2.8 31208 FASHION PSYCHOLOGY AND GROOMING

UNIT-1 OBJECTIVES TO ENABLE STUDENTS TO
1.1 Understand the trends in Clothing behavior Gain an insight on the planning process involved in Clothing selection. Contents

UNIT-1
1.1 Introduction to Clothing Understanding clothing, Purpose of clothing: - protection, modesty, attraction etc.

UNIT-2
2.1 Clothing Values, Clothing Culture, men and women clothing and ornamentation, groups, Role and status of clothing.

2.2 Clothing according to climatic conditions, - Arctic region- African, Asia and Arabs etc.

UNIT-3
3.1 Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style.

3.2 Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman.

3.3 Casual and formal clothing.

3.4 Fashion for all, ready to wear fashion, mass marketing of fashion.

UNIT-4
4.1 Selection of clothes:-Clothes for children, middle age, adults, Types of clothes according to human figure, Different materials for different clothes.

4.2 Colors suitable for different garments. Kids to teenage clothing.

UNIT-5
5.1 Planning for clothing needs, Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting

UNIT-6
6.1 Wardrobe Planning   Module VII Social and Psychological Aspects of Fashion Suggested

Reference Books:
1. USA Orbits Publishing Ltd. Rouse E. (1989), Understanding Fashion, UK, Blackwell Science