

CORE COURSE 3: FASHION STUDIES

(CREDITS: THEORY-4, PRACTICAL-2)

Unit 1 Importance of clothing

- Clothing functions and theories of origin
- Clothing terminology
- Individuality and conformity, conspicuous consumption and emulation
- Selection of clothes for self
- Selection and Evaluation of ready-made garments

Unit 2 Fashion

- Terminology

- Fashion cycle
- Sources of fashion
- Factors favouring and retarding fashion
- Fashion Forecasting-Seasons, sources, steps in forecasting

Unit 3 Adoption of fashion

- Consumer groups- fashion leaders, followers
- Adoption process- Trickle-down theory, bottom up theory & trickle across theory
- Fashion centres and leading designers

Unit 4 Design

- Role of designer
- Elements and principles of design
- Structural and applied design

PRACTICAL

1. Flat sketching of garments
2. Fashion forecast study and development of mood boards and theme boards
3. Analysis of fabric and trims sourced from various fashion retail stores
4. Study of collections of famous designers

RECOMMENDED READINGS

- Brown, Patty, Rice J., 1998, Ready to Wear Apparel Analysis. Prentice Hall.
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, 2009, Individuality in Clothing & Personal Appearance, 6th Edition, Pearson Education, USA.
- Tate S.L., Edwards M.S., 1982, The Complete Book of Fashion Design, Harper and Row Publications, New York.