

2005 Fashion and Textile Technology

Advanced Higher

Finalised Marking Instructions

These Marking Instructions have been prepared for use by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments.

Instructions to markers

General Instructions

Each question is marked out of 25. Markers should use the full range of marks available as indicated in the mark descriptors for an A, B and C response at the top of each question.

Candidates should be awarded according to the quality of thought revealed in their answers. They should not be rewarded solely, or even mainly, according to the quantity of knowledge conveyed. In progression from Higher a more advanced grasp of the skills of analysis, synthesis and interpretation is required. Credit will be awarded according to the degree of success with which the candidate:

- Gives an answer which is relevant to the question and is explicitly related to the terms of the question
- Is able to make the various distinctions required by the question
- Responds to all the elements in the question in a coherent manner
- Applies knowledge and explains, analyses, discusses rather than simply stating facts
- Develops the skills of analysis and evaluation through critical appraisal

Section A

(a) Outline the main issues in the report.

Mark allocation: 5 marks

A – 4 – 5 marks

The candidate is able to clearly outline all the main issues in the report.

B – 3 marks

The candidate is able to list most of the main issues in the report.

C – 2 marks

The candidate is able to list some of the main issues in the report.

Answers should make reference to the following points:

- Stores all over the world have too much the same ‘look’
- Stores all over the world sell products that are too much ‘the same’
- Need to attract the wealthy travelling consumer by making stores in different countries different
- Consumers are getting fed up with seeing the same products in every store all over the world
- Uniformity of image is no longer necessary to establish brands
- Paul Smith has an individualistic approach in each of his shops around the world
- ‘formulas are too rigid’
- Act global, think local
- Stores are to now personalise their stores for each city
- Store design can also be distinctive in each city
- Same thinking has to be applied to fashion at all levels – shopping malls
- Does not need to be big changes – even small subtle changes will show individuality.

5 marks

(b) Give a brief profile of two fashion designers from the last twenty years.

Mark allocation: 10 marks

A – 8 – 10 marks

The candidate will develop a comprehensive and detailed knowledge and understanding of two current fashion designers. Accurate information will be used to support the answer.

B – 6 – 7 marks

The candidate will develop a good knowledge and understanding of two fashion designers from the last twenty years. Information is clearly explained with some supporting evidence.

C – 4 – 5 marks

The candidate will demonstrate some knowledge and understanding of two fashion designers from the last twenty years. Information is expressed in general terms with little supporting evidence.

Answers should make reference to the following points:

Yves St Laurent (1936 to present day)

Yves St Laurent has been inspired by Chanel, Balenciaga and Dior, but the real influences on his attitude are Picasso, the Ballets Russes and Chinese painting.

In 1954 he entered the International Wool Secretariat design competition, winning first prize with a design for a cocktail dress; Karl Lagerfeld took second prize with a coat design.

In 1955 Dior offered YSL a job, and at Dior's death in 1957, he took over the house, aged 21.

His first collection was a great success, but subsequent collections proved less popular. When he was called up into the Algerian war, the House of Dior replaced him with Marc Bohan. Two and a half months later YSL left the army to convalesce. He sued Dior for \$40,000 and together with his partner, business adviser and friend, Pierre Berge, opened his own house in 1962.

In 1966 he established his highly successful Rive Gauche boutique range for his ready to wear. In 1974 he established his popular menswear division, and in 1978 his childrenswear line.

His initials – YSL – are on just about everything: swimwear, sunglasses, scarves and bedlinens, plus a vast perfume and cosmetics division.

His most noteworthy collections were probably his Modrian look of 1965, his Rich Fantasy Peasant look of 1976 and his Homage to Picasso collection of 1979.

1958 He received a Neiman Marcus award

1983 Diana Vreeland organised a retrospective of his work at the Costume Institute of the Metropolitan Museum of Art: the first living designer to be featured.

Andres Courreges (1923 to present day)

Courreges worked from 1950 to 1961 as a cutter with Balenciaga, and emerged as a perfectionist and a brilliant tailor. In 1961 he established his own business.

In 1964 he launched a collection of architectural tailored clothes which were sexy and space-age. The effect was almost as drastic as Dior's New Look, except that Dior's inspiration had come from a bygone era, whereas Courreges' clothes owed virtually nothing to traditional looks.

By the end of the sixties, his reign as fashion leader was over. Nevertheless, his influence continues through his men's and women's ranges which are sold throughout the world.

Pierre Cardin (1922 to present day)

Pierre Cardin is the only leading couturier who still wholly owns his own fashion house. He is one of France's top ten richest men, with a personal income in the mid-eighties of around £12 million a year – he is the richest fashion designer in the world, above Calvin Klein and Ralph Lauren.

He was the first Paris designer to produce ready to wear, which other couturiers were soon to follow. He has over 840 licences. He bought Maxims in 1981, and has since built another one in Beijing.

