

Practical Exercise 17

Objectives:

1. To enable students to understand the theories related to the **Fashion Cycle**.
2. To explain the theory through analysis-based exercise.

Material Required:

1. Unlined/blank sketchbook (A3).
2. Scissor, glue.
3. Fashion magazines.

Procedure:

1. Refer to books, magazines and the internet with a focus on any decade in the 20th century (e.g. Jazz age of 1920s, World War II period, Hippie era of 1960s, Power-dressing of 1980s etc.).
2. Find articles and photographs of the events and overall 'look' of the selected decade e.g. art, architecture, cars, furniture and other lifestyle products.
3. Focus on the details of clothes (fabrics, silhouettes, colours and prints) and accessories (watches, bags, shoes).
4. Find visuals of Indian and international runway shows (within the last 3 years) where the collections are inspired by the earlier decade but re-interpreted anew.
5. Label the visuals with information about the designers, location of the shows and year.
6. Paste the visuals on sheets/ notebook co-relating similarities in the key features as well as differences in design.
7. Write a note analyzing the Fashion Cycle (e.g. Cycle within Cycle, Recurring Cycle).
8. Make a presentation for the rest of the class.

Observation and Discussion:

1. What is the relevance of the theories related to the Fashion Cycle for the fashion industry?