

Fashion Studies

Class XI
Learning Resource
Text Book



CENTRAL BOARD OF SECONDARY EDUCATION

Delhi

in collaboration with

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Delhi

नया आगाज़

आज समय की माँग पर
आगाज़ नया इक होगा
निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

परिवर्तन नियम जीवन का
नियम अब नया बनेगा
अब परिणामों के भय से
नहीं बालक कोई डरेगा

निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

बदले शिक्षा का स्वरूप
नई खिले आशा की धूप
अब किसी कोमल-से मन पर
कोई बोझ न होगा

निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

नई राह पर चलकर मंज़िल को हमें पाना है
इस नए प्रयास को हमने सफल बनाना है
बेहतर शिक्षा से बदले देश, ऐसे इसे अपनाए
शिक्षक, शिक्षा और शिक्षित
बस आगे बढ़ते जाएँ
बस आगे बढ़ते जाएँ
बस आगे बढ़ते जाएँ.....





Fashion Studies



TEXT BOOK

CLASS

XI



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 301 India

Fashion Studies



Text Book on Fashion Studies Class XI

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भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण ¹[प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य] बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,

विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,

प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

और ²[राष्ट्र की एकता और अखंडता]

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद् द्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य” के स्थान पर प्रतिस्थापित।
2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “राष्ट्र की एकता” के स्थान पर प्रतिस्थापित।

भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य - भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह -

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
 - (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
 - (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
 - (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
 - (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
 - (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
 - (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणिमात्र के प्रति दयाभाव रखे;
 - (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
 - (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
 - (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;
- ¹(ट) यदि माता-पिता या संरक्षक है, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करे।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 की धारा 4 द्वारा (12.12.2002) से अंतः स्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a ¹**[SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC]** and to secure to all its citizens :

JUSTICE, social, economic and political;

LIBERTY of thought, expression, belief, faith and worship;

EQUALITY of status and of opportunity; and to promote among them all

FRATERNITY assuring the dignity of the individual and the² [unity and integrity of the Nation];

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

1. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)
2. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "unity of the Nation" (w.e.f. 3.1.1977)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
 - (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
 - (c) to uphold and protect the sovereignty, unity and integrity of India;
 - (d) to defend the country and render national service when called upon to do so;
 - (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
 - (f) to value and preserve the rich heritage of our composite culture;
 - (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
 - (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
 - (i) to safeguard public property and to abjure violence;
 - (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) who is a parent or guardian to provide opportunities for education to his/her child or, as the case may be, ward between age of six and fourteen years.

1. Ins. by the constitution (Eighty - Sixth Amendment) Act, 2002 S.4 (w.e.f. 12.12.2002)



Fashion Studies



Foreword

India is known for its rich heritage of textiles and costumes. The global interest and demand for Indian textile and craftsmanship has led to an emergence for huge apparel industry for domestic market and export.

The large scale production of ready-to-wear clothing has led to setting up of manufacturing units and export houses, requiring trained professional to lead the design activity and product development and coordination. The Indian apparel industry is spreading and growing by leaps and bounds providing employment to over a million people.

In response to the above the subject FASHION STUDIES is being introduced at Senior Secondary level as an independent elective subject in the academic stream. A student will have the option to take this subject in combination with other subjects. The course portrays up-to-date basic concepts, techniques, application and some classroom practical. The publication in hand is the main course book, which covers all necessary information essential to understand the principles of 'Fashion Studies' included in the syllabus. Further, guidelines in project work will be developed to enable the teachers for effective transaction of curriculum.

The subject has been developed in collaboration with NIFT (National Institute of Fashion Technology, Delhi). I place on record the services rendered by Shri. P.K. Gera, Director General, NIFT. The NIFT faculty who have contributed as authors of various chapters are Sr. Prof. Banhi Jha, Dean and CBSE Project Coordinator, Professor Kripal Mathur, Project Anchor, Prof. Vandana Narang, Dr. Nilanjana Bairagi, Ms. Ashima Tiwari and Ms. Anu Jain. The initiatives taken by Dr. Sadhana Parashar, Prof. & Director (ART & I) and the efforts made by Dr. Kshipra Verma, Education Officer are highly appreciated in bringing out the publication.