Pierre Cardin was known as the most innovative couturier in Paris in his time. His innovative use of vinyl, rubber and plastic shocked the fashion world. His many innovations include the bubble dress, his space-age look and his unisex look.

Cardin's biggest coup was his invention of designer wear for men in 1960, which now rakes in about 40% of his total income. He won the coveted De d'Or (Golden thimble) three times in 1977, 1979 and 1982.

Anthony Price (1945 to present day)

After graduating from the Royal College of Art in 1968, Anthony Price joined Stirling Cooper as a designer until 1974, when he moved to Plaza. In 1979 he took over the shop forming his own company, Anthony Price.

Price's over-all design skill is seen in his 'packaging' of Bryan Ferry and Roxy Music, for whom he designed record covers, stage sets and stage clothes. His influence on the music scene has been considerable through his designs for Steve Strange, ABC and Duran Duran.

In 1983 Price's fashion show, Fashion Extravaganza at the Camden Palace fulfilled a long-felt ambition: to show his clothes to the public, not just to the buyers and fashion press.

Price's clothes reflect his technical abilities and his interest in construction. They are body-conscious and highly structured, and their roots are in Hollywood glamour. Whether for men or women, the clothes are blatantly sexual, glamorous and theatrical. Many of his clothes reflect the approach of Charles James.

Clients include:

- Bryan and Lucy Ferry
- Simon and Yasmin Le Bon
- Jerry Hall & Marie Helvin

Mary Quant (1943 to present day)

Mary Quant personified the youth revolution of the 50s and 60s. She studied at Goldsmith's College of Art in London, where she met her husband Alexander Plunket Greene. In 1955, in partnership with Archie McNair, they opened Bazaar in the Kings Road.

They set a new standard in merchandising clothes for the young, and helped to make the Kings Road a world-famous tourist attraction. Initially Bazaar sold clothes designed by others, but frustrated by the manufacturer's lack of awareness of what the young customer required, Quant began designing her own stock. She was so in tune with the mood of the moment that her clothes sold instantly. Whether or not she originated the mini skirt, she is certainly the designer who popularised it in Great Britain, and to some extent, in the USA. She was also one of the first designers to realise that the young no longer wished to dress like their mothers.

With Quant began the lucrative trade of designing specifically and exclusively for the teenage and early twenties market. In 1961 she opened her second Bazaar in Knightsbridge, and by 1963 she was exporting to the USA. Also in 1963 she produced her cheaper Ginger Group line, and received a fashion award from the Sunday Times. In 1966, she received the OBE (Order of the British Empire), and founded her cosmetic empire.

Throughout the 70s her licences grew to include bedlinen, jewellery, carpets, men's ties, tights and sunglasses.

In 1973 the Museum of London gave her a retrospective exhibition, which implied that her days as a creative leader were drawing to an end.

Although she still markets clothes under the Quant label, many fashion writers think that her sociological significance will, in the end, outweigh her reputation as a designer. In 1966 she published her autobiography *Quant by Quant*.

Ralph Lauren (1939 to present day)

"The first image-maker", according to New York magazine, Lauren is one of the fashion industry's biggest hitters. Having been born Ralph Lipschitz, he changed his name to found his first ever tie shop, with no formal design training, in the Sixties. Then came menswear, and in 1971, Lauren introduced his women's label. The chic, preppy look of his designer collections is now complemented by the whole gamut of sportswear, casualwear and home furnishings.

Lauren's fashion empire floated on the US stockmarket in 1997 and is now valued at around \$3 billion. Founded in 1967, it now employs 3,000 people around the world and includes brands such as Polo Ralph Lauren, Polo Sport and the Ralph Lauren Collection.

Karl Lagerfeld (1938 to present day)

Karl Lagerfeld immigrated to Paris from Hamburg at the age of 14. He was to become one of the most celebrated designers this century has seen. He started his career in the studio of Pierre Balmain, but left after just three years to work as a freelance designer for such fashion houses as Krizia, Charles Jourdan and Valentino. The experience gave him an invaluable knowledge of couture.

In the early Sixties, Lagerfeld joined Chloë, where he was given carte blanche to produce exquisite floaty and feminine ready-to-wear collections that claimed to rival contemporary couture. His 1972 Deco collection, which consisted of black and white prints and clever bias-cutting, brought him worldwide acclaim. He produced his last collection for Chloë in 1983, when he moved to Chanel as director of collections and ready-to-wear. His designs, which are a fusion of pre-war Chanel and contemporary trends, carried the label to the pinnacle of high fashion. Notable moments of his career at Chanel include teaming the traditional box jacket with denim mini skirts in 1991.

Lagerfeld launched his own-name label in 1983. It has now become synonymous with strong tailoring, combining easy-to-wear cardigan jackets in his favourite bright colours and softly shaped knitwear what he describes as “intellectual sexiness”. His success lies in his ability to make a bold statement and he is never afraid to try something new.

