

Apparel

12th EDITION

Fashion Design & Construction

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About the Authors

Dr. Katherine A. Shaw received a Bachelor of Science and Master of Science in Family and Consumer Sciences (Merchandising) from Eastern Illinois University. She earned her Ph.D. in Retail Merchandising and Product Development from Florida State University. Katherine has served on multiple national and state boards including serving as President of the Illinois Association of Family and Consumer Sciences and the National Executive Board of Kappa Omicron Nu Honors Society. As an Associate Professor in the Department of Art & Design at Eastern Illinois University, she teaches courses in fashion sustainability, patterning, fashion e-tailing, merchandising, visual merchandising, textiles, research methods, and statistics. She has also led students on study abroad to the University of the Arts in Florence, Italy.

In addition to her years of work in academia, she also has extensive experience in retail and business settings. Her love for retail and fashion began at a very young age. She enjoys consulting and research work on today's ever-changing fashion empire. Her research interests include Fashion Sustainability, Retail Place Attachment, and Black Friday Shopping.

Louise Liddell's career in family and consumer sciences included 15 years of teaching high school in Tennessee. As Assistant Superintendent for a youth development center, she continued her work with teens. Louise's leadership roles in professional organizations included service at local, regional, state, and national levels. As president of the Tennessee Vocational Association, she received a Life Membership award for outstanding leadership. Louise also was a coauthor of the text *Preparing for Life and Career*, as well as many articles. Louise earned a bachelor's degree from the University of Georgia and a master's degree from Memphis State University.

Carolee Stucker Samuels served as Editorial Director for Family and Consumer Sciences and Career Education at Goodheart-Willcox Publisher, where she began as an Assistant Editor. Prior to her work as an editor, Carolee was a family and consumer sciences teacher in Illinois and Indiana for 14 years, teaching textiles and apparel to high school students as well as adults. She has been active in numerous professional organizations and has held many offices. Carolee earned a bachelor's degree from Iowa State University and a master's degree from the University of Illinois. She received an outstanding alumni award from Iowa State University for her nationwide contributions to the field of family and consumer sciences.

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New to This Edition

The 12th edition of ***Apparel: Fashion Design & Construction*** is designed for use in introductory textiles, fashion, and clothing classes at the high school level. This contemporary revision focuses on the role of clothing in society, the modern development of textiles and fabrics, careers in the global apparel industry, introductory principles of fashion design, and hands-on construction of apparel. Updated content for this creative and ever-changing industry covers technology advancements, sustainability, globalization of the apparel and fashion industry, and fashion-related careers.

Throughout the text, **fashion-focused quotes** have been added from prominent designers and individuals of importance in the apparel industry. The **Fashion Icon** features recognize contributions from historical leaders in the world of fashion.

Career Clips have been expanded to include social media influencer, fashion historian, corporate responsibility manager, stylist, and textile scientist.

Textbook content has been reordered to prioritize the introduction of sewing techniques in earlier chapters than prior editions. Step-by-step **sewing and serging instructions** have been used successfully by instructors and updated in this edition to reflect technology changes.

Eco-Fashion introductory activities and feature boxes focus on issues surrounding the environmental impact of the apparel industry.

Techniques to improve **design skills** and identify body types stresses **body positivity**, emphasizing that there is no ideal body shape when it comes to looking stylish and feeling confident.

Updated guidelines are covered for **selecting fabric, fit, and patterns** for sewing projects.

From completing a **clothing inventory** to assessing the quality of garments, students will gain experience in selecting appropriate clothes for themselves and others.

Guidelines for use of laundry care products highlight safe storage along with tips to keep clothes ready to wear.

Repair, Redesign, and Recycle Fashion prompts students to use their creativity to give new life to old textiles.

Fashion Entrepreneurship opens the door to modern business opportunities in textile, design, and garment services.

Credentialing Partners and Support

Goodheart-Willcox appreciates the value of industry credentials, certifications, and accreditation. We are pleased to partner with leading organizations to support students and programs in achieving credentials. Integrating industry-recognized credentialing into a career and technical education (CTE) program provides many benefits for the student and for the institution. By achieving third-party certificates, students gain confidence, have proof of a measurable level of knowledge and skills, and earn a valuable achievement to include in their résumés. For educators and administrators, industry-recognized credentials and accreditation validate learning, enhance the credibility of programs, and provide valuable data to measure student performance and help guide continuous program improvement.

