Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

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Office of Assessment and Curriculum
Arkansas Department of Career Education
## Curriculum Content Frameworks

### FASHION MERCHANDISING

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<th>Grade Levels: 10,11,12</th>
<th>Course Code: 492190</th>
<th>Units of Credit: .5</th>
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<td>Prerequisite:</td>
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Course Description: Fashion Merchandising is a one-semester course designed to offer an overview of the fashion industry. It provides the foundation in preparing students for a wide range of careers available in the different levels of the fashion industry. Emphasis is given to historical development, textiles, manufacturers, merchandising, domestic and foreign markets, accessories, and retailing.

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### Unit 1: Historical Development of the Fashion Industry

**Hours:** 7

**Terminology:** Avant-garde, Classic, Fad, Fashion, Fashion cycle, Fashion movement, Feminist movement, Grunge, High fashion, Mass fashion, New look, Obsolescence, Physical needs, Psychological needs, Social needs, Style, Trickle-across theory, Trickle-down theory, Trickle-up theory, Trend

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<td>Define terminology</td>
<td>Prepare a list of terms with definitions</td>
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<tr>
<td>Explain the historical development of fashion</td>
<td>Create a timeline to illustrate the progression of fashion throughout history</td>
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<td>List historical trendsetters of the 20th century and describe their influence on fashion</td>
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<tr>
<td>Recognize the factors that influence clothing choices</td>
<td>Compare the influences that basic human needs (physical, psychological and social) have on clothing choices</td>
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<tr>
<td>Investigate fashion leaders and trendsetters in today's climate</td>
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<tr>
<td>Analyze the theories of fashion movement and the stages of the fashion cycle</td>
<td>Construct a diagram depicting the theories of the fashion movement (Trickle-up, Trickle-down, Trickle-across)</td>
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<td>Illustrate the stages of the fashion life cycle (Introduction, Rise, Peak, Decline, Obsolescence)</td>
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## Unit 2: Fibers, Fabrics, and Finishes

**Hours: 10**

**Terminology:** Applied design, Bleaching, Blend, Cellulosic fibers, Chemical finishes, Cotton, Dyeing, Fur, Greige goods, Knitting, Leather, Linen, Manufactured fibers, Mechanical finishes, Natural fibers, Printing, Protein fibers, Silk, Structural design, Textiles, Weaving, Wool, Yarns

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<td>2.1.1 Prepare a list of terms with definitions</td>
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<tr>
<td>2.2 Discuss fiber properties and determine their appropriate use</td>
<td>2.2.1 Compare the advantages and disadvantages of natural and manufactured fibers</td>
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<td>2.2.2 Explain how fibers are made into yarns</td>
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<td>2.2.3 Analyze and debate the issues related to leather and fur (ethical, controversial, by-product)</td>
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<td>2.3 Compare types of fabric design and construction</td>
<td>2.3.1 Identify the two major forms of fabric design (structural and applied)</td>
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<td>2.3.2 Compare the different fabric construction methods (weaving, knitting, and other construction methods)</td>
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<td>2.4 Identify the major types of fabric finishes</td>
<td>2.4.1 Collect, for display, different examples of fabrics with specific finishes</td>
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<td>2.5 List the major textile laws and cite their purpose</td>
<td>2.5.1 Prepare a written report listing major textile laws and their purposes (fiber content, country of origin, care instructions, identity of producer/distributor)</td>
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**Unit 3: Producing Fashion**

**Hours: 15**

**Terminology:** American Textile Manufacturers Institute, Apparel conversion, Balance, Bridge lines, Color, Couture, Designing, Distribution, Emphasis, Factors of production, Figure, Harmony, Haute couture, Hue, Intensity, Knockoff, Licensing, Line, National Retail Federation, Physique, Production, Proportion, Ready-to-wear, Rhythm, Shape, Silhouette, Texture, Value

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<td>3.2 Cite the basic elements of design</td>
<td>3.2.1 Choose and display an example of each element of design</td>
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<td>3.3 Cite the basic principles of design</td>
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<td>3.4 Identify the steps of the fashion design process</td>
<td>3.4.1 Diagram the steps of the design process (Basic Decisions, Design Concept and Samples, Sales Research Analysis, Design Presentation, Purchase Orders, Production)</td>
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<td>3.5 Explain the role of the designer in creating apparel</td>
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<td>3.6 Describe the movement of fashion from the manufacturer to the consumer</td>
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<td>3.7.1 Research the major federal laws giving businesses the right to compete in our society</td>
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## Unit 4: Fashion Marketing

