo ready.
Photographer	Photographs the clothes on fashion models for use in magazines, newspapers, or adverts.
Piece Good Buyer	Researches and buys fabrics, trims and notions for an apparel manufacturing firm.
Retail Sales (Fashion Retailer)	A type of retailing that includes selling clothing, apparel and accessories.
Salesperson	Employee who deals directly with customers by selling merchandise, preparing sales checks, and receiving payments for the sales.
Seamstress	Sews ready to wear or mass produced clothing by hand or with a sewing machine, either in a garment shop or as a sewing machine operator in a factory. She (or he) may not have the skills to make (design and cut) the garments, or to fit them on a model.
Stylist	Coordinates the clothes, jewelry, and accessories used in fashion photography and catwalk presentations. Many stylists are trained in fashion design. However, many are not and simply have a knack for pulling great looks together.
Tailor	Makes custom designed garments made to the client's measure; especially suits (coat and trousers, jacket and skirt, et cetera). Tailors usually undergo an apprenticeship or other formal training.
Teacher of Fashion Design	Teaches the art and craft of fashion design in art or fashion school.
Textile Chemist	Develops new fibers.
Textile Designer	Designs fabric weaves and prints for clothes and furnishings. Most textile designers are formally trained as apprentices.
Wardrobe Consultant (Fashion Stylist)	Recommends styles and colors and fashion combinations that are flattering to the client.