MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER B. DES. (FD) DEGREE EXAMINATION – JAN/FEB 2018

SUBJECT: BFD 101 - OVERVIEW OF FASHION INDUSTRY

Tuesday, January 23, 2018

Time: 14:00 – 17:00 Hrs.   Max. Marks: 50

✍ **Answer any FIVE complete questions from the following.**

1. **Sketch the following:**

1A. The 'New Look' by Christian Dior

1B. The Diane Von Furstenberg Wrap dress

1C. Jacqueline Kennedy's Suit and Pillbox hat

1D. Flapper dress

1E. An item of men's sportswear

(2 marks × 5 = 10 marks)

2. **Answer the following:**

2A. Who is Issey Miyake? What was the key feature of his works?

2B. Which invention democratized fashion? And how?

2C. Who is the father of couture? Define couture.

2D. Define WTO and MFA.

2E. Define fashion.

(2 marks × 5 = 10 marks)

3. **Write short notes on:**

3A. Spreading and laying:

3B. Tanning:

3C. Pret a porter:

3D. Fashion victim:

3E. Staple:

(2 marks × 5 = 10 marks)

4. **Give two examples for:**

4A. Leather products:

4B. Outerwear:

4C. Hosiery:

4D. Chain store:

4E. Trims

(2 marks × 5 = 10 marks)

5.   **Answer the following questions:**

5A.   Explain the fashion adoption theories with examples.

5B.   Describe the effects of communication and leisure activities on fashion during the early 1900s.

(5 marks × 2 = 10 marks)

6.   **Answer the following:**

6A.   Explain the process from prototype to finished product in the apparel industry.

6B.   Explain briefly fashion cycle with diagram.

(5 marks × 2 = 10 marks)