

Instructional Terminology

Fashion Design & Merchandising

52.1900.20

*The terminology is listed by Domain and then alphabetized by Standard within Domain.



DOMAIN 1

Standard 1

Abbreviation: shorten or reduce the form of a word or unit

Equivalence: equality sameness

Gross margin: the percentage difference between production cost and selling price

Keystoning: retail term related to pricing inventory, pricing method whereby merchandise is priced for resale at an amount that is double the cost of the product

Markup: dollar amount added to the "cost" of product to set the selling price

Markdown: a retail price reduction to encourage sales but will lower profit

Mass production: production of large quantities of a standardized item

Profit and loss: summary financial statement of revenue costs and expenses during a fiscal period

Sample garment: trial or sample prototype of a garment

Standard 2

French curve: a template used in fashion design to draw smooth curves of varying radii

Gathers: Technique used when sewing to attach longer pieces of fabric to shorter pieces

Hem: A piece of fabric that is turned under to sew the edges of fabric

Hem gauge: a tool used to make an accurate fold and crisp fabric crease every time

Hip curve: a large French curve that aids in pattern making by providing an elongated, curved edge for smoothing and correcting pattern lines

Inch: measurement unit

Pleats: a flat narrow fold in a skirt, a pair of trousers, a dress etc.

Ruler: measuring tool equal or equivalent to 12 inches or 1 foot

S-curve: refers to women's silhouette in 1900's, was the result of a straight-fronted corset

Seams: stitches that join two or more layers of fabric, leather, or other materials together

Tape measure: flexible measuring tool used in sewing or garment construction

Tucks: In sewing, a fold or pleat in fabric that is sewn in place.

Yard: equal or equivalent to 36 inches or 1 yard

Standard 3

Accent: refers to colors that are used for emphasis bold or bright

Analogous: three colors that are grouped next to another on the color wheel. Sharing a common primary and secondary color. Example- Red, Orange, Red- Orange

Balance: a design principle that implies equilibrium

Color: another name for hue, one of the elements or tools used in design

Complementary: refers to colors or hues directly across from each other on the color wheel

Contrast: a range (spectrum) between a set of elements. Example rough vs smooth, light vs dark

Cool Colors: hues that evoke water or sky like green or blue

Form: very similar to the element of design shape. Form is 3D Shape is 2D

Gradation: a principle of design, it refers to a way of combining elements by using a series of gradual changes

Harmony: unity of all elements and principles of design

Hue: another name for color

Intensity: color is bright or dull

Line: an element of design an elongated mark which directs the eye

Monochromatic: using shades, tints or intensities of one hue in design

Neutral: white black and gray are considered to be neutral colors sometimes beige is included

Opposition: a principle of design, a type of rhythm in which lines are forming right angles

Primary: colors or hues that cannot be made by any others (ex red, blue, yellow)

Proportion/Scale: a principle of design refers to relationship of parts to whole

Radiation: a principle of design it is the arrangement of lines from a central point

Repetition: a principle of design repeating elements like color texture line or shape in design

Rhythm: a principle of design which directs the flow of the eye

Secondary: orange, green and violet made by equal parts of two primary colors or hues

Shade: color or hue created when black is added

Shape: 2D similar to form, an element of design, the overall outline of a garment

Space: refers to space between design elements or objects

Split complementary: scheme created when one color is combined with the colors next to its complement

Tertiary: sometimes called intermediate created by mixing equal amounts of a primary and a secondary color

Texture: a design element, smoothness or roughness of material can affect color

Tint: color created when white is added

Transition: curved lines enabling the eye to change direction gradually

Triadic: equidistant three colors on the color wheel

Value: refers to the darkness or lightness of a color or hue

Warm Colors: red orange yellow are warm colors evoke thoughts of fire warmth cheerfulness

Standard 4

Abrasion Resistance: the durability and ability to resist wear from rubbing

Absorbency: the ability to take in (absorb) moisture known as hydrophilic

Care symbols: a chart of pictures that shows how to care for a garment

Elasticity: The ability to increase in length when under pressure and return to its original length

Fabric: cloth or material made by weaving, knitting or bonding fiber

Fiber: the basic unit of fabric, long thin manufactured or natural material

Filament: a continuous thread either natural like silk or man made extruded fiber

