

# FASHION MERCHANDISING

Semester – 6<sup>th</sup>

CC - 15

TC (603)

Credit – 4 + 0 = 4

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## Objectives :-

- (1) To equip the student with useful information about costumes behaviour and how it relate to marketing of fashion.
- (2) To analyse the buying function and the different of buyer's responsibilities in various types of merchandising organization.
- (3) To gain knowledge about practiced by merchandises of fashion in determining what to buy and which resource to select.

## Unit – 1

- (A) Historical importance of retailing and merchandising.
- (B) Types of label and its importance, temporary permanent care labels.
- (C) The distribution channel.

## Unit – 2

- (A) Promotional devices advertising its importance personal selling publicity.
- (B) Branding labeling, price appeal, prelims sampling and packaging.
- (C) Market survey.

## Unit – 3

- (A) Standards & standardization of textile products.
- (B) Quality standards for textile by product B.I.S. foreign standards.
- (C) Textile labeling act quality control method used by manufa cture.

## Unit – 4

- (A) Fashion concept fashion cycle, factors influencing fashion.
- (B) Theory of fashion designing.
- (C) Human proportions and figure construction type -small medium and fashion figure.