**Hours: 10**

### Terminology:
- Bar code
- CAD
- CAM
- Demographics
- Geographics
- Goods
- Information systems
- Magnetic strips
- Market research
- Market segmentation
- Optical scanners
- Place
- Price
- Product
- Product mix
- Promotion
- Psychographics
- Radio Frequency Identification (RFID)
- Services
- Smart cards
- Target market
- Trade associations
- Trade publications

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<td>4.2 Explore the functions of marketing</td>
<td>4.2.1 Analyze the marketing mix (The four P’s) for a specific fashion product</td>
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<td>4.2.2 Conduct market research to determine a fashion product’s target market and prepare a presentation to report findings</td>
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<td>4.3 Explain how apparel is marketed domestically and internationally</td>
<td>4.3.1 List and describe major domestic market centers</td>
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<td>4.3.2 List and describe major international market centers</td>
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<td>4.3.3 Create a presentation that compares trade shows, fashion shows, and market weeks at major market centers</td>
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## Unit 5: Fashion Merchandising and Retailing
### Hours: 15

**Terminology:** Chain stores, Department stores, Discount stores, Factory outlet stores, Floor plan, Hypermarkets, Mail order retailers, Off-price retailers, On-line retailing, Specialty stores, Visual merchandising, Wholesalers

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<td><strong>5.1</strong> Define terminology</td>
<td>5.1.1 Prepare a list of terms with definitions</td>
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<td><strong>5.2</strong> Describe the types of fashion retailers</td>
<td>5.2.1 Assess characteristics of the following stores: department stores, specialty stores, chain stores, discount stores, Off-price retailers, wholesalers, hypermarkets, mail order retailers, on-line retailing and outlet stores</td>
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<td><strong>5.3</strong> List the basic categories in apparel</td>
<td>5.3.1 Chart classifications in apparel (women, men, children, intimate, cosmetics and accessories)</td>
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<td><strong>5.4</strong> Discuss the steps in the merchandising cycle/buying process</td>
<td>5.4.1 Create a buying plan for a local fashion retailer that includes the styles, sizes, quantities and prices of merchandise for a specific season</td>
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<td><strong>5.5</strong> State why visual merchandising is essential to the retailer</td>
<td>5.5.1 Draw a floor plan of a store, showing areas of selling, sales support, and fixtures</td>
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<td>5.5.2 Create a visual merchandising display</td>
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## Unit 6: Exploring Careers in the Fashion Industry

**Hours: 3**

**Terminology:** Career, Career path, Entry level

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<td>6.2 Identify the personal traits needed for a successful career in the fashion industry</td>
<td>6.2.1 Evaluate personal traits and compare them to those needed for a successful career in the fashion industry</td>
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<tr>
<td>6.3 List educational and training requirements needed for a successful career in the fashion industry</td>
<td>6.3.1 Investigate career options in the fashion industry (education/training, salary levels, job outlook, experience needed, locations)</td>
</tr>
</tbody>
</table>
1. Avant-garde – the most daring and wild designs
2. Classic – a style or design that continues to be popular over an extended period of time even though fashions change
3. Fad – a temporary, passing fashion that has great appeal to many people for a short time
4. Fashion – the display of the currently popular style of objects or activities
5. Fashion cycle – the ongoing rise, peak, and fall in popularity of specific styles or shapes
6. Fashion movement – ongoing change in what is considered to be fashionable
7. Feminist movement – the organized effort to establish equal social, economic, political rights and opportunities for women
8. Grunge – a style started by the youth culture in the Pacific Northwest region of the United States in the early 1990’s
9. High fashion – items of the very latest or newest garments and accessories; high style
10. Mass fashion – styles that are produced in volume and widely sold at lower prices
11. New look – a style that featured long hemlines, narrow shoulders and tightly fitted bodices
12. Obsolescence – the last stage of the fashion cycle
13. Physical needs – things you can't live without; dictate the use of clothing providing for protection and safety
14. Psychological needs – dictate the use of clothing providing for adornment and self identification
15. Social needs – dictate the use of clothing providing for modesty, status and acceptance
16. Style – a design, shape, or type of apparel item distinguished by the particular characteristics that make it unique; also, possessing a characteristic or distinctively "smart" way of doing things
17. Trickle-across theory – the assumption that fashion moves horizontally through groups at similar social levels from fashion leaders to followers
18. Trickle-down theory – the assumption that fashion trends start at the top of a "social ladder" and gradually progress downward through lower social levels
19. Trickle-up theory – the assumption that fashion trends start among the young or lower income groups and move upward to older or higher income groups
20. Trend – the direction of the movement of fashion that is accepted in the marketplace
Unit 2: Fibers, Fabrics, and Finishes