Takada Kenzo (1940 to present day)

Takada Kenzo was in the vanguard of the Japanese designers who moved to Paris, and his influence and importance cannot be over estimated. His enormous success has helped to encourage other Japanese designers such as Issey Miyake, Yohji Yamamoto and Rei Kawakubo (Comme des Garçons).

In 1964 Kenzo began to sell designs to Louis Feraud and also to design freelance collections. In 1970 he opened his own shop, Jungle Jap, so called because it was decorated entirely with jungle patterns. Although his designs are largely based on traditional Japanese clothing, they are always full of new ideas, always young and wearable. His first collection was made in cotton, often quilted and young fashion leaders took to it instantly.

His real impact was made with his revolutionary and totally contemporary knitwear, which revitalised the knitwear industry.

Vivienne Westwood (1941 to present day)

Said to be one of Fashions most innovative designers, Westwood created some of the most controversial collections of the 20th Century. She opened a shop with Malcolm McLaren in the early 70's and as a designer had the most influence on Punk creating the 'Sex Pistols' Punk 'streetwear look'. Her 'Bondage Collection' in 1976 was the turning point of her career, the garments combined chains, safety pins and leather. Tartan bondage suits were followed by kilts, bum flaps and the infamous 'Anarchy' T shirt showing the queen with a safety pin through her nose. Westwood was prosecuted several times for her risky designs but this never dampened her creativity.

In 1981, she anticipated trends like Neo-romanticism with her colourful 'Pirates' collection. In 1984 she moved towards deconstruction showing clothes with exposed seams, torn fabric and jackets created in the reverse. 1985 saw the unveiling of the 'Minicrini' a corset dress created using historic corset making methods. Westwood always used wide ranging references including Bertrand Russell, Marcel Proust and French socialite Mme Reclamer and the regency dandy. Among her most recognisable fabrics are tartan and tweeds. She continues to exude inspirational designs showing collections twice yearly in Paris and London and has been awarded an OBE for her contribution to the fashion industry.

Giorgio Armani (1934 to present day)

Armani developed soft tailoring while working at Cerruti, this proved to be an instant hit, removing darts interfacings and linings creating unconstructed effortless elegance. Armani launched his own label in 1974 and promptly became the biggest selling designer within the US market. Even now his silhouette seldom changes and his loyal clients appreciate the classic quality garments he produces (the secret of his lasting success).

Seasonally his collections are refined but he never loses sight of the consummate minimalism and exquisite fabrics, which make his clothes what they are. Armani uses only the best fine wool's cashmeres, rich suedes and cool cottons to create his relaxed yet confident clothes. His empire expanded during the 80's and 90's to include 'Emporio Armani', 'Mani', 'AX', 'Armani Exchange' and 'Giorgio Armani Calse'.

Calvin Klein (1942 to present day)

A pioneer of designer jeans, underwear and the wholesome, all-American look, Calvin Klein is one of the fashion world's biggest names – and brands. Calvin Klein taught himself how to sketch and sew as a boy. He went on to win a place at New York's High School of Art and Design and the Fashion Institute of Technology finally launching his own label, in partnership with childhood friend Barry Schwartz, in 1968. Klein has helped shape the casualwear industry and played a key role in modern advertising – causing a storm of controversy when a pubescent Brooke Shields was photographed for his 1979 jeans campaign under the slogan, “you know what comes between me and my calvin's? nothing.” British waif Kate Moss was to follow, helping to launch his unisex perfume CK one, one of nine Klein perfume lines.

The recipient of many industry awards – including America's Best Designer of 1993 award – Klein is also on numerous committees, including the Council of Fashion Designers of America.

Issey Miyake (1938 to present day)

Miyake's designs successfully fuse East with West and technology with strict Japanese tradition. His technique of wrapping, folding and layering featherweight fabrics has often been described as 'body sculpture' and has won him admirers such as Lauren Hutton. In 1989, he showed his 'Pleats' collection – easy to wear, light and comfortable clothes that travel well. Followed in 1993, by Pleats Please, both lines are now housed in museums and boutiques worldwide.

Miyake left Japan for Paris after graduating from The Tama Art University at the age of 27. His first job was as assistant designer to Guy Laroche before taking a similar role two years later at Givenchy. In 1969, he moved to New York to work for Geoffrey Beene and in 1970 he founded The Miyake Design Studio. His first collection was shown in New York in 1971, but in 1973 he returned to Paris where he now shows twice a year.

Dolce & Gabbana

Domenico Dolce (1958-) Stefano Gabbana (1962-)

Dolce & Gabbana are known for making “stars look like stars”, their clothes coveted by the likes of Isabella Rossellini, Madonna, Demi Moore and Nicole Kidman.

The design duo met while working as assistants in an atelier in Milan. Sharing a love of the baroque, they made their name together when, in 1985, the organisers of the Milano Collezioni invited them to take part in a fashion show to launch three “New Talents”. The following year, they presented their first solo womenswear show. Since then, they have introduced menswear and a line of signature fragrances, and opened shops in Italy, Japan and Hong Kong.

