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Fashion Marketing & Merchandising



1 Clothing & Fashion

1 Resources

- [Textbook Answer Key](#)
- [Workbook Answer Key](#)
- [Lesson Plan](#)
- [Handout 1-1: Clothing](#)
- [Handout 1-2: The Significance of Fashion](#)
- [Handout 1-3: Protection of Intellectual Property](#)
- [Handout 1-4: US Economic Impact](#)
- [Handout 1-5: Influencing Fashion](#)

1 Presentations

- [Instructor's Presentation](#)
- [Instructor's Presentation](#)

2 Fashion Movement

2 Resources

- [Textbook Answer Key](#)
- [Workbook Answer Key](#)
- [Lesson Plan](#)
- [Handout 2-1: Trickle-Down Theory](#)
- [Handout 2-2: How Fashion Moves](#)
- [Handout 2-3: Adding to the Fashion Movement](#)
- [Handout 2-4: Fashion and Culture](#)

2 Presentations

Fashion Marketing & Merchandising: Lesson Plan

Instructor:

Date:

Course:

Unit:

Chapter 1: Clothing & Fashion

Learning Outcomes

- 1.1: Summarize the basic reasons people wear clothes.
 - The Reasons for Wearing Clothes (text pages 6–9)
- 1.2: Differentiate why people make various clothing choices.
 - Why People Select Certain Clothes (text pages 10–12)
- 1.3: Describe fashion in terms of art and science, and private and public awareness.
 - Ongoing Fashion Perspectives (text pages 13–14)
- 1.4: Analyze economic and political influences on fashion.
 - Economic, Political, and Other Influences on Fashion (text pages 14–15)
- 1.5: Define basic fashion terms.
 - Fashion Terminology (text pages 15–17)

Essential Question

What motivates you to choose the clothing you wear?

Standards

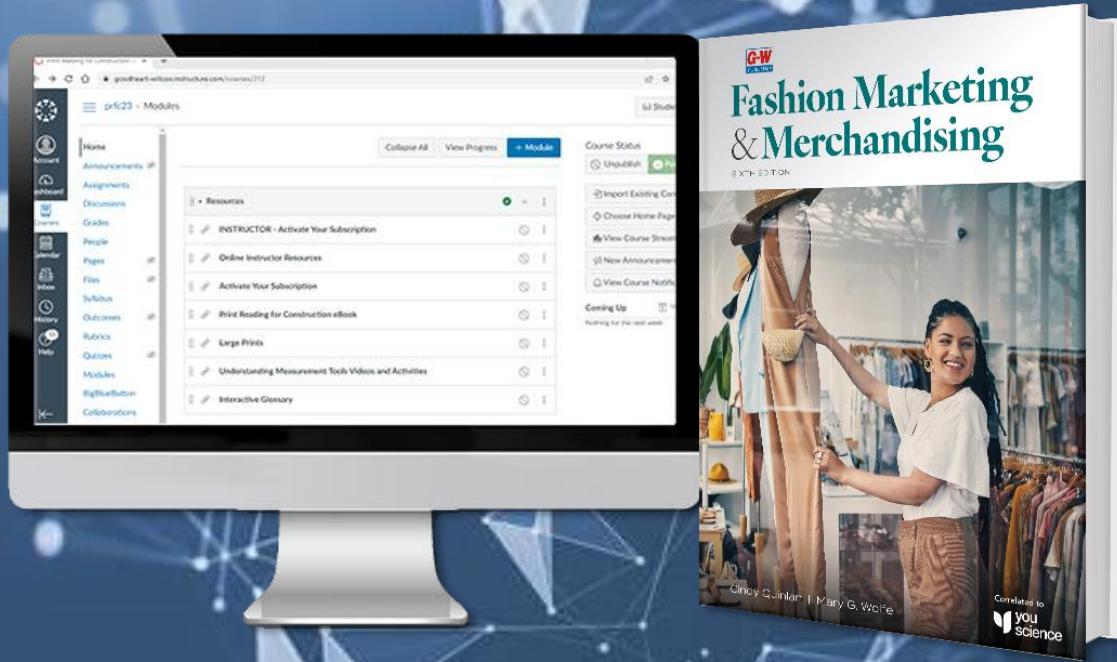
Fashion Marketing & Merchandising is aligned to the Fashion Design Merchandising I and II standards offered by Precision Exams by YouScience, as well as the LeadFCS National Standards for Textiles, Fashion, and Apparel and the Pre-PAC Domains and Competencies for Fashion, Textiles, and Apparel. Correlations to each set of these standards can be found in the Instructor Resources. The following standards are met in Chapter 1:

