FASHION TERMINOLOGY Booklet

At the end of chapter 1 some very important Fashion terminology is introduced. You are to create an educational booklet that teaches other, less fashionable people, about those terms. Use your creativity and follow the directions below.

**Front Cover**- Be creative and come up with a name for your pamphlet.

**Inside Front Cover and Second Page**- What is Fashion, garment, style, design, taste and fashion look. Cut out pictures where you can to show the meaning of each. Do not just write the definition for each word, be creative!!!!

**Middle of the book-** From current fashion magazines, collect **at least** 3 examples of each of the following types clothes. Be sure to label and explain each type of clothing in your pamphlet.

* High Fashion
* Mass Fashion
* Fad
* Avant-garde
* Classic
* Ford
* Accessories
* Haute Couture
* Commodity Product
* Fashion Product
* Seasonal Product

**Last Page-** Research and explain the following three questions. How is fashion a Art and a Science? How is fashion “a mirror of our times”? Present your ideas on this page. Remember be creative and use your artistic talents.

**Back Cover-** Design your own personal logo and come up with a name for your publishing company.