Originally inspired by eclectic, thrift shop Bohemia, Dolce & Gabbana’s deep-coloured and animal skin prints have been described as “haute hippydom” taking inspiration from Italy’s prestigious film history. Most concerned with creating the best, flattering clothes – rather than with sparking trends – they once admitted that they wouldn’t mind if their only contribution to fashion history was a black bra.

Gianni Versace (1946-1997)

Gianni Versace’s interpretation of fashion is original, somewhat exhibitionist and brightly coloured. He believed art and fashion go together and has been described by Time magazine as the youngest of Milan’s “young tyrants”. Born in Reggio Calabria on December 2, 1946, Versace started working in his mother’s atelier at the age of eighteen. He often travelled to London and Paris on pattern buying missions and was quick to learn the secrets of dressmaking and design. 1972 marked a turning point in his life. He was called to work for the Florentine Flowers clothing factory of Lucca. By the following year he was working as a ready-to-wear designer for Genny and Callaghan. In 1974 Versace conceived, designed, and helped to launch the Complice label.

A few years later, in March 1978, encouraged by his success, Versace presented his first signature collection for women at the Palazzo della Permanente Art Museum of Milan. His first menswear collection followed in September of the same year.

Versace liked to consider himself a tailor, rather than a designer. He knew how to cut and sew the clothes he made. He tried on the men’s collections personally and had his sister Donatella try on the female ones. He paid careful attention to the male and female body. The Versace look of the young, aggressive and sexy woman is well-known. He liked to create sexy clothes for his women, skin-tight with low cuts and high slits on the skirts. Versace was among the first to revive the cat suit, to bring back the mini skirt, to show tights worn as trousers, to bring the bustier out at night and bead it. In 1982 his dresses made with fine metal mesh first appeared and were a hit.

Christian Lacroix (1951 to present day)

After graduating with an arts degree from the university of Montpellier, he moved to Paris in 1973, to the Institut d'Art, to prepare an MA dissertation on 17th century costume. It was here that he met his future wife Françoise who encouraged his design work and, in 1978, he secured a position at Hermès, as Guy Paulin's assistant.

In 1980, Lacroix was collaborating with the couturier to the Tokyo imperial court and the following year he joined the house of Jean Patou, with Jean-Jacques Picard. Together, they took up the challenge of haute couture, a level of dressing which was generally felt to be in decline at the time, and introduced an extravagance and baroque lavishness which became a hallmark of the Eighties. Lacroix's work was recognised in 1986, when he first won the Golden Thimble (an accolade he was to win again two years later) and, in 1987, he was proclaimed Most Influential Foreign Designer by the Council of Fashion Designers of America in New York.

The same year, Lacroix and Picard joined forces with Bernard Arnault of LVMH (Moët Hennessy Louis Vuitton) to found the house of Christian Lacroix. Their first couture collection was presented that July, with their ready-to-wear line following fast in 1988. Lacroix's accessories line was developed in 1989 and his first perfume, C'est la Vie!, launched in 1990. Later ranges included a casual collection called Bazar in 1994, household textiles in 1995, Jeans de Christian Lacroix in 1996 and a Table Arts collection, in collaboration with Christofle, in 1997.

Lacroix now has stores in New York, London, Geneva and Japan and continues to work in theatre design as well as fashion.

Jean Paul Gaultier (1952 to present day)

Trained at the couture houses of Cardin and Patou, Gaultier is undoubtedly fashion's king of Kitsch. 1982 saw him produce the Corset dress, 1984 it was the spiffy pinstripes parodied 'City Man' tailoring and he introduced conical bras. In his 1985 collection 'God Created Man' he shocked audiences by producing skirts for men. Madonna elevated his fame during one of the many high points throughout her career when she wore a Gaultier corset in her 'Vogue' video of 1990. Despite his anarchic approach Gaultier never compromises perfect cut and good finish. His selection of quality newly engineered fabrics like Tencel, Tactel, neoprene and coated rubbers combined with classic favourites create yet another dimension to his designs.

John Galliano (1960 to present day)

Graduate of St Martin's school of Art, John Galliano has experienced much acclaim from the outset of his career beginning with his graduation collection 'Les Incroyables' to his role as head of the couture house Dior. His talent has led him from strength to strength. Creations are exquisite; bias cut gowns, Napoleonic style jackets and empire line dresses all emulate his tailoring talent with a sense of perfection combined with unique design. Historic methods have been borrowed and revived from the archives of the Victoria and Albert Museum in London including layering, draping and cutting techniques from China and Paris. Asymmetric hems, slashed jackets and scissored fronts instil a contemporary feel to his creations using unusual combinations of fabrics.