- Fashion Design Merchandising I offered by Precision Exams by YouScience
 - 1.1.1: Accessories, apparel, avant-garde, classic, composite, design detail, draped, fad, fashion, fashion cycle, fit, garment type, haute couture, ready to wear, silhouette, style, tailored, trend, wardrobe.
 - 4.1.5.b: Introduction of movies, then television, then internet constantly sped up introduction of new fashions to the public.
 - 8.2.1.a: Appropriate dress and hygiene
 - 8.2.2: Respect Legal requirements/expectations
 - 8.2.5.c: Critical thinking
- Fashion Design Merchandising II offered by Precision Exams by YouScience

Lesson Plans, PowerPoint Presentations, and Answer Keys



Print • Digital • Bundle Options Available



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BRIGHTSPACE  canvas

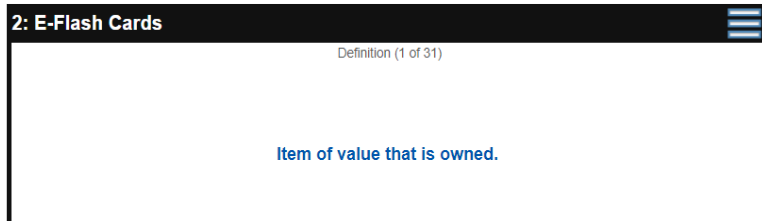
 moodle  schoolology[®]  Additional
LTI-Compliant
Platforms

Clever 
ClassLink


1EDTECH
CERTIFIED


Google Classroom

LMS and CMS Integration Easy Navigation



E-Flash Cards & Vocabulary Practice

2: Vocabulary Game

Select a point value. Choose the term that matches the definition.

Score: 800

<input checked="" type="radio"/> 100	100	100	100
200	200	200	200
300	<input checked="" type="radio"/> 300	300	300
400	400	400	<input checked="" type="radio"/> 400

Definition: Act of giving money, goods, or services to meet the needs of others and support important causes that are important to an individual.

- pay yourself first
- variable expense
- recordkeeping
- philanthropy

Check Answer

Interactive Activities

Fashion Marketing and Merchandising Workbook: Chapter 2 Activity 2-A

Name:

Date:

Period:

Chapter 2: Fashion Movement

Activity 2-A: Fashion Myths and Truths

Part 1

After reading each of the following statements, indicate if you think the statement is a myth or a truth by selecting the appropriate column. Then, check your answers.

- Fashion changes occur because people's views about politics, religion, leisure, and success change.

Myth:

Truth:

- Fashion trends are less noticeable today because consumers are more likely to stick to their own preferences rather than always buying the latest fashions.

Myth:

Truth:

- Fashion designers and retailers dictate what is fashionable by forcing new fashions on consumers. The resulting obsolescence causes people to feel they must buy new items.

Myth:

Truth:

Workbook

Integrate G-W Digital Resources

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©2026, 6th edition, 641 pp.
by Cindy Quinlan and Mary G. Wolfe



PART 1—FASHION DESIGN & PRODUCTION

UNIT 1 Fashion and Business Concepts

- 1 Clothing & Fashion
- 2 Fashion Movement
- 3 Basic Economic Concepts
- 4 Substance of the Fashion Industry
- 5 Satisfying the Fashion Market

UNIT 2 Textile/Apparel Building Blocks

- 6 Textile Fibers and Yarns
- 7 Textile Fabrics and Finishes

UNIT 3 Designing and Producing Apparel

- 8 Using Design in Fashion
- 9 The Fashion Design Segment
- 10 Ready-to-Wear Manufacturing
- 11 Wholesale Apparel Distribution