Apparel: Fashion Design & Construction is correlated to the Apparel and Textile Production and Merchandising credential offered by NOCTI and to the Sewing Construction and Textiles I, Sewing Construction and Textiles II, and Textile Technology Precision Exams by YouScience.

NOCTI NOCTI Certifications

Goodheart-Willcox is pleased to partner with NOCTI, a leading provider of industry certification solutions for CTE programs across the nation. With over 50 years of experience, NOCTI is a valuable partner in the CTE community's efforts to improve America's workforce. Goodheart-Willcox has created correlations between select products and the standards and competencies that make up the NOCTI credentials, to the benefit of states, instructors, and students working to achieve NOCTI credentials.

NOCTI certifications (knowledge-based and skill-based) are developed by national teams of subject matter experts as part of the process that meets personnel accrediting standards and requirements under ISO 17.024, resulting in credentials measuring skills and competencies critical for learner success outside the classroom. From online test delivery and psychometric services to digital badging and professional development, NOCTI uses the latest tools and methods to provide relevant solutions for those in CTE. For more information about NOCTI, visit www.nocti.org.

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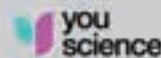
To see how *Apparel: Fashion Design & Construction* correlates to credentialing and certification standards, visit the Correlations tab at <https://www.g-w.com/apparel-fashion-design-construction-2024>

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Guided Tour

The instructional design includes student-focused learning tools to help students succeed. This visual guide highlights the features designed for the textbook.

Fashion Icon – Diana Vreeland

“The only real elegance is in the mind, if you’ve got that, the rest comes from it.”

Diana Vreeland was a fashion icon best known as fashion editor for Harper’s Bazaar magazine, chief editor of Vogue magazine, and curator of the Costume Institute at the Metropolitan Museum of Art (MET) in New York. The fashion expert often chose to break boundaries with her forms of dress. Diana preferred elegantly tailored clothing that she individualized with unusual shoes and jewelry. Her fashionline often included silk scarfs tied into turbans and adorned with large brooches. Diana was not only known for her elegant fashion, but she was also known for her sophisticated and visionary way she used both to change the world of fashion forever.



Fashion Quotes and **Fashion Icon** features connect students to prominent leaders and concepts in the apparel industry.

Ready to Read provides reading comprehension advice at the beginning of each chapter.

Opening Thoughts provide a starting point for thinking about the material in the chapter.

Learning Outcomes identify the knowledge and skills to be obtained when the chapter is completed.

Key Terms lists the vocabulary words to be defined in each chapter.

Eco-Fashion opening activities and features focus on environmental issues pertinent to the apparel industry.

Historical Highlights provide insight into historical events, inventions, and individuals in apparel.

Did You Know? features highlight assorted topics ranging from flammability standards to key components of a business plan.

Safety First tips remind students of best practices to ensure a safe environment.

Sewing Snips offer fun and practical opportunities to apply skills to sewing and garment projects.

Eco-Fashion

Is Fast Fashion Damaging Our Planet?

You just learned about the term “fast fashion,” fast fashion is the design and manufacturing of rapidly developing trendy fashion apparel. Fast fashion has become increasingly commercial as it is fashion that is bought at a low price, worn for a short amount of time (one year or less), and disposed of by the consumer. The average American consumer throws away 80 pounds of clothing per year. The Environmental Protection Agency reports that Americans generate 15 million tons of textile waste per year. This has contributed to overflowing landfills. Most fabrics are not biodegradable and take many years to decompose in landfills. Only a small amount (2.3 million tons) of that textile waste gets recycled.

What can you do to think of your clothing purchases as long-term investments (rather than short-term solutions)? Do some of your own research online and discover how long different textiles take to decompose in the landfills. Compare your findings with your classmates.



Are making clothing purchases “green” rather than as usual means to consume less.

Historical Highlights

Skirts—The Highs and the Lows of the Last 100 Years

For hundreds of years, the hemlines of women’s skirts always touched the floor. It was not until the 1910s that hemline lengths began to creep upward, and then it was not a gradual rise. There were highs and lows often related to economics, politics, art, world events, wars, revolutions, and technology. Let’s take a closer look at some dates and changes in hemlines.