Jasper Conran (1959 to present day)

Jasper Conran graduated from Parsons School of Art & Design in New York in 1975. After producing his first collection for Henri Bendel, he returned to the UK to join Wallis as a design consultant. In 1978, he launched his first womenswear collection and went on to win the Fil d'Or International Linen Award two years running in 1982-3. He organised Fashion Aid in 1985 and further awards followed, including the prestigious Designer of the Year Award in 1986.

During the late Eighties, Conran introduced his menswear collection and opened shops in London and throughout Japan. More recently he produced a collection of wedding dresses for Caroline Castigliano's bridal shops and designed the cheaper Jasper Conran 'J' collection for Debenhams department store. Further 'J' ranges are currently in development. Conran has also worked extensively in the theatre, on set and costume design. He received The Laurence Olivier Award for Costume Designer of the Year in 1991 and, in 1997, produced costumes for the Birmingham Royal Ballet, performing David Bintley's Edward II.

Donna Karan (1948 to present day)

Perhaps most famous among women for inventing "the body", Donna Karan is now one of the biggest names in fashion. Born to a model and a haberdasher, she was obsessed with fashion from an early age. After two years at The Parsons School of Design in New York, she went to work at Anne Klein where she became associate designer in 1971 and, after Klein died in 1974, head designer. Ten years later Karan founded Donna Karan New York.

Her first collection, though not radical, delivered a system of dressing entirely new to those used to Eighties power suits. She combined elements of tailoring with sportswear to ensure clothes were "user-friendly and luxurious". Karan is also regarded as being one of the chief innovators of the bridge line: in 1988, Karan introduced the cheaper DKNY label in an attempt to dress her daughter. Today, Karan's company also produces menswear, jeans, accessories, hosiery, fragrance and cosmetics.

Franco Moschino (1950-1994)

Franco Moschino studied art in school, he began his career in 1971 as a sketcher for Giorgio Armani, with whom he continued for the next 11 years. During this time, he contributed to the Armani collections for Bege'd'Or and Genny. He also worked at Cadette, an Italian company, beginning in 1976. He launched his own company, Moonshadow S.P.A, in 1983.

Moschino was charismatic, imaginative, and irreverent and was interested in pop culture. He was a whimsical designer, who rebelled against the fashion industry ('Ready to Where?') and was subsequently embarrassed about his own success. Since his early death, Moschino's Milan-based company has been directed by Rosella Jardini.

Katherine Hamnett (1952 to present day)

At St Martins School of Art and Design in London, 1969 graduate, Katherine Hamnett worked as a freelance designer before founding her own company, Katherine Hamnett Ltd, in 1979. She soon became known for her environmentally aware approach to fashion: in 1982, she received the Cotton Designer of the Year Award and in 1983 launched the 'Choose life' T-shirt collection, which featured her famous soapbox slogans 'Stop Acid Rain' and 'Preserve the Rainforests'.

In 1984, Hamnett was named British Designer of the Year, and over the next five years, continued to produce classic women's and menswear lines which epitomised Eighties style.

Hamnett's empire now includes store in Hong Kong, Japan and Taiwan as well as a flagship boutique in London's Sloane Street. Her company has adopted an environmentally-sound policy, minimising the use of packaging, and promoting the use of natural materials such as wool and environmentally friendly fibres like Tencel.

John Rocha (1953 to present day)

John Rocha left Japan and came to London in the late Seventies to study fashion. The Irish linen he used to graduate collection inspired him to visit Dublin, where he has lived for the past 18 years with his wife and business partner Odette and two children. These mixed origins are central to Rocha's design for which he combines Chinese and Celtic traditions with an innovative and rich use of textiles to form strong, simple, elegant shapes.

In 1993, Rocha was named British Designer of the year and, in 1995, after securing new financial backing from major commodities company, he opened his contemporary showroom in Temple Bar, Dublin. In 1996, he unveiled his first John Rocha Jeans collection designed to attract a younger market, and signed a distribution agreement with Itochu and Orizzonti in Japan for the John Rocha mainline and jeans collection.

Tommy Hilfiger(1952 to present day)

Tommy Hilfiger made his first foray into fashion as a purveyor of hippy chic to New York campus kids in 1969. Building on the success of his first shop, People's Place. Hilfiger had established a chain of 10 speciality stores in upstate New York by the age of 26. During the seventies, he turned to designing and for a period worked for Jordache before launching his own label in 1985. An astute business man with a talent for publicity, Hilfiger's first ad campaign cost him \$3 million and proclaimed him one of the 'Four Great American Designers for Men' along with Perry Ellis, Calvin Klein and Ralph Lauren.

Until the early nineties, Hilfiger's market profile was similar to that for Calvin Klein: predominantly middle-class, middle-aged mid-American white males. However, after his designs were picked up by young Afro-Americans, gangsta rapper Snoop Doggy Dog who appeared wearing a Tommy Hilfiger shirt on the premier US TV show Saturday Night Live in 1994, his design baggier, more casual clothes to meet the new demand for the emergent streetwear style.