PART 2—FASHION AND THE MARKET

UNIT 4 Retail Business Fundamentals

- 12 The Retail Segment
- 13 Retail Positioning
- 14 Retail Merchandise
- 15 Planning to Buy
- 16 Merchandise Buying

UNIT 5 Strategies for Retail Success

- 17 Communications & Technology
- 18 Selling Fashion
- 19 Fashion & Finances
- 20 Service, Safety, and Security

UNIT 6 Fashion Promotion

- 21 Fashion Promotion
- 22 Visual Merchandising
- 23 Fashion Shows

PART 3—THE BUSINESS OF FASHION

UNIT 7 The Fashion Business Today

- 24 A Global Perspective
- 25 The Fashion Industry—Moving Forward
- 26 Fashion Careers



PART 3 PROJECT-BASED LEARNING

Owning a Fashion Boutique

You will assume the role of an entrepreneur who is ready to start a new fashion boutique that will fill an unmet need or want for a target market of your choice. To launch the boutique successfully, you must first research, strategize, and plan. Even though you know you want to start a boutique, you have decided to start one, and you are now ready to start.

Once your plan is established, you will present your idea to a bank manager in hopes of acquiring a business loan to fund your new fashion boutique.

Chapter 5 Essential Question

How do businesses figure out what fashions to sell?

Part 1: Evaluate and Plan

Objectives

- Explore the sequence of steps in the fashion design process
- Apply knowledge of merchandising to the fashion design process

Directions

You are ready to begin developing your business plan. The first step is to determine what your business goals. Next, you

Fashion Ethics

- Making Do During Hard Times
- Slow Down Fashion Movement
- Fashion Making Progress
- Fibers and the Environment
- Who Is Making Your Clothing?
- Counterfeiting of Fashion Goods

Chapter 2 Reading Prep

Before reading this chapter, review the objectives. Based on this information, write down two or three items you think are important to note while you are reading. How can this help you prepare to understand the content?

Recycling and Upcycling

What's New to the Edition



CHAPTER

5

Satisfying the Fashion Market

Essential Question

How do businesses figure out what fashions to sell?

Reading Prep

Before reading this chapter, skim the photos and their captions. As you read, determine how these concepts contribute to the ideas presented in the text.

Learning Outcomes

- 5.1 Distinguish among market growth, share, and segmentation.
- 5.2 Describe the importance and methods of market research.
- 5.3 Summarize the concept of product development.
- 5.4 Describe how the fashion industry uses information technology.
- 5.5 Summarize the efforts that are being made for overall industry excellence.
- 5.6 Describe how the industry is improving its image.

Key Terms

market segmentation	information systems	radio frequency
target marketing	bar codes	identification (RFID)
demographics	collaboration	Textile/Clothing
psychographics	electronic data	Technology
market research	interchange (EDI)	Corporation [TC] ²
virtual reality (VR)	quick response	sustainability
product development	manufacturing (QRM)	

CTSO Event Prep Advocacy Events

Some CTSOs have events for competitors to identify a community or societal problem, study the issue, and advocate for change. In some cases, competitors may propose changes to government laws, policies, or regulations. This is an individual or team event that requires advance preparation and research.

Advocacy events allow participants to showcase their creative talents and technical skills as well as their ability to persuade a target audience. Competitors typically have one year prior to the annual competition to prepare the required components. Submissions may include a portfolio, video, or written manual. These items, as well as an oral presentation, are evaluated by a panel of judges.

Activities

1. Review the event guidelines provided by your CTSO. Ask your teacher questions about any aspect of the competition you do not

2. If you are allowed to select your own topic for the event, brainstorm potential issues that you are interested in addressing.
3. Once your topic is selected, discuss the idea with your teacher to verify it meets the guidelines. Next, select the target audience for your presentation.
4. Locate the event's rubric or scoring sheet on the CTSO website. Review the document to understand how you will be judged during the competition.
5. Work with your teacher to develop a plan for conducting your research, creating your visuals or written manual, and preparing your presentation. If working in a team, assign tasks and due dates to each member for accountability.
6. Contact community members, professional organizations, and media outlets who may be able to provide helpful information or other types of assistance as you work.

Chapter-Opening Materials

Critical Thinking Model

The Challenges of Predicting Consumer Demand

How hard is it to predict consumer demand? Companies say that predicting consumer demand is their top business challenge; however, there are many factors to consider when predicting this demand.

