

FASHION DESIGN AND MERCHANDISING

STUDY NOTES

- **Fashion design and merchandising** are most important business in recent times.
- Ready to wear **garments** started in 1920.
- **Fashion design** include the process in which raw material produce a apparel and accessories and then retail shop which sell fashion merchandise to the public.
- **Fashion** is the style which is popular at particular time.
- **Style** is a characteristics in a apparel or accessories which comes and go in fashion.
- **Fads** are short term fashion which come and go quickly, they don't hold consumer attention for a long time.
- **Classic** is the style which never become completely out of style it remain in accepted category for all time.
- **France** was the center of fashion due to royal court and development of silk industry. Before industrial revolution people belongs to two classes will be and poor only wealthy afford fashionable clothes.
- **Couture** refers to art of dress making.
- **Couturier** male designer, and female designer known as couturier.
- **Industrial revolution** was beginning of technology advancement in textile industry. More fabric produced in less time.
- **Invention** of spinning jenny and power looms gave development of American textile industry.
- **Handcraft** turn into an industry due to invention of sewing machine.
- In 1859 Isaac Singer developed the food traded for sewing machine.
- Early sewing machine was used to make civil war uniform.
- In 1849 **fabric for tents** and wagon covers was used to make wearing pants which become popular and called as a denim.
- **Denims** remained same for 150 years.
- **Women** started wearing skirt and blouse in 1880 and this was a step toward production of ready to wear cloth for women.
- **Affordable fashion** available to public through fair and bazaars by 19th century.
- **Fashion cycles** refers to period of time during which fashion comes and moving out to five stages that is introduction of style, increase in popularity, peak of popularity, decline in popularity and rejection of a style.
- **Fashion merchandising** define as the planning to have right merchandise at right time, right place, right price with right sales .
- **Fashion merchandiser** is a person who convert inspiration into design and do the planning, production, promotion and distribution of products in textile industry.
- **Fashion merchandiser** play a role in manufacturing, buying, promoting and selling.
- There are **three levels** of merchandising first is detail organisation merchandising, buying agency merchandising and export house merchandising.
- **Market segmentation** refers to the distribution or strategies to divide a larger market into subset of consumer as per the common needs of the goods and services.

- Market can be segmented as a demographic segmentation, geography, psychographic and behavioral segmentation.
- **Fashion retail organization** system varies as per the type of merchandise of retail firm and target customer so fashion detail business can be small single unit store, department store and chain store.
- Various departments exist in a **single fashion details** Store like merchandising division, sales promotion division, finance and control division, operational division and personal branch Store.

QUESTION BANK

MULTIPLE CHOICE QUESTIONS

- Fashion design refers to
 - Trend in textile industry
 - To design something new and creative
 - Dress which is in latest trend
 - All of the above
- Women did not wear jeans until _____
 - 1940
 - 1950
 - 1960
 - 1970
- Stages in fashion industry are
 - Design, manufacturing
 - Distribution, marketing
 - Retailing, advertising
 - All of these
- _____ is look or characteristics in apparel and it may come and go in fashion.
 - Style
 - Fashion
 - Fads
 - Classic
- Fads are
 - Never obsolete
 - Short lived fashion
 - Long term
 - Colour
- Jackets, polo shirts and suits are examples of
 - Fashion
 - Style
 - Classic
 - Fads
- Which country is known as Centre of Fashion?
 - India
 - France
 - Germany
 - Ireland
- French cities was applying the court with
 - Silk fabric
 - Cotton fabric
 - Nylon fabric
 - Woolen fabric
- A male designer was known as
 - Couture
 - Couturier
 - Couturiere
 - All of these
- Couture term was used for
 - Type of fabric
 - Type of design
 - Art of dress making
 - Technological advancements in textile industry
- Who invented foot treadle for sewing machine?
 - Issac Newton
 - Issac Singer
 - Levi Strauss
 - Adams
- Which invention turned handicraft sector into industry?
 - Sewing machine
 - Denim
 - Fashion
 - Skirt
- Which apparel remained same for nearly 150 years?
 - Blouse
 - Skirt
 - Suit
 - Denim
- Women started wearing skirts and blouse separately in _____.
 - 1880
 - 1890
 - 1980
 - 1990
- How many stages of fashion cycles are there?
 - 2
 - 3
 - 5
 - 6
- In which stage, designer interprets their creative ideas into apparel by offering style?
 - Increase in popularity
 - Introduction of style
 - Decline in popularity
 - Rejection of style