Hilfiger was named 1995 Menswear Designer of the Year by the Council of Fashion Designers of America.

Alexander McQueen (1969 to present day)

In 1984 at the age of 16, McQueen began to train as a Saville row tailor at which he excelled. He then went on to study at St Martin's school of Art & Design where in 1991 he acquired a fashion, Master of Art.

Alexander McQueen is noted as the most innovative designer of his era and after his debut collection in 1993 London Fashion week, McQueen found himself propelled into the limelight. In 1996 he was awarded the coveted 'British Designer of the Year Award' which attracted even more interest and in 1997 he became chief Designer for Givenchy Haute Couture and Couture lines. Although McQueen's early work was outlandish creating such designs as the 'Bumster', he has evolved into a 'world class' designer developing a more commercial yet cutting edge approach to his creations combining his craftsmanship from Saville Row to create razor sharpness and directional structures.

1999 saw the opening of his flagship store in London and the presentation of his collection as part of the New York fashion week he also designs a range of eyewear which is sold on the Internet.

Stella McCartney (1972 to present day)

Daughter of ex-Beatle Sir Paul and Linda McCartney. Stella first hit the headlines herself in 1995, when she graduated from St Martins College of Art & Design. Her graduation collection, attended by her super-famous parents and modelled by Naomi Campbell and Kate Moss became front page news around the world. She launched her eponymous label the same year. Despite her new found celebrity, McCartney had already served a long apprenticeship in fashion. At 15 she worked with Christian Lacroix on his first couture collection and later spent several years learning her craft on Saville Row.

McCartney was appointed chief designer at the French couture house Chloë in March 1997. Succeeding Karl Lagerfeld in one of the most high profile posts in the industry. Despite media negativity, her first collection, shown in Paris in October 1997, quickly dispelled any doubts about her talent. Sensual, romantic, the collection teamed lacy petticoat skirts with fine tailoring and was hailed a triumph. The following season, Chloë executive proved that her efforts had not only raised the house's profile, but had lifted its profits too.

Marc Jacobs (1963 to present day)

Jacobs was born in New York. He graduated from the New York High School of Art and Design. After graduation, he enrolled in Parsons School of design to pursue his dream of becoming a fashion designer. While at Parsons he designed a collection of sweaters for Charivari, that won him Parson's Perry Ellis Golden Thimble Award. After graduating in 1984 Jacobs began designing for Ruben Thomas. Inc. and in 1986 decided to launch his own line. In 1988 Jacobs was named vice president of women's designs at Perry Ellis, but was fired after his 1993 collection backfired. He returned to the fashion arena in 1994 with his own new line and his collection received high reviews. Louis Vuitton financially backed the new company and Jacobs developed the first Louis Vuitton ready-to-wear line. He became their Artistic Director in 1997 and revolutionised the company's image to make Louis Vuitton more than just a luggage brand. Marc Jacobs designs wearable classic sportswear in luxurious fabrics, playful prints and rich colours. He gains inspiration from music, street fashions and historic costume. Jacobs has won many fashion awards from 1984 to 1999.

Prada, Miuccia (1950 to present day)

In 1913 Mario Prada founded Fratelli Prada, a leather goods company which produced luxury items such as travel cases etc. The company was reluctantly taken over in 1978 by his granddaughter, but despite her reluctance she went on to become one of the most successful designers of the twentieth century. In twenty years Miuccia had changed the Leather goods company beyond all recognition.

She redefined luxury, subtlety and desirability in fashion. The Prada collections which also include Miu Miu are all created by Miuccia Prada. She designs pieces that encourage freedom from what others think and that give flexibility to change one's look from moment to moment.

The Prada collections have been able to capture the cultural climate in fashion. From bags to shoes, to now womenswear, menswear, Prada Sport and Prada Beauty are all directly overseen by Miuccia herself.

Miuccia has made Wall Street Journal's '30 most powerful women in Europe' list.

Paul Smith (1946 to present day)

Smith was born in Nottingham, England. Paul Smith has been noted for significantly changing men's fashion, with high button suits. He is the son of a door to door salesman. At sixteen, while managing a small boutique selling designer wear and his own early unbranded wear, met Pauline Dayner a design teacher, who provided him with training. In 1970, Smith opened his first store which could only be open at weekends so that he could do other work that would finance his designs. Over the next four years he established himself and refined his design skills and launched his own label in 1974, when the shop also became a full time business. He also opened his first store in London in 1976, and he also began showing collections in Paris.

In 1982, his work changed to reflect his own extravagance and unconventional personality. He used vibrant colours, such as raspberry and turquoise, put bright lining inside suits.

Smith is also a shrewd businessman. He is one of Britain's most successful designers and has stores in England, Australia and the Far East. He outsells Armani and Ralph Lauren in Japan.