Fashion Investigation

Advertising in Cosmetics

Because consumers view most cosmetics brands as similar in content and benefits, clever marketing is the key to success. Of the various fashion businesses, the cosmetics industry is one of the largest spenders on advertising and sales promotion. As the cosmetics industry grows, brands and name licenses are becoming more important. For example, Rihanna's Fenty Beauty by Rihanna and Kylie Jenner's Kylie Cosmetics are using a variety of social media strategies to reach younger consumers. Because of the impulse-purchasing nature of cosmetics, brands are willing to adapt their products to reach their market reach.

Checkpoint

1. Why have want books and want slips been important for upscale retailers?
2. Why can vendors be good sources of product information?
3. In the planning process, if buyers look at merchandise in higher-priced and lower-priced stores, what conclusions might they draw in each case?

Reflection

1. Do you recall recently seeing an advertisement for a cosmetic product? If so, describe the advertisement and where it was viewed.
2. Have you purchased a cosmetic product after seeing an advertisement for it online?

Impromptu speaking is a competitive event that may be offered by an individual event that requires a competitor to write professional speech on a given topic with limited time. No outside reference materials are allowed to be used.

An impromptu speaking event allows you showcase your communication skills while voicing your opinion in front of a live audience. On the day of the competition, competitors are required to choose one industry-relevant speaking topic from a list of topics and are then provided with a time limit to organize their thoughts and prepare a professional speech that they deliver to a judge.

Follow the event guidelines provided by your CTSO. Ask your teacher for questions about any aspect of the competition you do not understand. It is important you follow all instructions outlined in the event guidelines.

Review the event's rubric or scoring sheet on the CTSO website. This document will help you understand how you will be judged during the competition.

On the day of competition, practice delivering an impromptu speech. Ask your teacher for constructive feedback. Using a 10-minute time limit, prepare a 4-minute speech on the following topic:

Many retailers often use offshore sourcing when purchasing goods. While this practice has increased profits for retailers, it often comes with potential problems. What are some of the risks fashion buyers may face when purchasing products using offshore sourcing? Provide ethical solutions for how to reduce these risks to limit potential losses.

Special Features

Fashion Math

Simple Interest Loans

When businesses are short on cash flow but still need to cover regular operating activities, they may choose to apply for a loan from a financial institution or private lender. For example, a retailer may take out a business loan to purchase merchandise from vendors that it plans to sell for a profit in the upcoming season. In return for funding the loan, the lender charges the borrower interest. The lender discloses the interest rate, in the form of a percentage, to the borrower before the loan is made.

Fashion Ethics

Alternatives to Leather

Nowadays, many people believe that it is unethical to use leather derived from animals due to the cruelty inflicted on the animals, as well as the pollution that the process brings to the environment. Animal advocates are actively fighting against the use of animal skins in clothing, footwear, accessories, furniture, and other goods. Thanks to advancements in technology, there are readily available alternatives to animal leather, most of which are just as durable. Some alternatives include:

- polyurethane
- pineapple leaves
- cacti
- fruit skins, such as those of apples or grapes
- cork
- recycled rubber
- mushrooms

Career Clips

Fashion Buyer

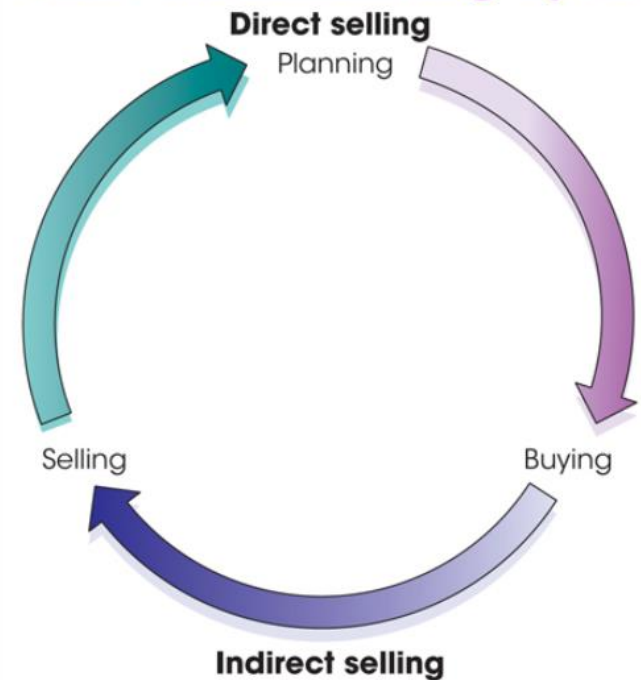
Do you like numbers and math? analyzing data and learning more about consumers and their buying habits? You might be interested in becoming a *buyer*. Buyers must be fashion forecasters. In the same way that a meteorologist watches the weather and makes weather predictions, a buyer watches trends and changes to produce fashion forecasts. Because fashion is a product of change, understanding