Flame-resistant: has a very high burning temp and burns slowly

Flameproof: will not burn

Flammability: is the ability to ignite or burn

Flammable: lights on fire easily and remains on fire

Flexibility: can bend repeatedly without breaking

Hand: the way a garment feels when you touch it

Knit: looping yarns together to make fabric

Luster: is how light is reflected of its surface

Natural: not man made or manufactured ,occurring in nature

Pilling: Is the formation of groups of short or broken fibers on the surface of a fabric that is tangled together in the shape of a tiny ball or pill

Plain: refers to a basic type of weave

Resiliency: is the capability of a material to spring back to shape after being creased, twisted, or distorted. (doesn't wrinkle)

Satin: refers to the type of weave having high luster due to floating warp yarns

Static electricity: is the electrical charge created by the rubbing of two different materials that builds upon the surface of a material

Strength: the ability to withstand stress

Synthetic/Manmade: Fabrics that are produced from chemicals.

Twill: basic weave, denim is an example

Warp: lengthwise yarn is parallel to selvage

Weave: usually on a loom interlacing two yarns at right angles

Weft: perpendicular or at right angles to warp fibers run from selvage to selvage

Wicking: the ability to transfer moisture from one section to another

Yarn: a strand of fiber used to knit weave or make into fabric

Standard 10

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Standard 11

Adaptive Clothing: designs that change everyday clothing into styles that can be easily worn by people with special needs (i.e. velcro,snaps,zippers w/pull tabs)

CAD (Computer-aided Design): Software used for creating, modifying, or analyzing textiles, apparel, and other products

Collar:garment part, material around the neck of a shirt, coat, dress, or jacket. Various styles can be upright or turned over to achieve a certain look

Croquis: sketch of a fashion figure, with out with out clothing

Dress: a one piece garment, usually worn by a woman or girl, that covers the body and has various lengths covering her legs

Neckline: garment style, the edge of a garment that surrounds the neckline. There are various types, changes are usually from the front view

Pants: garment style that is worn from the waist, covering both legs. The length and width of style changes to due to various trends and fit of the consumer

Shorts: type of pant that ends somewhere above the knees. Various trends and body types will dictate the length

Skirts: garment style that hangs from the waist, covering the body from the waist down. The length and width will vary due to current styles and trends

Technical Flats: a 2-dimensional drawing that illustrates the front and back of a garment design as it were laid flat on a table. Seams, topstitching, hardware and other design details will be shown

Standard 12

Accessories: a decorative item that enhances or completes an outfit. This could include: jewelry, gloves,

hats, handbags, belts, scarves, watches, sunglasses, pins, stockings, ties, or tights

Bridge jewelry: Jewelry that is made to look like fine jewelry but is made less expensive. Jewelry that “bridges” the gap between fine jewelry and costume jewelry (ex. Kendra Scott, semi precious stones, silver, etc)

Costume jewelry: inexpensive jewelry made with a wide range of materials (ex. Charming Charlies, Target, etc.) Usually trendy and may tarnish with wear

Fine jewelry: Expensive jewelry made of fine metals, precious, semi-precious stones, high quality. Usually made of solid gold, sterling silver, platinum, and/or other precious metals (ex. diamonds, rubies, emeralds, etc.)

DOMAIN 2

Standard 5

Brick and Mortar: Store-a business or retail outlet that has at least one physical location, a traditional store that offers products and services to its customers face to face

Cross Selling: refers to selling an additional and/or related product or service to an existing customer

Customer Service: provision of service to customers before, during, and after a purchase. Ensuring customer

satisfaction through enhancements offered with a product or service

Demographics: statistical data about the characteristics of a population (i.e. age, gender, income, race, education, religion, occupation, and geographic locations)

E-Commerce: the buying and selling of goods or services using the internet

Gross Profit: refers to the money a company earns after subtracting the costs associated with producing and selling its products(usually monetary value)

Gross Margin: shows the percentage of revenue that exceeds a company's cost of goods sold

Logo: is a way to identify a product, business or company. Consumers can recognize through environmental print

Loss Leader: product sold at a loss to attract customers and stimulate sales of more profitable goods or services

Net Profit: the bottom line, the profitability of a venture after accounting for all costs and taxes (actual profit)

Pricing: Value that is put on a product or service

Profit: income remaining after total costs are deducted from total revenue

Target Market: a particular group of consumers at which a product or service is aimed