His collections also include accessories, women's and children's wear, footwear and eyewear. He now owns stores in the USA.

He won many awards, in 1991 he scooped the prestigious Royal British Designer for Industry Award and was made CBE in 1994, then knitted in 2001.

Matthew Williamson (1971 to present day)

Matthew Williamson was born in Chorlton, Manchester, and graduated from Central Saint Martins in 1994. He set up his own label in 1996 after spending two years as a consultant for Monsoon. 2002 was his biggest year as it saw the launch of his homewear range. He also had a small menswear collection. His Autumn/Winter 2002 womenswear collection was presented at New York Fashion Week and was very popular. His use of colour is the thing he is best known for. He convincingly uses ultra pink, fluorescent yellows and acid greens into women's day and evening wear. It has become his signature style since he first showed a collection in 1997, called 'Electric Angels'. Kaleidoscope bias cut dresses and separates, sometimes embroidered and fused with a bohemian edge. Williamson used famous models, Jade Jagger, Helena Christensen, in this first collection which made the fashion world pay attention to his work. He uses intricate detail, contemporary styling and sexy silhouettes in his work.

Matthew Williamson now sells in 80 stores world wide.

Dries Van Noten (1958 to present day)

Born in Antwerp to a family of tailors. He enrolled at the city's Royal Academy of Fine Arts in 1977 and the Barnesys in New York and Whistles in London brought his debut collection of men's shirts. He opened his own small shop in Antwerp in 1985 and replaced it in 1989. He started showing in 1992 a menswear collection in Paris and later a womenswear collection. He prefers to design 'item by item' offering clients individuality. He constantly experiments with textiles and decorative techniques. His styles can reflect many cultures in on. His signature scarves and saris are embroidered or beaded using traditional folklore techniques of India, Morocco and Eastern Europe.

His style tends to be loosely layered, unstructured pieces.

He has three store and around 500 outlets world wide.

Hussein Chalayan (1970 to present day)

Chalayan is one of the most original fashion designers to emerge from Britain. He is driven by how the body functions within the body around it, both in terms of physical space, volume and environment, together with the cultural and social circumstances that affect it. He almost became an architect and his clothing sometimes has an architectural feel. His creations however are not 'cold'. His shows of his collections have also been known to abandon the 'norm', his set pieces are spectacular and cross the boundaries of fashion, design, art and performance. His shows can often be very moving. He has received many awards, including British Designer of the Year twice. His collections have often focused on displacement and identity, isolation and oppression and have included meditations on the dislocation of refugees and the Muslim veil. In 2003 he launched his first 'ready to wear' collection and a fragrance.

10 marks

- (c) Historical events, society and culture influence fashion.
Critically discuss this statement with reference to an identified decade of the twentieth century.

Mark allocation: 10 marks

A – 8 – 10 marks

Candidates are able to critically discuss how historical events, society and culture influences fashion, giving a full analysis.

B – 6 – 7 marks

Candidates are able to critically discuss how historical events, society and culture influences fashion, giving some analysis

C – 4 – 5 marks

Candidates are able to critically discuss how historical events, society and culture influences fashion, giving a limited analysis.

Answers should make references to the following.

Candidates are required to give extended answers relating to some of the brief points that follow.

Historic Social Influences of the 20st Century – “At a glance”

The following list summarises the important events of the 20th Century

1901	Death of Queen Victoria Edward VII is crowned King of England
1902	Arthur Balfour becomes Prime Minister Education act is passed in Parliament Anglo Japanese Alliance
1903	Chamberlain resigns to campaign for tariff reform The Women’s Social and Political Union is founded by Emmeline Pankhurst
1904	The Russo-Japanese war begins
1905	Henry Campbell Bannerman becomes PM
1906	Trade Disputes Act is passed Labour party is formed from the Labour Representative committee
1907	Anglo-Russian entente is formed The Report of the Select Committee established: Trade Board Acts which controlled piece rates and time worked hastening the change over to factory production particularly clothes
1908	Herbert Asquith becomes PM Old Age Pensioners act is introduced giving people over 70 a pension Women’s day is celebrated for the 1 st time
1909	1st Peoples budget introduced by David Lloyd George
1910	Edward VII dies George V becomes King
1911	National Insurance act is passed by Parliament giving British working class first contributory system of insurance against illness and unemployment
1912	10 th April Titanic Ocean liner maiden voyage Scott reaches South Pole Balkan war breaks out
1913	Trade Union Act is passed
1914	1 st World War breakout on 4 th August Irish Home Rule is granted
1915	War time coalition Government is formed Lusitania sunk by German ‘U’ boat

