

Core Course III - Fashion Clothing and Psychology

Unit – I

Fashion Accessories – Shoes, handbags, jewellery, hats, ties and others. Prepare an album for accessories.

Unit – II

Figure irregularities – stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead. Wardrobe planning and factors to be considered while selecting clothes for different age groups (men and women)

Unit – III

Factors affecting fashion changes – Psychological needs of fashion, Social Psychology of fashion, Technology, Economical, Political, legal and seasonal.

Recurring silhouettes – changes in silhouettes form 1895 onwards; fashion cycle; Prediction fashion; Role of costumes as status symbol, clothes as sex appeal, self identity, cultural value.

Unit – IV

Fashion forecasting – Colour, fabrics, current fashion silhouettes, texture, designs - Designer types – classicist, idealist, Influenced, Realist, Thinking poet.

Unit – V

World fashion Centres – France, Italy, America, India, Far East.

Reference Books:

1. Benneett, “Femina Book of Fashion”, coleman & Co., Ltd., Mumbai (1998)
2. Jeaneettee A. Jarnow, Miriarn Guerrerio, “Inside the Fashion Business”, Mecomillion Publishing Company, New York
3. Harriet T, Mc Jimsey, “Art and fashion in clothing selection”, The Iowa state University Press, Ames, Iowa