

## **B. A.- II Year**

### **PAPER I: APPROACHES IN GARMENT SELECTION (THEORY)**

#### **Objectives:**

- To introduce the concept and importance of Wardrobe Planning.
- To understand the Factors Affecting Wardrobe Planning.
- To impart knowledge among students about Age Wise Selection Criteria.
- To acquaint them about Occasion Wise Selection Criteria.
- To develop awareness about Care & Maintenance of garments.

#### **Outcomes:**

- Understand the importance and need of wardrobe planning.
- Students are able to understand the various factors like social economic environment etc. in wardrobe planning.
- Enables students to select garments based on the age wise selection criteria.
- They remain aware about the occasion wise selection of apparels.
- They will be able to use the effective ways of care and maintenance of garments.

<b>Unit I : Wardrobe Planning</b>
<ul style="list-style-type: none"><li>● Meaning and Objective of Wardrobe Planning</li><li>● Need and Importance for Individual</li><li>● Need and Importance for Family</li></ul>
<b>UNIT II: Factors Affecting Wardrobe Planning</b>
<ul style="list-style-type: none"><li>● Social Factors- Locality, Cultural Background, Gender, Occupation, Occasion , Social Status</li><li>● Economic Factors- Income(Family and Individual), Technological Advancement</li><li>● Environmental Factors - Weather, Climate</li><li>● Physiological Factors- Age, Body Structure, Activity Level, Interest, Health</li><li>● Other factors- Fashion, Media, Political, Spiritual, National, Religious</li></ul>
<b>UNIT III: Age Wise Selection Criteria</b>
<ul style="list-style-type: none"><li>● Infants</li><li>● Toddlers</li><li>● Preschool Children</li><li>● School Going Children</li><li>● Adolescent</li><li>● Adult persons</li><li>● Old age persons</li></ul>
<b>UNIT IV: Occasion Wise Selection Criteria</b>
<ul style="list-style-type: none"><li>● Office Wears</li><li>● Religious Functions</li><li>● Formal Party</li></ul>

- Wedding Ceremony
- Interview
- Traveling
- Sports
- Relaxation & Rest
- Mourning And Funeral

#### **UNIT V: Care & Maintenance**

- Daily
- Seasonal
- Occasional
- Yearly care
- Steps of Organizing Wardrobe

#### **RECOMMENDED READINGS**

- Bains, S. and Hutton, J., Singer Sewing Book. Hamlyn, London. 1972.
- Lori A. Knowles, 2006, Patternmaking for Fashion Designers, Fairchild Publications Inc.
- Principles of Flat Pattern Design, 4<sup>th</sup> Edition, Nora, M., MacDonald, Fairchild Publications Inc., 2009.
- The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008.
- The Technology of Clothing Manufacture – Harold Carr and Barbara Latham, Blackwell Science (1994)
- Frings, Gini, Fashion - From Concept to Consumer (5<sup>th</sup> Edition), Prentice Hall Publications, 1996.
- Marshal, S.G, Jackson, H.O, Stanley, M. S, Kefgen & Specht, T. (2009). Individuality in Clothing & Personal Appearance (6<sup>th</sup> Edition). Pearson Education, USA.
- Shorie, G. P., Vastra Vigyan Ke Mool Sidhant. Vinod Pustak Mandir, Hospital Road, Agra, 2007. (Hindi Book).
- Verma, Promila, Vastra Vigyan Avam Paridhan, Madhya Pradesh. Hindi Granth Academy, Bhopal. 2003 (Hindi Book).
- Jarnow, J and Judelle, B. Inside Fashion Business. Merill Prentice Hall, New Jersey, 1987. Sodha, Manmeet. History of Fashion, Kalyani Publishers, Ludhiana. 2009.