I invite the comments and suggestions from the experts, teaching community to improve upon the curriculum, textual material and other related matter.

Vineet Joshi
Chairman

Fashion Studies



Preface

Fashion theory and practices are built on an academic foundation where history, anthropology, sociology, psychology and economics intermingle to shed light on clothing as one of the three most essential needs of the human race. It is a visual indicator of the cultural identity of a country.

Fashion is a dynamic force which influences lifestyle choices made by consumers. It drives international trends in a multitude of areas from apparel, accessories, automobiles, cuisine, wellness, vacations and more. Glamour notwithstanding, fashion is a serious global business with high financial stakes. The increasing references to Indian textiles, clothing and culture on international ramps are indicative of India being centre-stage on the global fashion map.

The current educational scenario provides students with a wide range of subjects that are informative and also encourage individual aptitude. Many want to pursue non-traditional careers where creativity, problem-solving and business acumen integrate into an exciting combination. Fashion Studies, introduced by CBSE at the 10+2 level as an elective academic subject, points in the direction of fashion as a creative and challenging career.

Fashion Studies offers insight into the components and processes of design, manufacturing, marketing in apparel and textiles. It encompasses the process from fibre to fabric, from concept to creation of garments. It provides an overview of fashion, introduces an understanding of fabrics and surface techniques, design fundamentals and elements of garment-making.

Fashion Studies is envisaged to help students to make an informed decision about their future goals.

Sr Prof Banhi Jha
Dean - Academics



Fashion Studies



Acknowledgement

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Mr. Vineet Joshi, IAS
Dr. Sadhna Parashar, Prof. & Director (ART & I)
Dr. Kshipra Verma, Education Officer

NIFT

Mr. Prem Kumar Gera, IAS
Sr. Prof Banhi Jha, Dean (Academic)

Anchor

Prof. Kripal Mathur

Contributors

1. Overview of Fashion: Sr. Prof. Banhi Jha
2. Introduction to Fibres, Dyeing and Printing: Dr. Nilanjana Bairagi
3. Design Fundamentals: Prof. Kripal Mathur
4. Elements of Garment making: Prof Vandana Narang & Ms Anu Jain

Fashion Studies





Fashion Studies



Contents

CHAPTER 1: OVERVIEW OF FASHION

Objectives of the course

- ★ To provide an overview of fashion
- ★ To familiarize students with essential fashion terminology and theories
- ★ To explain consumer segmentation and their roles in defining markets
- ★ To clarify the roles of regulatory bodies and professionals in the garment industry

Learning outcome

After completion of the unit, the students shall be able to do the following:

- ★ Demonstrate their understanding of fundamental aspects of fashion
- ★ Explain appropriate terminology and theories related to fashion
- ★ Explain the process of fashion diffusion across consumer segments
- ★ Explain the roles of regulatory bodies and fashion professionals in the garment industry

Content

1.1. Understanding fashion: Introduction and definition

1.2. Factors influencing fashion

- 1.2.1 Dominating Events
- 1.2.2 Influence of celebrities
- 1.2.3 Economic factors
- 1.2.4 Psychological factors
- 1.2.5 Social factors
- 1.2.6. Cultural factors
- 1.2.7. Political events and personalities
- 1.2.8 Historical inspiration
- 1.2.9. Geographical factors

