

Name(s) _____



Fashion Marketing

ACTIVITY 1:

The Nature of Fashion

From current fashion magazines, collect three examples of each of the following types of fashion (clothing, accessories, hairstyles, etc.):

- *High fashion*—fashions that are made to order to fit an individual client's measurements; most luxurious and expensive garments
- *Mass fashion*—when manufacturers copy hot new styles almost immediately in order to meet the high demand; “knock-offs”
- *Classic*—remain more or less accepted for an extended period; characterized by simplicity of design, which keeps it from being easily dated
- *Fad*—short-lived fashions that can come and go in a single season; they lack the design strength to hold consumers attention for a long period of time; relatively simple and inexpensive to copy

Cut and paste your fashion examples on a piece of 11x17 paper. Label each category, fashion, and designer (if applicable).