#### **E- CONTENT**

- Fashion Studies –Text Book  
[http://cbseacademic.in/web\\_material/doc/fashion\\_studies/3\\_XII\\_Text\\_Book.pdf](http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf)
- Indian Garments - <http://www.ushainitiatives.com/wp-content/uploads/2014/08/Indian-Garment-Design-Course-book.pdf>

## PAPER II: FASHION MERCHANDISING (THEORY)

### Objectives:

- To enable students to learn the basics of fashion merchandising.
- To acquaint students with basic components of the fashion industry and skills for merchandising.
- To impart knowledge about the role of Fashion Merchandiser.
- To enhance Visual merchandising concept.
- To introduce the importance of Fashion forecasting.

### Outcomes:

- Understand & apply the basics of fashion merchandising.
- Effectively use the 5 R's of merchandising in their profession.
- Enhance the skills and responsibilities as a fashion designer and merchandiser.
- Understand, apply & create displays in visual merchandising.
- Able to forecast trends in the fashion industry.

<b>Unit I: Basics of Merchandising</b>
<ul style="list-style-type: none"> <li>● Meaning and Definition- Fashion Merchandiser, Visual Merchandising, Visual Merchandiser, Fashion Designer, Fashion Forecasting</li> <li>● Advantage of Merchandising</li> <li>● Types of Merchandising- Product, Retail, Digital, Visual, Omni channel</li> </ul>
<b>Unit II: 5 “R's” of Merchandising</b>
Meaning and Importance of following- <ul style="list-style-type: none"> <li>● Right Merchandise</li> <li>● Right Time</li> <li>● Right Price</li> <li>● Right Selling Staff</li> <li>● Right Place</li> </ul>
<b>Unit III: Fashion Merchandiser</b>
<ul style="list-style-type: none"> <li>● Skills required for Fashion Merchandiser</li> <li>● Skills required for Fashion Designer</li> <li>● Responsibilities and duties of Fashion Merchandiser</li> <li>● Responsibilities and duties of Fashion Designer</li> </ul>
<b>Unit IV: Visual Merchandising</b>
<ul style="list-style-type: none"> <li>● Objectives of Visual Merchandising</li> <li>● Skills required for Visual Merchandiser</li> <li>● Elements of Visual Merchandising: Display- Interior (layout store, mannequins, building, music, light, fragrance, furniture placement) Exterior (Window display, out hoardings, colour, light)</li> </ul>
<b>Unit V: Fashion Forecasting</b>
<ul style="list-style-type: none"> <li>● Skills Required for Fashion Forecaster</li> </ul>

- Responsibilities and Duties of Fashion Forecaster
- Benefits of Fashion Forecasting
- Fashion Forecasting Process: Trend Forecasting Business, Consumer Research, Colour Forecasting, Textile Development, Fashion Shows, Sales Forecasting, Cultural Indicators

### **RECOMMENDED READINGS**

- Kotler, P and Armstrong, G. Principles of Marketing. Prentice Hall of India, New Delhi, 1999.
- Fritz, A. and Cant, J. Consumer Textiles. Oxford University Press, 1988.
- Bharadwaj, S. K. and Mehta, P. V. Managing Quality in the Apparel Industry, New Age International, New Delhi. 1998.
- Constantino, M. Fashion Marketing, BT Batsford, London, 1998.
- Stone, Elaine. Fashion Merchandising, McGraw Hill Inc. 1985.
- Jackson, Tim. Mastering Fashion and Merchandising Management, McMillan Press, London. 2001.
- Diamond, E. Fashion Retailing a Multi channel Approach. Prentice Hall. 2005.
- Grace, E. Introduction to Fashion Merchandising, Prentice Hall, New Jersey, 1978
- Michele, M. Granger, Tina M. Sterling, 2011. Fashion Entrepreneurship Retail Business Planning. Fairchild Publication
- Diamond, Ellen. 2012. Fashion retailing: A multi channel approach. Pearson Publications.
- Frings, Gini, Stephens. Fashion: From Concept to Consumer. Pearson Publications.
- Leslie David Burns, Nancy O. Bryant, 2011. The Business of Fashion. Fairchild Publications
- Lynda Gamans Poloian, 2009, Multichannel retailing, Fairchild Publications.
- Elaine Stone, 198, Fashion Buying. McGraw- Hill.
- Mary Frances Drake, Janice Harrison Spooone, Herbert Greenwald. 1992. Retail Fashion Promotion and advertising Macmillan.