- 1908**—Hemlines rise just slightly off the floor.
- 1918**—Skirts rise above the ankle for the first time since anyone can remember. Just before the Nineteenth Amendment gave women the right to vote in 1920.
- 1925**—Hemlines rise above the knee-cap.
- 1930**—Following the stock market crash, hemlines plunge to eleven inches off the floor.
- 1933**—Nylon stockings appear, creating the desire for more exposed leg and higher heels.
- 1941**—Some head north as wartime regulations restrict fabric yardage in dresses.
- 1943**—The growing price creates the need for more legroom.
- 1947**—Cristóbal Balenciaga’s new look of longer skirts at mid-calf, which remained popular through the 1950s.
- 1948**—Cristóbal Balenciaga designs Jacqueline Kennedy’s inaugural skirt at mid-thigh.
- 1964**—London designer Mary Quant responds to the demands of the youth culture and their “swishie” dances with the invention of the miniskirt, which remains popular throughout the 60s.
- 1970s**—Modernity, teaching midlength, appeal on the scene during the Vietnam years as the feminist movement takes place.
- 1980s**—Hemlines rise on the rise again as women decide it is OK to express their liberation.
- 1990s**—Skirt lengths go-up and down as women embrace all the options.
- 2000–2020s**—Hemlines of all lengths are available to suit many moods and trends.



Sewing Snips

Dye-Dyeing: A Fun Way to Design Your Own Fabric

Be your own textile designer with a package or two of dye. Use the stripes, rissette knot, and donut knot to create interesting patterns.

Stripes: Lay fabric on a flat surface. Mark the places where you want stripes. Gather the fabric and tie tightly. Use many strings or rubber bands for a wide stripe, or a single string or band for a narrow stripe.

Rissette knot: Pull a section of fabric. Fold it twice tightly with string or rubber bands. Add more ties to get the rissette variation shown here.

Donut knot: Begin as if you were making a rissette knot. Then push the center through to the other side. Secure tightly with string or rubber bands.

Let your imagination run wild and create unique designs on fabrics you can then use into garments or frame as pieces of art.

For more ideas and specific instructions, visit the website of the Rit Dye company.

Chapter 20 The Manufactured Fiber 569

Career Clips identify specific career paths in the global apparel and fashion industry.

STEAM Connections focus on science, technology, engineering, art, and math topics related to textiles and apparel.

The Trend Report highlights industry and consumer issues that influence apparel and textiles.

Summary provides an additional review tool and reinforces key learning outcomes.

Review the Facts questions and statements review basic concepts and offer an opportunity to evaluate understanding of chapter content.

Think Critically questions develop higher-order thinking and problem-solving, personal, and workplace skills.

Apparel Applications activities provide a practical, real-world application of information and skills discussed in the text.

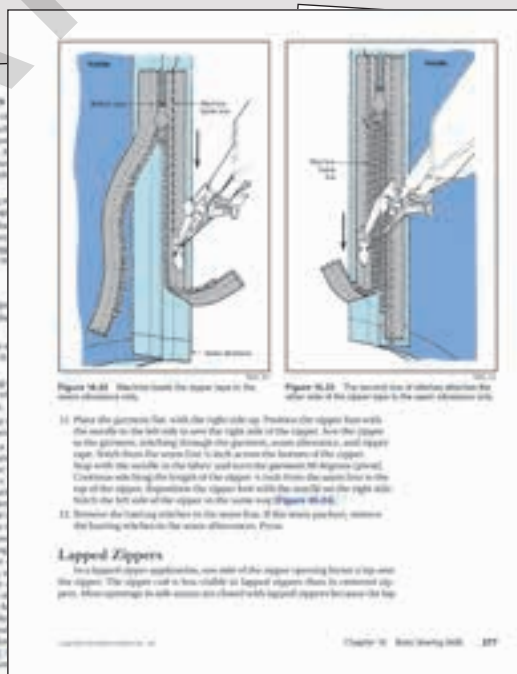
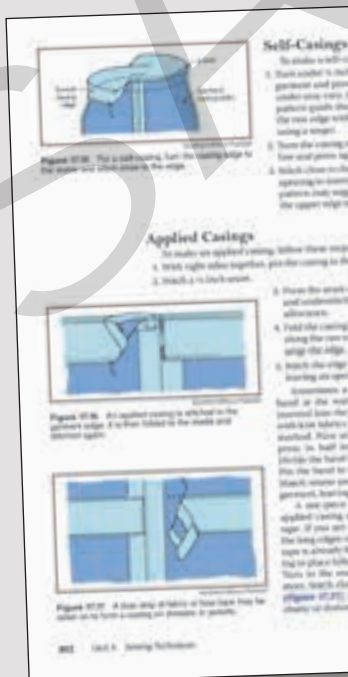
Core Skills questions develop higher-order thinking and problem-solving, personal, and workplace skills. CTE career readiness practice activities help you extend chapter content beyond the classroom and into the apparel and textile workplace.

