

**Fashion Design Studio**  
**Unit 5 Study Guide**

1. Match the following **Consumer Influences** with their description below.

- |       |  |                                     |
|-------|--|-------------------------------------|
| _____ | New Fibers, Nano Technology, "Smart" textiles  | A. Purchasing Influences            |
| _____ | Conformity, Peer Pressure, Social Expectations, Culture (Ethnicity, Religion), Individuality | B. Technology                       |
| _____ | Ethnicity, Religion, Culture, Affordability  | C. Media and Advertising            |
| _____ | Commercials, TV Shows, Movies, Magazines, Social Media                                       | D. Cultural and Economic Conditions |

2. Match the **Purchasing Influences** with their descriptions below.

- |       |  |                                  |
|-------|--|----------------------------------|
| _____ | Tradition, ethnicity or religion that influences a consumer's purchasing habits. | A. Conformity                    |
| _____ | Media and other factors that influence a consumer's purchasing habits.           | B. Peer Pressure                 |
| _____ | The quality that distinguishes one person from another.                          | C. Social Expectations           |
| _____ | Force that makes people want to be like others in their social group.            | D. Culture (Ethnicity, Religion) |
| _____ | Obeying or agreeing with a given standard or authority.                          | E. Individuality                 |

3. Match the **Purchasing Influences** with the correct example below.

- |       |   |                                  |
|-------|---|----------------------------------|
| _____ | Purchasing a shirt because all your friends have one like it. | A. Conformity                    |
| _____ | Wearing a school uniform because it's required.               | B. Peer Pressure                 |
| _____ | Wearing modest clothing because of your personal beliefs.     | C. Social Expectations           |
| _____ | Buying a pair of pants because YOU like them.                 | D. Culture (Ethnicity, Religion) |
| _____ | Buying clothing because it's marketed for your age group.     | E. Individuality                 |

4. How is cost per wear determined?

\_\_\_\_\_

5. Can shopping in or out of season make a difference in the prices of garments?

\_\_\_\_\_

6. What is impulse buying?

\_\_\_\_\_

7. List at least 3 things to look for when judging the quality of garment before purchasing:

- a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

8. List at least 2 shopping manners and ethics you should practice when shopping:

- a. \_\_\_\_\_
- b. \_\_\_\_\_

9. By law, what 5 things must a garment label include:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

10. What are hang tags?

\_\_\_\_\_

11. Match the **Types of Stores** with their descriptions below.

- |       |  |                                 |
|-------|--|---------------------------------|
| _____ | Retail stores that offer a large variety of many types of merchandise organized into separate departments. | A. Chain Stores                 |
| _____ | Stores that carry merchandise made specifically for that label or brand.                                   | B. Department Stores            |
| _____ | Shopping over the internet.  | C. Specialty Stores             |
| _____ | Companies that offer a variety of merchandise by catalog. Orders placed over the phone or online.          | D. Discount Stores              |
| _____ | Stores that sell mass market merchandise in large, simple buildings with lower overhead.                   | E. Manufacturer-Owned Stores    |
| _____ | A group of stores owned, managed and controlled by a central office.                                       | F. Outlet Stores                |
| _____ | Stores that sell a specific types or limited line of apparel.  | G. Electronic Shopping (Online) |
| _____ | Discount stores which sell seconds and over-runs.  | H. Catalog Purchasing           |

12. Match the **Types of Stores** with their examples below.

- |       |   |                              |
|-------|---|------------------------------|
| _____ | Macy's, Dillard's, JC Penny             | A. Chain Stores              |
| _____ | Victoria's Secret, Claire's, Footlocker | B. Department Stores         |
| _____ | Nike, Ralph Lauren, Lululemon           | C. Specialty Stores          |
| _____ | Target, Kohl's, Wal-Mart                | D. Discount Stores           |
| _____ | Gap, Forever 21, American Eagle         | E. Manufacturer-Owned Stores |

13. What are 2 advantages of shopping online:

- a. \_\_\_\_\_
- b. \_\_\_\_\_

14. What are 2 disadvantages of shopping online?

- a. \_\_\_\_\_
- b. \_\_\_\_\_

15. Identify the following Fashion Careers to their descriptions below.

<u>Career</u>	<u>Description</u>
	A person who works with a client to design, select and/or buy a coordinated wardrobe of garments for that client. They are sometimes employed by department stores and boutiques.
	A person who selects and buys the mix of clothing and accessories available in retail shops, department stores and chain stores.
	A person involved in the process of creating designs for woven, knitted or printed fabrics. The field of textile and fabric design includes pattern making as well as managing the fabric and textile production process.
	A person who coordinates the clothes, jewelry and accessories for fashion shows, photographs, music videos, social media and any public appearances made by celebrities, models or other public figures.
	A person who oversees the promotion and advertising of a designer's new or existing clothing lines and accessories.
	A creative individual that designs a garment or series of garments and/or accessories (often referred to as a fashion line or collection.) They typically sketch drawings of pieces, as well as create mood boards to help guide the overall design process.
	A person who 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.
	A person who draws and/or paints clothes and garment designs for commercial use in magazines, newspaper and advertising.
	A person who models clothing and accessories for photographs or fashion shows.
	A person who finds or creates appropriate apparel for opera, ballet, plays, movies or television shows.
	A person who applies the principles of chemistry to the production of textiles, like those used in clothing and home furnishings. They study fibers and filaments to identify ways to improve certain fibers or create new ones.
	A person who teaches others the fundamentals of fashion design and/or illustration.
	A person who photographs clothing on fashion models for use in newspapers, magazines or advertising.
	A person who writes fashion articles describing the latest fashion trends and designs for magazines, newspapers and social media.
	A person whose duties include selling clothing, apparel and accessories to the consumer.