consumer motivation is important for a buyer who chooses products. Buyers must forecast what styles will be exciting and changeable. They must estimate their sales and the level of merchandise to purchase.

Buyers must understand the *business* of fashion. The fashion industry today has a much greater sophistication and a faster pace than in the past. Buyers must be able to stay up-to-date on the latest trends.

Buyers must understand that there is a definite

The Merchandising Cycle



Special Features



CHAPTER 5 Review and Assessment

Summing It Up

1. If businesses satisfy market demands, total market growth will occur, and successful companies will have larger market shares. Market segmentation identifies target niches through demographics, psychographics, and other means.
2. Several different methods of conducting market research help companies gather and analyze information relating to particular markets, including surveys, consumer panels, and virtual reality.
3. Findings from market research are used to develop products to satisfy market needs. Product development is very important in the fashion industry.
4. Electronic information systems provide accurate, fast information that helps companies make smart decisions. Product codes are printed onto machine-readable merchandise tickets, and scanners automatically record all information into computer systems. Radio frequency and other automatic identification methods are popular.
5. Companies within the segments of the textile/apparel industry are collaborating to achieve industry excellence and consumer satisfaction. Quick response pulls products through linked partnership chains from point-of-sale data that indicates actual demand in the market.
6. Partnerships, such as [TC], combine the industry, government, and academia in various ways to strive toward the US textile/apparel industry being a world leader. Through cooperative efforts, public awareness campaigns inform the consuming public of improvements to the industry's image. There are also serious efforts directed toward ethical, socially responsible, and environmental concerns among businesses.

Know & Understand

1. _____ is an increase in the size of the entire market; more products are sold, and there are higher total dollars of sales. (5.1)
A. Market share C. Market growth
B. Market segmentation D. Target marketing

8. Which of the following is *not* a disadvantage of technology usage? (5.5)
A. The high financial cost to install equipment and software and train employees.
B. The slow movement of technology cannot keep up with the fast pace of the fashion industry.
C. An inability for companies to function if there is a power failure or if the system goes down for any reason.
D. The increasing lack of consumer privacy due to things like RFID tags on clothing.
9. Which of the following is *not* true about [TC]? (5.6)
A. The mission of [TC] is to elevate the level of technology, manufacturing systems, and business processes the global sewn products and related soft goods industries use.
B. [TC] researches high-tech innovations in apparel production equipment and processes.
C. [TC] was formed in the 1980s to strengthen the competitive position of the US soft goods chain against goods made in and imported from other countries.
D. [TC] does research for emerging technologies and business processes in the industry.
10. A fashion company wants to improve their environmental sustainability. Which of the following should the company *not* do while trying to improve? (5.6)
A. Increase the amount of catalogs sent.
B. Use Lyocell to make some of their clothing.
C. Use recycled textiles in some of their products to prevent material from entering a landfill.
D. Install solar panels.

