CARIBBEAN VOCATIONAL QUALIFICATIONS
GARMENT PRODUCTION LEVEL 1
Unit: ATAGAR0041A Assemble Garment
Topic: Fashion Terms

Instructions:

1. Read the information provided on fashion terms.
2. Listen for the pronunciation of terms by clicking on the links.
3. Review what you have learned by completing the activity sheet.
4. Use the answer key to assess your performance.

Fashion Terms

Fashion is fun, colourful and glamorous. These list of terms and their explanations are fashion related words that differentiate the fashion talk of the common man from the fashion designers and editors who decide the course of fashion.

Dress
Garments used for a particular event worn by both men and women.

Apparel
Listen for pronunciation https://www.youtube.com/watch?v=R0FnNUqhg-o
A common term used to describe clothing/attire/garments.

Style
A particular design, shape or type of apparel item that makes it easy to recognize. Distinct features on a garment determines the style. Can you see the styles in the image below?

Vogue
The current fashion trend. When something is said to be in vogue, it means it is currently in trend or in style. If you keep up with fashion trends, you are likely to know what's in vogue for a particular season.

Figure flattery/illusion
Dressing in clothes that enhances areas of your body you want to show off, while at the same time downplaying those parts you are most conscious of.

Ensemble
Listen for pronunciation https://www.youtube.com/watch?v=srcFRMWYOvQ
A French word, ensemble is usually referred to an outfit complete with accessories, jewellery and anything else that adds to the completeness of the outfit.

Silhouette
Listen for pronunciation https://www.youtube.com/watch?v=Ex_6tnnEVqI
The basic shape or outline of an outfit is a silhouette. Wearing the right silhouette according to your body type can work wonders for your frame.

Costume
A distinctive style of dress of an individual or group that reflects their class, gender, profession, ethnicity or activity.

Mass Market
This term refers to goods that are produced in large quantities or mass produced. Simple production techniques are used, therefore to sell at cheaper rates.

Brand name
Brand name is one which is used to easily identify and distinguish one product from another.

Catwalk
An area, walkway or platform, which models use to parade clothes in fashion shows.

Fashion
A style of clothing that is popular at a given time.

Fashion trend
Direction in which styles, colours, fabrics and designs are tending to change. This is often influenced by political events, films, personalities, social and sporting events.

This image dated October 3rd 1818 displays the latest style trends at that time. Fashion trends have surely changed a lot.

Fashion show
This is an occasion used by fashion designers display their new line of clothing and accessories.

Fashion Week
A week-long event, where fashion designers display their latest collections via fashion shows to buyers and the media. This event influences trends for the current and upcoming season.

Design To make drawings or preliminary sketches for garments.

Designer
A person who designs high-fashion clothing. The designer has the responsibility to create the particular look of the garments. This includes all the features of the garment such as, type of fabric, colour of fabric, shape of the garment, trimmings and notions.

Types of Fashion

Fad
A fashion that becomes popular and after a while loses popularity.

Couture (koo-ture)
Listen for pronunciation https://www.youtube.com/watch?v=GiXy-EZ7CPg
French term for business, in which original apparel designs are created by designers. A client's specific requirements and measurements are used in creating these designs.

Haute couture (oat koo-toor)
Listen for pronunciation https://www.youtube.com/watch?v=_ZjzV4IPraE
This term is French and speaks to exclusive designer creations utilizing sewing or dressmaking skills that are of a very high standard. The construction of haute couture outfits are done totally by hand and this accounts for its exclusiveness. They are custom-made according to the wearer's size and is always a limited edition and more expensive than ready-to-wear garments.

Classic Clothing that continues to be popular and acceptable through time. They can be worn year after year and still remain popular due to their simple style lines and general appeal. Most classic clothing are neutral colours.

Avant Garde (ah-vant gard)
Listen for pronunciation https://www.youtube.com/watch?v=wvUy52pcLnU
French term meaning new, unconventional, ahead of its time. Used to describe apparel that may be provocative or startling.