1. Applied design – surface design added onto a fabric

2. Bleaching – chemical process that removes color, impurities, or spots from fibers of fabric during fabric finishing or garment laundering

3. Blend – yarn made by spinning together two or more different fibers, usually in staple form

4. Cellulosic fibers – fibers composed of or derived from plant cellulose, such as cotton, linen, rayon, acetate, and triacetate

5. Chemical finishes – finishes that become part of the fabrics through chemical reactions with the fibers

6. Cotton – a natural cellulosic fiber obtained from the boll of the cotton plant

7. Dyeing – method of giving color to a fiber, yarn, fabric, or garment with either natural or synthetic dyes

8. Fur – soft, hairy coat of an animal

9. Greige goods – yard goods in an unfinished state


11. Leather – a tough, flexible material made from animal hides

12. Linen – natural cellulosic fiber obtained from the stalk of the flax plant

13. Manufactured fibers – fibers created through technology and produced artificially from substances such as cellulose, petroleum, and chemicals

14. Mechanical finishes – finishes that are applied mechanically rather than chemically

15. Natural fibers – textile strands from plants and animals

16. Printing – process for adding color, pattern, or design to the surface of fabrics

17. Protein fibers – natural fibers of animal origin, such as wool, silk, and specialty hair

18. Silk – a natural protein fiber obtained from cocoons spun by silkworms

19. Structural design – texture or interest built into fabrics when they are manufactured

20. Textiles – flexible materials consisting of a network of natural or manufactured fibers; fabrics
21. Weaving – procedure of interlacing two sets of yarn at right angles to each other, usually done on a loom

22. Wool – a natural protein fiber obtained from the fleece of sheep

23. Yarns – continuous strands of textile fibers spun into a form suitable for processing into fabrics
Unit 3: Producing Fashion

1. American Textile Manufacturers Institute – large and influential trade organization for textile industry

2. Apparel conversion – when manufacturers transform basic material, such as fabric, thread, and buttons, into the desired finished garments or accessories

3. Balance - principle of design that implies equilibrium or steadiness among the parts of a design

4. Bridge lines – secondary or "diffusion" lines of well-known designers, priced between the designer and better categories

5. Color – a visual characteristic, representing hue and value, that is one of the most important elements of fashion design

6. Couture – custom-made designer segment of the fashion industry for the highest priced "class" market

7. Designing – the process of creating new versions for garments, accessories, or other items

8. Distribution – activities involved in physically transferring goods from where they are produced to the proper locations for consumption

9. Emphasis – principle of design that uses a concentration of interest in a particular part or area of a design

10. Factors of production – the resources, labor, capital, and entrepreneurship needed to manufacture products

11. Figure – shape of a girl's or woman's body

12. Harmony – visual unity of a design created by a tasteful relationship among all parts within the whole

13. Haute couture – the high fashion designer industry of France (or elsewhere) that creates original, individually designed fashions

14. Hue – a name given to a color

15. Intensity – brightness and dullness of a color

16. Knockoff – copy of another, usually higher-priced, garment

17. Licensing – arrangement whereby a manufacturer is given the exclusive right to produce and market goods that bear the famous name of someone who, in return, receives a percentage of wholesale sales

18. Line – element of design that is a distinct, elongated mark as if drawn by a pen

19. National Retail Federation – the world’s largest retail trade association
20. Physique – shape of a boy’s or man’s body

