

Name _____



Fashion Marketing

ACTIVITY 5:

Designing a Group



Groups are a division of a designer's collection. Each group has a specific *theme* based on a fabric, color, or a particular fashion direction. The styling within each group creates variety, yet carries out the central theme.

Step 1: Select one of the following fashion categories to design a group for:

- ✂ **Dresses** – include a variety of silhouettes, sleeve treatments, necklines, and/or other details
- ✂ **Suits and outerwear** – classic men's OR fashion-oriented or classic women's
- ✂ **Sportswear** (choose 1)
 - ⇒ **Coordinated sportswear** – designed to mix and match interchangeably and is sold as a package to the retailer
 - ⇒ **Integrated sportswear or jeanswear** – parts are meant to be worn together but do not constitute as obvious a relationship as coordinated sportswear
 - ⇒ **Separates** – do not show an obvious relationship and are sold individually
 - ⇒ **Men's sportswear** – include fabrication mixes and basic styles

Step 2: Identify your target market.

- ✂ **Who is our target market?**
- ✂ **What are the characteristics of our target market?**

*Include specific demographic and psychographic information!
(Chapter 2)*

Step 3: Select a theme for your design group.

Step 4: Identify the number of pieces (jackets, skirts, pants, etc.) in the group. You are to design a total of *15 to 20 pieces*.

Step 5: Decide on 2 or 3 base colors to use for your group.

Step 6: Sketch your designs using the figure templates provided.

Step 7: Edit your group to include your *10-15 best designs*.

Step 8: Create a professional-looking style board presenting your design group. Include color and/or fabric swatches to be used. *(more details to follow)*