17. Which of the following is the last stage of fashion cycle?
 (a) Increase in popularity (b) Introduction of style
 (c) Decline in popularity (d) Rejection of style
18. _____ is the planning required for promotion of textile business to have right merchandise, at right time, at right place, at right price with right promotion.
 (a) Fashion merchandising (b) Merchandiser
 (c) Fashion cycle (d) Manufacturer
19. Fashion merchandising plays role in which sector?
 (a) Manufacturing (b) Buying (c) Promoting (d) All of these
20. What is the final component of fashion merchandising?
 (a) Promotion (b) Selling (c) Buying (d) Manufacturing
21. How many levels are there for merchandising?
 (a) 3 (b) 2 (c) 4 (d) 5
22. Which of the following is not level of merchandising in fashion industry?
 (a) Retail organisation merchandising (b) Buying agency merchandising
 (c) Manufacturing agency merchandising (d) Export house merchandising
23. _____ provides service for good buying consultancy, it act as a procurement office for the buyer.
 (a) Retail organisation merchandising (b) Buying agency merchandising
 (c) Manufacturing agency merchandising (d) Export house merchandising
24. Two types of export house are buyer merchandiser and _____.
 (a) Production merchandiser (b) Selling merchandiser
 (c) Advertising Merchandiser (d) Export house
25. Which of the following statement is incorrect?
Statement I: They buyer merchandiser act as a link between buyer and manufacturer as they ensure that product is developed as per the requirement of buyer.
Statement II: Production merchandiser are link between production and buyer merchant, their responsibility is to ensure that production works according to the schedule and requirement of the buyer.
 (a) Statement I (b) Both statement I and II
 (c) Only statement II (d) None of these
26. _____ is defined as target consumer for selling the product. Dividing larger market into subset of consumer with common needs.
 (a) Market segmentation (b) Target market
 (c) Geographic division (d) Merchandiser
27. What are the advantages of target market?
 (a) Increase sales (b) Highest return
 (c) Garments as per need of consumer (d) All of the above
28. Market can be segmented as
 (a) Demographic segmentation (b) Psychographic segmentation
 (c) Behavioral segmentation (d) All of the above
29. Which type of market segmentation talk about age, occupation, education and income?
 (a) Behavioral segmentation (b) Geographic segmentation
 (c) Demographic segmentation (d) Psychographic segmentation
30. _____ is on the basis of interest, common needs, social activities and wants.
 (a) Geographic segmentation (b) Psychographic segmentation
 (c) Behavioral segmentation (d) Demographic segmentation

31. Which of the following is not the merchandising rights?
 (a) Right knowledge (b) Right time (c) Right place (d) Right quantity
32. Fashion retail organization structure depends on
 (a) Type of merchandise (b) Size of firm (c) Target audience (d) All of the above
33. Fashion retail business takes place at _____ types of stores.
 (a) 2 (b) 3 (c) 4 (d) 5
34. _____ is neighborhood store and can be found easily.
 (a) Small single unit store (b) Department stores (c) Chain stores (d) Brand stores
35. Zara is example of _____ store
 (a) Small single unit store (b) Department stores (c) Chain stores (d) Brand stores
36. Which department of textile industry take cares of advertising, visual merchandising and public relations?
 (a) Merchandising division (b) Sales and promotion division
 (c) Operational division (d) Personnel division
37. Fibres measured in centimeters or inch are
 (a) Staple fiber (b) Filament fiber (c) Short fibres (d) Long fibres
38. Tenacity is the strength of
 (a) Fibre (b) Yarn (c) Fabric (d) Cotton
39. Denier is the term applied to the strength of
 (a) Yarn (b) Fibre (c) Fabric (d) Woolen
40. The primary property of fabric is
 (a) Density (b) Luster (c) Length to width ratio (d) Resiliency
41. Fashion designer must have skills of
 (a) Forecasting (b) Analytical (c) Communication (d) All of the above
42. Who became the trendsetter of taste and made Paris as the fashion capital of Europe?
 (a) Levi Strauss (b) King Louis XIV (c) King Louis XII (d) Issac Singer
43. Which of the following statement is incorrect?
 (a) Fashion merchandiser must aware of target market.
 (b) Fashion merchandising promote designer items through fashion show.
 (c) Fashion designer makes only expensive dress.
 (d) Merchandiser plays role as manufacturing, buying, promoting, and selling.
44. _____ merchandising is business that moves the fashion from showroom to retail sales floor.
 (a) Retail organization (b) Buying agency (c) Export house (d) All of the above
45. What is the final component of fashion merchandising?
 (a) Buying (b) Selling (c) Production (d) Promotion
46. Siddharth wants to earn high profit as a fashion merchandiser. What points he needs to take care during entire fashion industry?
 (a) Right time (b) Right place (c) Right promotion (d) All of the above
47. When fashion is at the height of popularity, it refers to which stage of fashion cycle
 (a) Peak of popularity (b) Obsolescence (c) Introduction of style (d) Increase in popularity

Input Text Based MCQs

Read the passage and answer the questions that follow (48 to 50).

Now a days fashion industry is blooming very fastly as most of the population require designer dresses to showcase their standard and enhancement in personality. Fashion designer professional have artist and creative qualities to create

unique design conserved for various fashion applications. Fashion designer and merchandiser succeed in the textile field by having forecasting ability so that they can forecast fashion trends through knowledge of past future trends and current trends. Analytical and communication ability is also required to sell there fashion clothes to the public to make a profit. Fashion designer also need professional education like bachelor's degree in fashion design and merchandising to run their own business or retail shop.

48. In which field career can be made after certificate, degree and diploma course in fashion design?
(a) Visual merchandise designer (b) Set designer
(c) Interior designer (d) All of the above
49. What is the duration of Bachelor's Degree in Fashion Merchandising?
(a) 3 years (b) 4 years (c) 5 years (d) 2 years
50. Who is responsible for designing window display, organizing clothing placement, styling mannequins and marketing campaigns?
(a) Fashion designer (b) Visual merchandise (c) Set designer (d) Interior designer

ANSWERS

Multiple Choice Questions

1. (d) 2. (b) 3. (d) 4. (a) 5. (b) 6. (c) 7. (b) 8. (a) 9. (b) 10. (c)
11. (b) 12. (a) 13. (d) 14. (a) 15. (c) 16. (b) 17. (d) 18. (a) 19. (d) 20. (b)
21. (a) 22. (c) 23. (b) 24. (a) 25. (d) 26. (a) 27. (d) 28. (d) 29. (c) 30. (b)
31. (a) 32. (d) 33. (b) 34. (a) 35. (c) 36. (b) 37. (a) 38. (a) 39. (a) 40. (d)
41. (d) 42. (b) 43. (c) 44. (a) 45. (b) 46. (d) 47. (a)

Input Text Based MCQs

48. (d) 49. (a) 50. (b)

