

# Four Components of Fashion

- ✓
- ✓
- ✓
- ✓

1. **Silhouette** –

“3 basic forms”:

- ✓ \_\_\_\_\_ or \_\_\_\_\_
- ✓ \_\_\_\_\_ or \_\_\_\_\_
- ✓ \_\_\_\_\_ or \_\_\_\_\_

2. **Details** –

3. **Texture** –

4. **Color** –

## THE INTANGIBLES OF FASHION

Fashion is intangible. A style is tangible because it is made up of a definite silhouette and details of design.

- ✓ Acceptance
- ✓ Change
- ✓ Social force
- ✓ Lifestyle

**Acceptance –**

**Change –**

✓ TV shows us not only what people are doing but what they are wearing

✓ Designers cannot \_\_\_\_\_ change

**Ex:** 1960's designers felt short skirts were out and promoted the "midi." Consumers found it too sudden and did not accept the style.

✓ Meeting the \_\_\_\_\_ for change

**Ex:** During WWII the government controlled the quantity of fabric used so skirts were shorter and silhouettes were narrow. After WWII Christian Dior began using more fabric creating a new look of long, fuller skirts.

# Principles of Fashion

**1. Consumers establish fashion by \_\_\_\_\_ or \_\_\_\_\_ the styles offered.**

- ✓ They dictate what styles will become fashion.

**2. Fashions are not based on \_\_\_\_\_.**

- ✓ Successful fashions are found at every price level, not just expensive ones.

**3. Fashions are \_\_\_\_\_ not \_\_\_\_\_.**

- ✓ Fashion change comes as a result of \_\_\_\_\_ movements from one season to the next.

**4. No amount of \_\_\_\_\_ can change the \_\_\_\_\_ in which fashions are moving.**

- ✓ **Ex:** 1960 women rebelled against girdles. They began wearing pantyhose instead. No amount of advertising could persuade women to submit to girdles again.

**5. All fashions end in \_\_\_\_\_.**

- ✓ **Ex:** 18<sup>th</sup> Century hoop skirts ballooned out to over 8 feet wide. Women could not get through doorways. French people tried to accommodate these skirts and designed "French doors."