Apply & Analyze

1. Conduct internet research to discover as much US Census information as you can about the demographics of your region, state, or locality. Create a digital report of your findings, and combine the demographic and psychographic information for a specific *new* market that you might target if you were an apparel retailer. Then, practice your product-development skills by describing what kinds of products and services you would offer in your retail business, and why. (5.1)
2. In teams, carry out extensive study on the six methods of market research this chapter describes. Present a report to the class with each member explaining one

3. Visit a local supermarket, a large discount or department store, and a small apparel shop. Analyze the technology of the information systems for each type of store. Do their items have UPC bar codes, another kind of product code, or no product code? Inquire if they print their own product code labels. What kind of scanners do they use? Create a sketch or write an explanation of how the scanner works. What other automatic identification technology do they use (magnetic stripe readers, security devices, etc.)? Then, use digital infographic software to create three large charts that show and explain your findings (one chart for each store visited). Post the charts to the class website for peer and instructor review and comments. (5.4, 5.5)
4. Conduct internet research on NTC, [TC], or another cooperative partnership of the textile/apparel industry. Write an essay about how it started, how it operates, and what its goals and accomplishments are. Discuss your findings with the class. (5.6)
5. Visit several stores and look for environmentally friendly textile/apparel items. Examine labels to find products made of recycled materials, organically grown cotton, or other indications of environmental responsibility. Explain your findings to the class, with visual examples if possible. (5.6)

Communication Skills

1. **Writing** Critical thinking is necessary for success as a student and in your future career. Learning how to apply critical-thinking skills now will help you develop the ability to use them to handle challenges throughout your life. Recall a problem you needed to solve that was important to your success at school or work. Write several paragraphs to describe the problem and explain how you applied critical-thinking skills to arrive at a solution. Summarize the pros and cons of your choice.
2. **Reading** Looking at the illustrations that accompany written text can enhance your comprehension and confirm your understanding of the content. Analyze the quality of the visual information presented in this chapter. Is the information easy to understand? How does it relate to the written text? Note any changes you would make to specific figures.
3. **Speaking** Select three of your classmates to join a formal discussion panel. Assign each person a specific role, such as leader, timekeeper, or recorder. Hold a panel discussion on the use of technology in the

End-of-Chapter Materials



Interactive Glossary

1 Clothing & Fashion

- E-Flash Cards
- Matching Activity
- Vocabulary Game
- Chapter 1 Reading Guide (C)
- Project-Based Learning Act
- Chapter 1 Review: Checkp

2 Fashion Movement

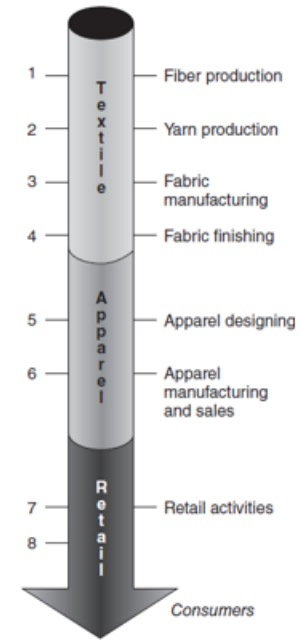
- E-Flash Cards
- Matching Activity
- Vocabulary Game
- Chapter 2 Reading Guide (C)
- Chapter 2 Review: Checkp

Chapter 4: Substance of the Fashion Industry

Activity 4-D: Textile/Apparel Trade Associations

Match the letter of each trade association to the specific process of the soft goods chain. Then, answer the question that follows.

Soft Goods Chain



Mary G. Wolfe

Trade Associations

Workbook /Review & Assessments



Fashion Marketing & Merchandising

The **Fashion Marketing & Merchandising** Animation Library contains 10 original animations that reinforce classroom instruction. High-quality readers to clearly understand important con

3 Basic Economic Concepts ▼

- ▶ Animation: Seven Functions of Marke
- ▶ Quiz: Seven Functions of Marketing C
- ▶ Animation: Product
- ▶ Quiz: Product

4 Substance of the Fashion Industry ▼

- ▶ Animation: Channel of Distribution
- ▶ Quiz: Channel of Distribution

5 Satisfying the Fashion Market ▼

- ▶ Animation: Marketing Research
- ▶ Quiz: Marketing Research

17 Communications & Technology ▼

- ▶ Animation: Communication Process

Seven Functions of Marketing Animation Quiz

After you watch the animation, answer these assessment questions.

1. How many core marketing functions are there?
 - A. 9
 - B. 7
 - C. 12
 - D. 6

Answer:



Seven Functions of Marketing



involve only advertising and promoting a

on customers, markets, trends, and marketing.

duct, price, place, and promotion—is known

Animation Videos

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