FCCLA Connections recommends individual and team activities to link key chapter content to related FCCLA programs and activities.



Diagrams for Successful Sewing

Sewing diagrams help students visualize basic and advanced sewing techniques.



TOOLS FOR STUDENT AND INSTRUCTOR SUCCESS

Student Tools

Student Text

The updated 12th edition of *Apparel: Fashion Design & Construction* has been enhanced to provide hundreds of modern fashion images for both family apparel and designer styles. The worldwide global apparel industry is explained from textile production, through clothing manufacturing, to the shopping and buying habits of this modern and evolving area of career opportunities. The following supplemental materials to the text are available for students with access to digital resources. The workbook is also available in print.



Workbook

Hands-on practice includes questions and activities. Organized to follow the textbook, the Workbook assignments help students engage with the textbook content and aid in effective retention of key facts, ideas, and concepts.

Companion Website

E-flash cards and vocabulary exercises allow interaction with the content to create opportunities to increase achievement.

Online Learning Suite

Online student text and workbook, along with rich supplemental content, brings digital learning to the classroom. Sewing Snips videos highlight specific construction techniques and skills. All instructional materials are accessible at home, at school, or on the go.

Instructor Tools

LMS Integration

Integrate Goodheart-Willcox content within your Learning Management System for a seamless user experience for both you and your students. EduHub® LMS-ready content in Common Cartridge® format facilitates single sign-on integration and gives you control of student enrollment and data. With a Common Cartridge integration, you can access the LMS features and tools you are accustomed to using and G-W course resources in one convenient location—your LMS.

G-W Common Cartridge provides a complete learning package for you and your students. The included digital resources help your students remain engaged and learn effectively.

Online Instructor Resources

The **Instructor Resources** provide instructors with time-saving preparation tools such as answer keys, editable lesson plans, and other teaching aids.

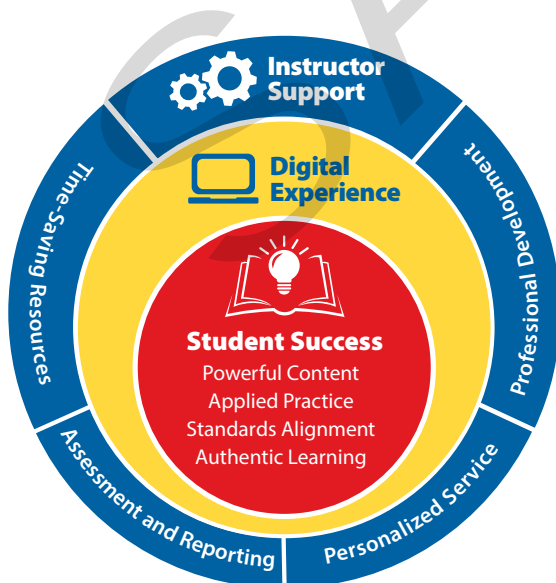
Instructor's Presentations for PowerPoint® are fully customizable, richly illustrated slides that help you teach and visually reinforce the key concepts from each chapter.

Administer and manage assessments to meet your classroom needs using **Assessment Software with Question Banks**, which include hundreds of matching, completion, multiple choice, and short answer questions to assess student knowledge of the content in each chapter.

See <https://www.g-w.com/apparel-fashion-design-construction-2024> for a list of all available resources.

Professional Development

- Expert content specialists
- Research-based pedagogy and instructional practices
- Options for virtual and in-person Professional Development



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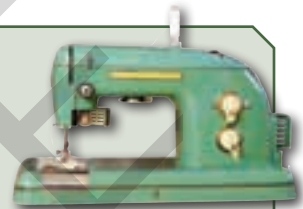
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