



\* Practical exercises 1 - 4 are based on **Unit I: Overview of Fashion**

## PRACTICAL EXERCISE 1

### Objectives

1. To enable students to demonstrate understanding of the theories of the **Fashion Cycle**
2. To explain the relevance of the theories to contemporary fashion

### Material requirement

1. Unlined/ blank sketchbook (A3)
2. Scissor, glue
3. Fashion magazines

### Procedure

1. Refer to books, magazines and the internet with a focus on any decade in the 20th century (e.g. Jazz age of 1920s, Hippie era of 1960s, Punk fashion of 1980s etc.)
2. Find articles and photographs of the overall 'look' of the selected decade e.g. art, architecture, cars, furniture and other lifestyle products.
3. Focus on the details of clothes (fabrics, silhouettes, colours and prints) and accessories (watches, bags, shoes).
4. Find visuals of Indian and international runway shows (within the last 3 years) where the collections are inspired by the selected decade but re-interpreted anew.
5. Label the visuals with information about the designers, location of the shows and year.
6. Paste the visuals on sheets/ notebook co-relating similarities and differences in design between the original fashion and its contemporary interpretation
7. Write a note analyzing the Fashion Cycle (e.g. Cycle within Cycle, Recurring Cycle) of the 'look'.
8. Make a presentation for the class

### Observation and Discussion

1. What is the relevance of the theories related to the Fashion Cycle for the fashion industry?



# Fashion Studies

## PRACTICAL EXERCISE 2

### Objective

1. To explain the **Pendulum Swing** as an important aspect of fashion forecasting

### Material requirement

1. Unlined/ blank sketchbook (A3)
2. Scissor, glue
3. Fashion magazines

### Procedure

1. Select any one Indian or Western item of clothing worn by a large segment of the population (e.g. jeans, salwar - kameez, saris etc.)
2. Refer to magazines and the internet to find visuals of Indian or international shows (within the last 2-5 years) where this item of clothing has been featured.
3. Focus on the design variations of this item of clothing in terms of cut, fit, fabrics, colours, prints to identify the salient features.
4. Find visuals of this garment recording the changes it has gone through within the last 2-5 years.
5. Write a brief note with pictures analyzing the Pendulum Swing
6. Make a presentation for the class

### Observation and Discussion

1. What is the relevance of the Pendulum Swing theory for the fashion industry?



## PRACTICAL EXERCISE 3

### Objective

1. To develop analytical understanding of how **historical costumes** inspire traditional Indian clothing
2. To enable understanding of the Trickle-across theory of fashion in terms of traditional Indian clothing

### Material requirement

1. Unlined/ blank sketchbook (A3)
2. Scissor, glue
3. Fashion magazines

### Procedure

1. Refer to books (see bibliography), magazines or internet on traditional Indian clothing focusing on details of the costumes
2. Collect pictures of any three traditional costumes for women and/or men (e.g. Choli blouse, Anarkali kurta, Angarkha, salwar, churidar, sari etc.)
3. Analyze details of the costumes in terms of silhouette, fabric and surface embellishment
4. From magazines or internet, find 5 visuals of contemporary fashion apparel inspired from each of the three traditional costumes
5. Label each picture with the following details:
  - i. Name of the designer/ label/ brand
  - ii. Season
  - iii. Price (optional)
6. Compile the visuals in a notebook systematically

### Observation and Discussion

1. How do historical costumes continue to be a source of inspiration for traditional designs across different consumer segments?



# Fashion Studies

## PRACTICAL EXERCISE 4

### Objectives

1. To learn to use print media as a source of information for fashion trends
2. To enable identification of current fashion trends predicted for the season through media coverage and reports
3. To visually identify similarities and differences in design interpretation by designers

### Material requirement

1. Unlined/ blank sketchbook (A3)
2. Scissor, glue
3. Fashion magazines

### Procedure

Prior to the exercise, the teacher may do the following:

1. Familiarize students with names of Indian and international fashion magazines.
2. Identify articles and photographs on a few global fashion trends reported in newspapers and Indian magazines in the last one year.
3. Discuss the key trends based on photographs of collections from Indian and/or international runway shows.

### The students will do the following:

1. Select a current key trend as reported by the media
2. Identify visuals of garments or fashion accessories/products (e.g. watches, bags, shoes) based on the key trends
2. Study the details of silhouette, material, colour, print, texture (as applicable)
3. Cut out pictures from different magazines which show design variations of the same trend by different designers/ brands
4. Stick the pictures in a scrapbook along with a brief note on how designers/ brands interpret the same trend in different ways.

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## MATERIAL LIST

\* For Practical Exercises 5 - 8

### FABRIC SAMPLES:

1. Any 5 fabric samples of 10cm by 10 cm each of the following composition:
  - a. Cotton
  - b. Wool
  - c. Silk
  - d. Polyester
  - e. Nylon
2. Any 5 fabric samples of 10cm x 10 cm each of the following weaves:
  - a. Plain: 2 samples
  - b. Twill : 2 samples
  - c. Sateen : 1 sample
3. Any 5 printed fabric samples 10cm x 10 cm preferably of the following printing techniques;
  - a. Block printed : 2 samples
  - b. Thermal Transfer printed: 1 sample
  - c. Screen printed: 1 sample
  - d. Digital printed: 1 sample
4. Any 20 fabric samples consisting of different types of weaves, prints, structures, etc.  
(e.g. plain woven samples for dress material, velvet, canvas, heavy weight upholstery fabric, chiffon, denim, stretchable fabric, etc.)

### STATIONERY

1. Scissors - medium size
2. Ivory paper
3. Plastic ruler - 12" and 24"
4. Black pen - thin nib
5. Stapler - 1

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## MISCELLANEOUS SUPPLY

1. Small Bunsen burner
2. Forceps
3. Pins
4. Beaker with water