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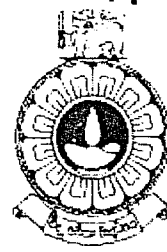
035

DIPLOMA IN INDUSTRIAL STUDIES

FINAL EXAMINATION - 2005/2006

TTI4243 / TTD2243 INTRODUCTION TO FASHION

DURATION - THREE HOURS



DATE: 20 March 2006

TIME: 0930 - 1230 Hours

Total Number of Questions = 10

Number of Questions to be answered = 06

Answer Question 1, which is compulsory and additional five (05) questions.

Question 1 carries twenty-five (25) marks and Questions 2 to 10 carry fifteen (15) marks each.

Compulsory Question

01. a. Protection is one of the primary functions of clothing. Explain how this function is achieved in clothing designed for skiers. (03 marks)
- b. "Man wants to maintain individuality, while conforming to the society." How can this statement be confirmed by the clothing people wear? (03 marks)
- c. What do you understand by the term "collection" in the fashion perspective? (02 marks)
- d. Briefly state the influence of computers in fashion designing. (03 marks)
- e. What are the most common elements or components of a trouser that are manipulated to bring about style variations in trousers? (02 marks)
- f. What are the different ways by which style variations are introduced in women's swimwear? (02 marks)
- g. What is the difference between a production sketch and a fashion illustration? (02 marks)
- h. State the reasons why retailers and manufacturers continuously promote themselves. (03 marks)
- i. Name five important design sources from where designers get their inspiration for new ideas. (03 marks)
- j. Name four external factors that affect consumer demand. (02 marks)

Answer any Five questions from the following Nine questions

02. a. The great fashion designer, the late Coco Chanel once said, "If there is no copying, how are you going to have fashions?" Explain what she intended by this statement. (05 marks)
- b. In most instances it is perceived that modesty function of the clothing is contrary to the attraction function. With suitable examples, explain that this is not so all the times. (05 marks)
- c. Explain the importance of moisture absorption and moisture transport functions of textile fibres in providing a physiologically comfortable garment to the wearer both in humid and cold climatic conditions. (05 marks)
03. a. "Fashion is old as time and is new as tomorrow". Discuss this statement with reference to consumer's expectations of fashion. (05 marks)
- b. With suitable examples, explain how laws and legislation play a role in determining fashion evolution. (05 marks)
- c. With suitable examples, explain how clothing acts as a paralanguage. (05 marks)
04. a. With suitable examples, explain the importance of gathering ideas before launching a fashion style. (04 marks)
- b. With suitable examples, explain how class structure and role of women have influenced the Sri Lankan dress styles. (04 marks)
- c. What do you understand by a Concept Board? What elements are included in a concept board? Illustrate a simple concept board for an evening shirt. (07 marks)
05. a. Fashion adoption takes place in three different ways: traditional adoption, reverse adoption and mass dissemination. With suitable examples explain each of these adoption methods. (08 marks)
- b. Draw a typical fashion life cycle graph and explain the salient features in the graph. (07 marks)

06. Explain the different ways in which style variations could be adopted to ladies' skirts. Illustrate your answers with suitable diagrams. (15 marks)
07. a. The lifestyles of people have changed considerably in the last few decades, resulting in new demands for clothing as well as their styles. Briefly discuss the social factors that have influenced these lifestyle changes. (05 marks)
- b. Briefly explain how economical conditions of an individual and the society in general would influence the fashion industry. (05 marks)
- c. In the last few decades technology has had a greater say in fashion development. Briefly explain the areas in the fashion industry where technology has made a major influence. (05 marks)
08. a. The levels of promotion that occur among the different types of firms in the fashion industry, and between each type of firm and the consumer, have been categorised as National, Trade and Retail. With suitable examples explain differences between these types of promotion. (06 marks)
- b. Briefly explain the objectives having exclusive fashion shows for different segments of the fashion industry, such as, traders, retailers and press. (05 marks)
- c. Briefly discuss the various ingredients that are required to produce a good fashion show. (04 marks)
09. a. Colour of a garment is a very important ingredient that determines the buying decision of a consumer. Briefly explain the process of selecting colours for a fashion collection. (05 marks)
- b. Briefly explain the role of a fashion designer in selecting fabrics for a particular garment design. (05 marks)
- c. With suitable examples explain what you understand by silhouette of a garment. (05 marks)

10. Write short notes on any three of the following:

- a. Modern trends in sportswear fashion
- b. History of haute couture
- c. Influence of Italian designers on the fashion industry
- d. A fashion designer or fashion house of your choice
- e. Ingredients of a fashion show
- f. Ethnic dress of a nation of your choice (outside South Asia)

(05 x 3 = 15 marks)

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