Activity Sheet

1. Match the terms in column I with the description in column II.

Response	Column I	Column II
	Ensemble	i. Another term for clothing
	Catwalk	ii. Current fashion trend
	Classic	iii A group of separate things that contribute to a coordinated whole
	Silhouette	iv. Responsible for creating the specific look of individual garments
	Costume	v. Used for fashion shows where models walk along showing of their clothes
	Designer	vi. Popular for a brief period, then loses popularity dramatically
	Apparel	vii. Produced in large quantities
	Fad	viii The basic shape or outline of an outfit
	Mass market	ix. Can be worn year after year
	Vogue	x. Distinctive style of dress of an individual or group

(10 marks)

2. What is the difference between couture and haute couture?   (2 marks)

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3. Identify the different types of fashion represented in the images below.

A…………………………………

B……………………………………

(4 marks)
Total 16 marks

Answer Key

1. Match the terms in column I with the description in column II.

Response	Column I	Column II
iii	Ensemble	i. Another term for clothing
v	Catwalk	ii. Current fashion trend
ix	Classic	iii A group of separate things that contribute to a coordinated whole
viii	Silhouette	iv. Responsible for creating the specific look of individual garments
x	Costume	v. Used for fashion shows where models walk along showing of their clothes
iv	Designer	vi. Popular for a brief period, then loses popularity dramatically
i	Apparel	vii. Produced in large quantities
vi	Fad	viii The basic shape or outline of an outfit
vii	Mass market	ix. Can be worn year after year
ii	Vogue	x. Distinctive style of dress of an individual or group

(1 mark for each correct response)
(10 marks)

2. What is the difference between couture and haute couture?
Couture is the art of creating original designs using a client's measurements and requirements, while Haute Couture refers to exclusive designer creations utilizing sewing or dressmaking skills that are of a very high standard and are done totally by hand.

(1 mark for each difference)
(2 marks)

3. Types of fashion
 A. Avant Garde   B. Haute Couture

(2 marks for each correct response)
(4 marks)
Total 16 marks

14 – 16 Excellent   11 – 13 Good
10 and under – Review information and try again

References

Websites

https://www.femina.in/fashion/how-to/common-fashion-terms-and-their-meaning-68484.html
https://sewguide.com/fashion-vocabulary/
https://www.zalora.com.hk/fashion-glossary/
https://www.vogue.co.uk/gallery/the-vogue-glossary
https://www.slideshare.net/suniltalekar1/fashion-terminology

IMAGES:

Silhouette
https://upload.wikimedia.org/wikipedia/commons/e/ef/Ball_gown_MET_65.184.64a-b_back_CP4.jpg

Catwalk: https://upload.wikimedia.org/wikipedia/commons/thumb/b/b8/Max_Azria_Fall-Winter_2010_034.jpg/399px-Max_Azria_Fall-Winter_2010_034.jpg License CC By 2.0

Avant Garde – White dress
https://p1.pxfuel.com/preview/869/255/777/fashion-show-fashion-catwalk-model-royalty-free-thumbnail.jpg

Avant Garde - Green dress
https://upload.wikimedia.org/wikipedia/commons/thumb/3/32/Model_wearing_Oka_Diputra_clothes.jpg/398px-Model_wearing_Oka_Diputra_clothes.jpg

Haute Couture – Red dress
https://encrypted-tbn0.gstatic.com/images?q=tbn%3AANd9GcQuLPuWZTIauK8uFluPHYJWS3DtJ6Tjk7rlu9KsfXYzy_nbT5oc&usqp=CAU License CC By 2.0

Haute Couture – Fashion show
https://cdn.pixabay.com/photo/2018/04/20/13/51/stage-3336052__340.jpg

Fashion show
https://upload.wikimedia.org/wikipedia/commons/a/a0/Caftan_Show_2013.jpg

Ensemble
http://www.publicdomainfiles.com/show_file.php?id=13938160218319

Costume
https://encrypted-tbn0.gstatic.com/images?q=tbn%3AANd9GcSh_5j3S2Heur_kN5rxNcUG9-c328s04uTncUcYI_jot2Zfm3LC&usqp=CAU

Brand
https://p0.piqsels.com/preview/351/493/242/levis-levi-strauss-jeans-clothing.jpg

Style
http://www.publicdomainfiles.com/show_file.php?id=13937673615409

Fashion Trends
https://upload.wikimedia.org/wikipedia/commons/thumb/5/5e/Monstrosities-of-1818-Cruikshank.jpg/800px-Monstrosities-of-1818-Cruikshank.jpg