



Contemporary Living

Ch 42 Fashion and Design p.608-621



The Role of Fashion

Women's Wear Daily Magazine

Fashion: design characteristics that are popular at a certain point in time

Style: a distinctive form of a clothing item

- Styles of shirts- polo, button down, T-shirt

High-fashion or couture: unique garments sold to celebrities or other rich people

Knock-offs: lower-cost imitations of popular fashion designer's clothes

The Fashion Industry

Textile industry: produces the fibers and fabrics clothes are made from

Apparel industry: hires designers to create their unique "look," then mass produce product

Fashion merchandising: Sells the apparel and accessories to consumers

Fashion promotion: use ads and publicity photos to influence consumers



Influence of the Fashion Industry

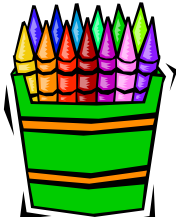
- They limit what is available to buy
- They set the trends such as colors, styles, lengths
- Get people to pay a lot of money for their brand names
 - o Economic and social affects
- Affect your self-image by showing models (usually very skinny tall ones)



Understanding Color

- **Hue:** a specific color that can be identified by name like red or blue
- **Primary colors:** the basic colors with which all others can be made
 - o ex. red, yellow, blue
- **Secondary colors:** formed by mixing equal amounts of two primary colors
 - o ex. orange, green, violet
- **Intermediate colors:** a mixture of a primary and a secondary color
 - o ex. yellow-orange
- **Neutral colors:** black and white
- **Value:** the lightness or darkness of a hue





-Shade: when you add black to a hue, get a color darker in value

○ ex. burgundy is a shade of red

- **Tint:** when you add white to a hue, get a color lighter in value

○ ex. lavender is a tint of violet, pastel colors are tints

- **Intensity:** the brightness or dullness of a color,

○ ex. neon orange is high intensity

○ navy blue and rust are low intensity

○ Reduce intensity by adding gray or the hue directly opposite on the color wheel



Color schemes: Color combinations that look good together

- **Monochromatic:** uses tints and shades of a single color
- **Complementary:** uses colors directly across from one another on the color wheel
- **Analogous:** uses two or more colors that are next to each other on the color wheel
- **Triadic:** uses any three colors that are an equal distance apart on the color wheel
- **Split-complementary:** uses one color, plus the two colors on either side of its complementary color

- Using illusion
 - Black and other dark colors makes you appear smaller
 - *Cool colors*: blue, green, or violet make you look smaller
 - *Warm colors*: red, yellow, or orange
 - Wearing an all one-color outfit makes you look taller
- People in the fashion industry and makeup artists know which colors look best on which body types



Elements of Design

Line: the flow of a garment, the way it draws your eye a certain direction

- Ex. Stripes on a sweater, scoop neckline, seams on jeans



- 🌿 *Vertical*: up and down, gives sense of strength, illusion of more height, less width
- 🌿 *Horizontal*: side to side, relaxation, gives illusion of width
- 🌿 *Diagonal*: excitement and movement
- 🌿 *Straight*: crisp, more formal look
- 🌿 *Curved*: softer effect
- 🌿 *Zigzag*: adds drama



Illusion: an image that fools the eye, used to take your eye to or away from certain areas of the body



Tubular

Shape: The outline of a garment



Natural

👗 *Natural:* Follows the body's outline, emphasizes natural waistline

👗 *Bell:* Combines vertical and horizontal lines, can add contours (outline of body) and make one look shorter



Bell

👗 *Tubular:* Rectangular without waistline, uses more vertical lines, makes one look taller and slimmer

👗 *Full:* Uses more horizontal and curved lines, makes body look larger



Full

Space: the area within the outline of a garment or outfit

- can be divided by seams, buttons, pockets, decorative trim, or accessories



Little Black Dress

Texture: The way a fabric looks and feels

- 👉 Casual is usually denim, corduroy, bulky wools
- 👉 Formal dress is often a silky smooth fabric

Using illusion:

- 👉 Bulky fabrics make you look bigger
- 👉 Denim and flannel make you look smaller
- 👉 Shiny fabrics draw attention to you

Color: usually the first thing people notice about your clothes

Principles of Design

Emphasis: the technique of drawing attention where you want it

- Focal point: where your eye looks first
- Ex. a red tie or bright scarf

Proportion: the way one part of a design relates in size to another part and to the whole design

- ex. the length of a suit jacket to the pants
- Unequal proportions are the most pleasing ones to look at
- You should match your body shape to the clothing shapes and styles

Balance and Rhythm

Balance: giving equal weight to the spaces on both sides of an imaginary center

Rhythm: used to carry the eye through a regular pattern of design elements

- Ex. the plaid matches at the seams