### **E- CONTENT**

- Fashion Studies –Text Book  
[http://cbseacademic.in/web\\_material/doc/fashion\\_studies/3\\_XII\\_Text\\_Book.pdf](http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf)

## **PAPER III: ELEMENTS OF FASHION GARMENT (PRACTICAL)**

### **Objectives:**

- To acquaint students with basic components of garments like neck, collar, sleeve, pocket, cuffs and yokes.

### **Outcomes:**

- Understand the various parts & components of the garment.
- Develop new ways of thinking, seeing, and creating garments.

S.No.	Title	Details
1.	<b>Basic wears</b>	Casual Wear, Formal Wear, Traditional Wear, Party Wear, Uniforms, Maternity Wear, Sports Wear
2.	<b>Necklines</b>	Jewel, Round, U, V, Square, Glass, Sweet Heart, Matka, Funnel, Scalloped, Scoop, Asymmetrical, Keyhole, Halter, Boat, Cowl, Draw String
3.	<b>Collars</b>	Peter Pan, Cape, Sailor's, Shirt, Shawl, Chinese, Tie, Nehru, Ruffle, Coat
4.	<b>Sleeves</b>	Plain, Puff, Bell, Cowl, Tulip, Megyar, Raglan, Kimono
5.	<b>Skirts</b>	Straight, A- line, Flared, cCircular, Gored, Knife Pleated, Box Pleated, Accordion Pleats, Pegged, Mini, Midi, Maxi, Wrap-a-Round Skirts
6.	<b>Pocket, cuffs &amp; Yokes</b>	Basic Styles of Pockets, Cuffs and Yokes

**Note:** Preparation of scrap book of related topics of syllabus.

**Pedagogy:** Students will prepare files as per teacher's assignment related to syllabus.

### RECOMMENDED READINGS

- Gayathri Verma & Kapil Dev, Cutting & Sewing Theory, Asian Publishers, 2015
- Gerry Cooklin, Wiley-Blackwell, Garment Technology for Fashion Designers, USA, 2012
- Armstrong, J., Patternmaking For Fashion Design (II Edition), Adison, Wesely Publishing Company, 1995.
- Everett, Judith, C., Swanson, Kristen K. (2012), Guide to Producing a Fashion Show (3rdEdition), Fairchild Publication. NY.
- Silvers, Julia Rutherford (2012). Professional Event Co-ordination. Wiley 2 edition.
- Taylor, Paula. (2012). How to Produce a Fashion Show, from A to Z, Pearson Prentice Hall.
- Mc.Kelvey, K., Muslow, J. (2008). Fashion Forecasting. Wiley Blackwell.
- Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995

### E- CONTENT

- Sewing Lessons For Beginners –  
[http://www.go-woman.com/wpcontent/uploads/factsheets/FREE\\_Sewing\\_Book.pdf](http://www.go-woman.com/wpcontent/uploads/factsheets/FREE_Sewing_Book.pdf)
- Practical Sewing and Dress Making -  
[http://brittlebooks.library.illinois.edu/brittlebooks\\_open/Books200912/allisa0001prasew/allisa0001prasew.pdf](http://brittlebooks.library.illinois.edu/brittlebooks_open/Books200912/allisa0001prasew/allisa0001prasew.pdf)
- Fashion Studies –Text Book  
[http://cbseacademic.in/web\\_material/doc/fashion\\_studies/3\\_XII\\_Text\\_Book.pdf](http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf)
- Tilly and the Buttons Learn to Sew-  
<http://www.tillyandthebuttons.com/p/learn-tosew.html>
- Learn to Sew - <http://mellysews.com/2015/01/learn-sew-free-online-course.html>