

Fashion Marketing  
Study Guide for TEST #1

1. Explain the 8 functions of fashion and give “real world” examples of each.
2. What is the difference between fashion (“Western Fashion”) and clothing (“Traditional Costume”)? Explain the rise of Western Fashion and the socio-economic conditions which allowed it to develop. What are some characteristics of Western Fashion, or, more specifically, the Western Fashion Pattern? (Be able to define *conspicuous consumption* and *self illusory hedonism*.)
3. From the point of view of Catholic Social Doctrine (CST), what should producers of fashion know about the consumer (i.e. the human person)? Explain. What should the consumer of fashion keep in mind?
4. Timeline of Fashion History: Know how social change, cultural upheaval, war, and economic conditions affect fashion and fashion trends. Provide specific examples (at least 2) from fashion history.
5. Explain the levels of the fashion market and give specific examples of brands and retailers for each level.
6. Explain the ethical issues related to the production and consumption of fashion. Create two lists: Business side and consumer side.