Upselling: a sales technique used to get a customer to spend more by buying an upgraded or premium version of what's being purchased

Standard 6

Marketing: the business of planning,pricing,promoting, and distributing goods or services for a profit

Merchandising: the process through which products are designed, developed, and promoted to the point of sale (i.e.planning,buying,advertising,and selling of product)

Promotion: activities to advertise a product; typically through advertising, sales promotion, personal selling and publicity

Social Media: website and applications that enable users to create and share content for networking

Standard 8

Branding -a marketing practice where a company creates a name, symbol or design that is easily identifiable, typically through advertising, customer service, promotional merchandise, reputation and logo

Bridge Line: high end designers offering ready-to-wear line with price points between contemporary and designer categories(ex. Michael Kors, KORS, MK, Donna Karan, DKNY, Lauren by Ralph Lauren)

Contemporary Line: modern, trendy fashions designed to be more “accessible” for fashion forward consumers

Corporation: the way a business is legally set up, “separate legal entity from its owners”

Designer: a person who creates objects

Fashion Designer: a person who creates form, function, and beauty to new fashions and accessories

Distribution: the transferring of goods from the manufacturer to the consumer (part of marketing mix)

Exports: the shipping/transporting of goods or services out of the country to other countries

Haute Couture: French term-“High Fashion”, the highest form of fashion, made to order, one of a kind designs

Imports: the transporting of goods or services into the country from other countries

Moderate: price point category for fashions that fall between budget and contemporary product lines (Levi's, Gap, American Eagle)

Partnership: a business structure that has two or more owners

Ready to Wear: (RTW) “off the rack” clothing that is mass produced in a factory

Sole proprietorship: a business that is owned and operated by one person

Taxes: collection of revenue from individuals or corporations to fund government services

Standard 13

Copyright: a law that provides ownership of one's work, protects against someone stealing your intellectual property

Ethics: moral guidelines or principles provided by outside

sources, (i.e. workplace codes of conduct, cultural, religious beliefs, etc.)

Intellectual Property: the law provides individuals or businesses the rights to their ideas and intellectual product they create, usually for a limited time

Morals: a person's beliefs, regarding what is right and wrong

Re-design: to revise an already existing product by updating their appearance, function, or content

Recycle: to use a “material” or product again in a different way

Sustainability: maintaining ecological and environmental integrity in the production of clothes, shoes, and accessories

Triple Bottom Line: when companies focus their success by their social, environmental, and financial imprint

Upcycle: creatively reusing a product/garment to make a new product/garment

Values: what is important to people in society

DOMAIN 3

Standard 7

Classic: opposite of what is trendy, a garment that is popular over a long period of time (ex. LBD, white cotton blouse, navy blue blazer)

Fashion Cycle: the life span of a fashion garment (5 stages-introduction, rise, peak, decline, rejection)

Forecasting: a person who predicts/dictates the future of an event or trend (i.e. colors, textures, prints, textiles, etc.)

Industrial Revolution: during the late 1700's to mid 1800's manufacturing and transportation changed from fewer items being made by hand to being made by machine equipment in factories

Trend: change or direction which something is moving

Fashion trend: what style is popular at a given point or time

Trickle Down Theory: refers to how fashion trends flow vertically down from the upper classes to the lower classes within a society

Trickle Up Theory: refers to how fashion acceptance begins with street wear and moves vertically upward to higher social classes

Trickle Across Theory: refers to how fashion acceptance begins within several social classes at the same time moving horizontally through these groups

Standard 9

Adornment: added decoration

Anthropometrics: the study of human body measurements

Conformity: complying with given standards or authority

Culture: “social behavior and norms found in human societies”

Emotions: how clothing choices can make us feel

Fad: or craze, a fashion becomes popular very quickly for a short amount of time

Identification: refers to describing or establishing who someone is or what they do (uniforms, colors, badges, patches, etc.)

Modesty: demurely covering of one's body according to their culture or society

Peer Pressure: social pressure, influence peers have on one another, positively or negatively

Personality: characteristics that make up a person

Protection: “physical safeguards”

Protective clothing: apparel designed to protect the body from harm (sun, gases, heat, dangerous working conditions, breathing, weather, etc.)

Self-Concept: awareness of oneself

Society: refers to a group of people who live as a community

Status: one's rank or position

Values: what is important to people in society