21. Production – the transformation of resources into a form that people need and want

22. Proportion – of design concerning the spatial, or size, relationship of all parts in a design to each other and to the whole

23. Ready-to-wear – garments, especially women’s apparel, produced in factories according to standard sizes

24. Rhythm – principle of design concerned with the pleasing arrangement of the design elements to produce a feeling of continuity or easy movement of the observer’s eye

25. Shape – also known as silhouette, is the overall form or outline of a garment

26. Silhouette – also known as shape, is the overall form or outline of a garment

27. Texture – element of design concerned with the tactile quality of goods, or how the surface feels and looks

28. Value – the lightness or darkness of a color
Unit 4: Fashion Marketing

1. Bar code – standardized symbology used on merchandise tags for electronic identification and collection of product data

2. CAD – computer programs that perform many design functions to create fashion designs

3. CAM – a system that automatically moves the garment parts through each phase of the cutting-and-sewing process

4. Demographics – vital statistics of human populations, broken down by such factors as age, gender, race, education, religion, income, occupation, and geographic locations

5. Geographics – statistics about where people live

6. Goods – tangible products for sale that can be held or touched

7. Information systems – a system that produces, stores, and analyzes information that enables fashion marketers to make decisions about merchandise for sale

8. Magnetic strips – a magnetic stripe stores data by modifying the magnetism of tiny iron-based magnetic particles on a band of magnetic material on a card. The magnetic stripe, sometimes called a magstripe, is read by physical contact and swiping past a reading head

9. Market research – the process of gathering information about current and potential customers

10. Market segmentation – a way of analyzing a market by categorizing specific characteristics

11. Optical scanners – computer input device that uses a light beam to scan codes, text, or graphic images directly into a computer or computer system

12. Place (distribution) – involves ways of getting the product to the customer

13. Price – the amount that a customer pays for a product

14. Product – what a business offers a customer to satisfy needs

15. Product mix – all the products an organization sells

16. Promotion – selling to a large audience to increase buying response

17. Psychographics – characteristics such as ideology, values, attitudes, and interests used to group people

18. Radio Frequency Identification (RFID) – a technology that uses communication via electromagnetic waves to exchange data between a terminal and an object, such as a product, animal, or person, for the purpose of identification and tracking

19. Services – Intangible items for purchase, such as haircuts or tax advice, that provide customer satisfaction without the ownership of a tangible item
20. Smart cards— a card with an embedded computer chip on which information can be stored and processed and may be used to provide retailers with information about customers, such as how often they visit a store and what they have bought in the past

21. Target market – the specialized niche of the market to whom the company wishes to make its greatest appeal

22. Trade associations – a nonprofit organization that provides services to specific groups who develop, make, and sell products within an industry

23. Trade publications – a magazine, newspaper, book, or journal offering a variety of information to a certain industry or a segment of an industry
Unit 5: Fashion Merchandising and Retailing

1. Chain stores – a group of stores (usually twelve or more) that is owned, managed, merchandised, and controlled by a central office

2. Department stores – large-scale general merchandisers with a fashion orientation that offer many varieties of merchandise grouped into separate departments

3. Discount stores – retail establishments that sell merchandise at lower than recognized market level prices

4. Factory outlet stores – manufacturer owned and operated discount stores that sell only the merchandise the manufacturer makes at reduced prices

5. Floor plan – a drawing showing arrangement of physical space, indicating all selling and sales support areas

6. Hypermarkets – huge, warehouse-type "supercenters" that sell almost every type of merchandise and target time-stressed consumers who want to do all their shopping in one trip

7. Mail order retailers – companies that sell through catalogs they distribute to consumers

8. Off-price retailers – retailers that sell brand name or designer merchandise at lower than normal prices

9. On-line retailers – companies that sell merchandise to consumers over the Internet

10. Specialty stores – a retail operation that offers only one category or related categories of fashion merchandise

11. Visual merchandising – the physical presentation of goods in the most attractive and understandable ways to increase sales

12. Wholesalers – middle people, also called resellers or distributors, who purchase large quantities of goods from manufacturers and sell small quantities to retailers
Unit 6: Exploring Careers in the Fashion Industry

1. Career – a lifelong field of employment or vocation through which people progress

2. Career path – the order of jobs worked in a person's life

3. Entry level – beginning jobs in a career