Fashion Studies



- 1.2.10. Spread of Information Technology
- 1.2.11 Technological advancements in textiles
- 1.3. Key Concepts and Terminology
 - 1.3.1 Art Design and Craft
 - 1.3.2 Trends
 - 1.3.3 Collection
 - 1.3.4 Style
 - 1.3.5 Couture and prêt a porter
 - 1.3.6. Avant garde
 - 1.3.7. Mass fashion, Knock-offs and Limited fashion
 - 1.3.8 Classics and fads
- 1.4. Movement and Direction of fashion
 - 1.4.1 Fashion Forecasting
 - 1.4.2 Pendulum swing
 - 1.4.3 Fashion cycle
 - 1.4.4 Cycle within Cycle
 - 1.4.5 Interrupted Cycle
 - 1.4.6 Recurring cycle
- 1.5. Theories of fashion movement
 - 1.5.1 Trickle-down
 - 1.5.2 Trickle-up
 - 1.5.3 Trickle-across
- 1.6. Consumer segmentation
- 1.7. International Trade in Fashion
- 1.8. Fashion Regulatory Bodies in India



Fashion Studies



- 1.8.1 Ministry of Textiles
- 1.8.2. Advisory Boards
- 1.8.3. Export Promotion Councils
- 1.9. Role of fashion professionals
 - 1.9.1 Fashion Designer
 - 1.9.2. Fashion Technologist
 - 1.9.3. Fashion Merchandiser

CHAPTER II: INTRODUCTION TO FABRICS, DYEING & PRINTING

Objective of the course

- ★ To initiate students into the world of fabrics
- ★ To introduce students to the origin and properties of natural, manmade and synthetic fibers
- ★ To make students aware of spinning, weaving, dyeing & printing

Learning outcome

After finishing the course, the students shall be able

- ★ To identify and differentiate between fabric varieties
- ★ To understand the various processes of fabric manufacturing, dyeing & printing

Course Content

- ★ Uses of fabrics
- ★ Understanding the characteristics and properties of natural, synthetic and manmade fibres.
- ★ Conversions of fibres into yarns
- ★ Conversion of yarns into fabrics using looms.
- ★ Understanding different types of dyeing of fibres and fabrics.

CHAPTER III: DESIGN FUNDAMENTALS

Objective of the course

- ★ To introduce the students to the meaning of design

Fashion Studies



- ★ To develop an understanding of Elements of Design and Principles of Design
- ★ To develop and initialize a design vocabulary, an essential tool for practicing as designers
- ★ To develop skills of visualization and communication using design fundamentals

Learning outcome

After finishing the course, the students shall be able to

- ★ Understand the application of the Elements of Design
- ★ Understand the application of the Principles of Design
- ★ Use basic design language
- ★ Translate abstract, sensorial ideas into visual language

Course Content

- ★ Understanding the meaning of design
- ★ Understanding the basic Elements of Design - dot, line, shape and texture
- ★ Understanding the colour Theory - Hue, tint, shade, tone, colour schemes
- ★ The language and psychology of colour
- ★ Understanding the basic Principles of Design- Rhythm, balance, proportion, emphasis

CHAPTER IV: ELEMENT OF GARMENT MAKING

Objective of the course

- ★ To introduce the students to the skill of garment making
- ★ To make them familiar with sewing machine & its various parts
- ★ To make them familiar with the use of other sewing aids
- ★ To teach them basic hand and machine stitches and their applications
- ★ To teach them various simple sewing machine operations

Learning outcome

After finishing the course, the students shall be able

- ★ To work sufficiently with proficiency on the sewing machine



Fashion Studies



- ★ To rectify simple problems of the machine faced while stitching
- ★ To stitch different kinds of seams using the sewing machine
- ★ To finish garment edges with hand stitches
- ★ To make gathers, pleats and tucks on the fabric

Course Content

- ★ Introduction to sewing machine, its various parts and functions along with other sewing aids.
- ★ Understanding the maintenance of sewing machine and simple problems and their solutions.
- ★ Develop proficiency in straight and curved seams
- ★ Basic hand stitches - basting, hemming, back stitch, running stitch etc. with their end use.
- ★ Basic machine seams used for stitching or finishing various parts of the garments like plain seam, French seam, flat fell, lapped
- ★ Fabric manipulation like gathers, pleats and tucks

Fashion Studies

