

Test #1:
The Nature of Fashion
Review Sheet



VOCABULARY

- Fashion
- Fashion industries
- Fashion business
- Marketing
- Fashion marketing
- Fashion merchandising
- Customer
- Consumer
- Style
- High fashion
- Haute couture
- Mass fashion (volume fashion)
- Design
- Taste
- Rise stage
- Culmination stage
- Decline stage
- Classic
- Fad
- Silhouette

- Details
- Texture

SHORT ANSWER

- Identify the four components of fashion.
- List the principles of fashion.
- Give examples of personal styles.
- Give examples of period styles.