

# Fashion Clothing and Psychology - 16SCCF T2

## Unit - 1

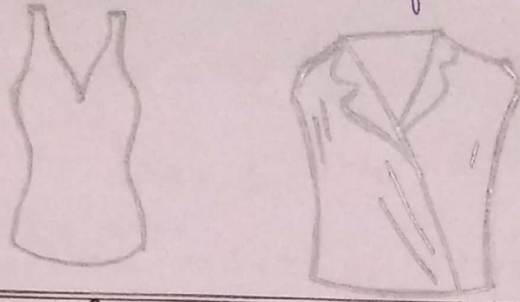
1. What are fashion Accessories?

\* A fashion accessory is a decorative item that supplements one's outfit. Accessories add colour, style and class to an outfit, and create a certain look, but they may also have practical functions. Accessories may be used to show religious or cultural affiliation, Eg. head scarves, turbans etc. Some of the accessories are jewellery, gloves, handbag, hats, belts, glasses, pins, watches etc.

2. What are shoulder with diagram?

\* In men's styles, shoulder pads are often used in suits, jackets, and overcoats, usually sewn at the top of the shoulder and fastened between the lining and the outer fabric layer. In women's clothing, their inclusion

depends by the fashion taste of the day.



3. What are footwear? Classify

\* Footwear serves not only as a protective covering for the foot but also as a decorative element of costume. Footwear can be divided among different named types of footwear. Designs vary according to the gender, seasons of the year etc. It can be classified as:-

- i) Shoes
- ii) Sandal
- iii) Boot
- iv) Slippers
- v) Utility boots
- vi) Fashion boots
- vii) Athletic shoes

4. Define figure irregularities

\* Some of the most common figure irregularities are . big or small chest, busts, big or small hips, narrow

shoulders, round and broad shoulders, small or round or long face. The basic patterns are modified to suit these figure irregularities to construct well fitted garments for individuals with varied figure irregularities.

5. Define slender figure.

\*A slender figure has the same measurements for all the body sections and is commonly named after bananas for not having a well defined waist. Individuals with this figure should wear garments with frills, ruffles at the waist and tops and layered skirts and avoid simple plain tops and skirts. They should wear accessories that draw attention from the waist.

## Unit - 2

1. What is large abdomen?

\*Individuals with large abdomen should style without belts and should wear bodies with easy gathers at the waistline and coats that build

out the sides of the figure and also should dress with a side-wrap narrow, self-fabric belts and they should avoid wearing long jewellery upto abdomen which draws attention towards the abdomen.

2. list down any two points for thin figure

Becoming	Unbecoming
<p>i) Lustrous material, unless the person is top angular materials that stand out somewhat from the figure</p> <p>ii) Horizontal movement in the lines of the dress</p>	<p>i) Soft fabric</p> <p>ii) Vertical movement in the lines of the dress</p>

3. Write any two points for becoming and unbecoming small faces.

Becoming	Unbecoming
<p>i) A relatively small hair dress</p> <p>ii) Hats which are light and small which also suit the wearer</p>	<p>i) Too small large a hair dress for, by contrast, it will make the face seem too small</p> <p>ii) Large and heavy hats</p>

4. Shortly define the wardrobe planning.

\* The wardrobe planning is to select clothes that are so basic in style and good in design that they are appropriate for the present set up as well as suitable for a few years to come. Possession of an adequate wardrobe suited to various occasions helps in proper dressing habit. It is influenced by Aesthetic, psychological, sociological and economic factors. Individual taste, surroundings, income, age, sex, quality of the clothing items, price, climatic conditions, fashion and lifestyle.

5. How to selecting the cloth for different age groups.

\* Cloth should be selected according to different age groups. For small children, dainty prints in soft colours can be chosen. Nursery prints are not suitable for elementary school children. For the late childhood stage, the boys like masculine colours like blue, brown and girls like pink, red which are also soft. A-line dresses are suitable for toddlers and infants. Dresses with lots of gathers are suitable for girl's frocks.

### Unit - 3

1. What are the factors affecting fashion change.

\* The factors affecting fashion changes are as follows:-

i) Psychological needs

ii) Social psychology

iii) Technology

iv) Season

v) Economical reason

vi) Political reason

vii) Sex appeal

viii) Self identity

2. Define social psychology of fashion

\* Change in fashion is also caused by rational reason such as environmental factors that create new needs. Eg. During early 20th century, women gained and enjoyed political and economic freedom. They discarded the constricting garment and adopted short skirt relaxed waist lines and bobbed hair. Later on, moved into top positions, they started to wear tailored suit.

3) Define Recurring Silhouettes

\* A silhouette is the image of a person, animal, object or scene represented as a solid shape of a single colour usually black, with its edges matching the outline

\* The silhouette is an electronic cutting machine that hooks up to your computer. Silhouettes are particularly useful and work well as symbols in logo designs

4) What is couturiere?

\* A couturiere is a woman who designs for or owns an establishment engaged in couture.

Couturiere is a female dressmaker or dress designer. Some famous couturieres include Christian Dior

Gabrielle Chanel, Karl Lagerfeld.

5) Short note on Cultural Value

\* Cultural values are the core principles and ideals upon which an entire community exists. This is made up of several parts

customs, which are traditions and rituals: values, which are beliefs and culture which is all of a groups' guiding values.

## Unit - 4

1) What is fashion forecasting?

\* Fashion forecasting is a global career that focuses on upcoming trends.

\* A fashion forecaster predicts the colour fabrics, textures, materials, prints graphics, beauty, accessories, footwear, street style and other styles. that will be presented on the runway and in the stores for the upcoming seasons.

2) What does an idealist designer mean?

\* An idealist is someone who envisions an ideal world rather than the real one.

Some people consider idealists to be naive, impractical and out of touch with reality.



The main root of idealism is "ideal" which comes from the Latin word idea.

3) What are current fashion silhouettes

\* In fashion, the term silhouette refers to the line of a dress, or the garment's overall shape. Silhouette can be used to emphasize and alter a woman's shape to create a flattering illusion.

Current fashion silhouette

- i) Onion
- ii) Clingfilm
- iii) Jellyfish
- iv) Lampshade
- v) Hulk

4) Any four Indian designer name list

- i) Ritu kumar
- ii) Rohit Bal
- iii) JJ Valaya
- iv) Ritu Beri

5) Define design type.

\* Design is a visual look or a shape given to a certain object, in order to make it more attractive, make it more comfortable or to improve characteristics.

Design types:-

- i) Architecture design
- ii) Interior design
- iii) Landscape Architecture design
- iv) Industrial design
- v) Fashion design
- vi) Engineering design
- vii) Software design
- viii) User interface design.

### Unit - 5

1) Define - AIGSA

\* AIGSA stands for American Indian Graduate Student Association. Also means, AIGSA. It is a student organization at Arizona State University that strives to support American

Indian graduate students in higher education and raises awareness of American Indian culture, issues and concerns.

2) Define Prêt à porter

\* Prêt-à-porter is French word "ready-to-wear"

Most French fashion is mass produced as it is in other countries. Mass production makes fashion less expensive. Today, designer prêt-à-porter creations cost as much as couture used to.

Countries began to produce their own prêt-à-porter collections.

3) What is texture?

\* In the visual arts, texture is the perceived surface quality of a work of art. It is an element of two-dimensional and three-dimensional designs and is distinguished by its perceived visual and physical properties. It is smooth, rough, fuzzy, slimy and lots of textures something in between.

4) Short note on the world fashion centre chain. follow.

\* The cities considered the global "big four" fashion capitals of the 21<sup>st</sup> century are milan, london, New york and paris.

\* Fashion centres are shopping centres devoted to retail and dining establishments attractive to a higher-end, fashion-oriented concept.

5) Define creativity.

\* The use of imagination or original ideas to create something, inventiveness.

\* Creativity is the act of turning new and imaginative ideas into reality.

\* It is to find hidden patterns, to make connections between seemingly unrelated phenomena.