1916	David Lloyd George becomes PM member of Liberal Party – he displaces the unsuccessful Asquith
1917	Queen Mary Army Auxiliary corps, first women to be allowed to wear uniforms Nurses serving on the front line America enters the war Russian Revolution
1918	11 th November 1 st World War ends The RAF is formed A total of 73,000 women employed in administrative and clerical services in the British Red Cross, St Johns Ambulance, Women's Royal Naval service, Women's Royal, Air Force and the Queen Mary Army Auxiliary Corps
1919	Lady Astor becomes first Lady Member of Parliament
1920	Prohibition begins in USA First radio broadcasts Suzanne Lenglen wins Wimbledon
1921	Marie Stopes founded first birth control clinic Lenin introduces new economic policy in Russia Expansion of public sports grounds Albert Einstein wins Nobel prize for physics and publishes his 'Theory of Relativity'
1922	America's first female senator Mussolini becomes first Fascist dictator in Europe Mahatma Ghandi imprisoned for taking anti-British stance USSR formed Tutankhamen's tomb is discovered
1923	Collapse of Deutschmark gives rise to Nazis Ku Klux Klan reign of terror in USA First exhibition of work from the Bauhaus Bobbed hair becomes the rage
1924	Passenger air travel begins Olympic games in Paris Noel Coward's 'The Vortex' staged in London George Gershwin composes 'Rhapsody in Blue' Michael Arlen published 'The Green Hat' Textile Colour Card Association of the USA is formed (An attempt to identify colours by numbers)
1925	Hitler publishes 'Mein Kampf' Art Deco exhibition in Paris F Scott Fitzgerald publishes 'The Great Gatsby' The hemline is the shortest in history
1926	General strike in Britain Death of Rudolph Valentino John Logie Baird demonstrates the first successful TV Fritz Lang releases 'Metropolis' A A Milne publishes 'Winnie the Pooh' 'Elton Crop' becomes popular Jeanne Lanvin opens first boutique for men
1927	Charles Lindbergh makes first solo flight across the Atlantic Isadora Duncan is killed Warner Bros make the first 'talkie', the 'Jazz singer' starring Al Jolson Patent leather and fish skin shoes are new Nancy Cunard is photographed by Man Ray, wearing African bangles from wrists to elbows

1928	<p>'Flapper vote' is made law in Britain Trotsky exiled Herbert Hoover becomes President of USA D H Lawrence's 'Lady Chatterley's Lover' is banned in Britain Mickey Mouse joins Felix the Cat Schiaparelli's 'trompe l'oeil' sweaters are hugely successful</p>
1929	<p>The Wall Street crash in 1929 dealt a severe blow to Haute Couture as orders were cancelled. Unemployment in the Paris fashion business was very high. Because of this catastrophe, designers tried to bring in longer skirts by adding side draperies, making skirts longer in the back than in the front, and long, transparent overskirts. Eventually they succeeded as skirts dropped by 1930, and waistlines came back to their right place, a sign of a desire for normality. The "Roaring Twenties" closed with a slump. St Valentine's Day massacre in Chicago Salvador Dali makes 'Un Chien Andalou' Kodak produces first 16mm colour film Men's Dress Reform party is formed in Britain</p>
1930	<p>107 Nazis returned in German elections Amy Johnson flies solo to Australia Youth Hostels Association formed Woman's league of Health & Beauty formed</p>
1931	<p>Proclamation of republic in Spain Empire State Building completed (1250 feet) Mainbocher is first American designer to open a Paris salon</p>
1932	<p>Roosevelt elected President of United States Hunger March of Unemployed to London 'Margaret Rose' dresses popularized by Princess Margaret Sir Malcolm Campbell drives racing car at 235mph</p>
1933	<p>Hitler becomes Reich Chancellor Prohibition repealed Polythene first made Garbo stars in 'Grand Hotel' Rene Lacoste introduces short sleeved tennis shirt</p>
1934	<p>Liner 'Queen Mary' Launched Tyrolean look popular Alix (Madame Gres) opens Paris salon</p>
1935	<p>Nuremberg laws outlaw Jews in Germany Silver jubilee of George V and Queen Mary Radar invented Mickey Mouse appears in colour Schiaparelli opens her boutique in Paris</p>
1936	<p>Death of King George V Abdication of Edward VIII Spanish Civil War Olympic Games in Berlin Surrealist exhibition in London: Salvador Dali attends wearing deep sea diving suit Margaret Mitchell publishes 'Gone with the wind'</p>
1937	<p>Japanese seize Beijing and Shanghai First full-length Disney cartoon : 'Snow White and the Seven Dwarfs' Golden Gate Bridge, San Francisco completed Coronation of George VI Schiaparelli launches 'Shocking' fragrance</p>

1938	Nazi Germany annexes Austria Chamberlain meets Hitler at Munich George Biro makes first ballpoint pen
1939	Germany invades Czechoslovakia Italy invades Albania Britain, France, Australia and New Zealand declare war on Germany Russia invades Poland & Finland Vivian Leigh and Clark Gable star in 'Gone with the Wind' German battleship Bismarck launched John Steinbeck publishes 'The Grapes of Wrath'
1940	Winston Churchill becomes Prime Minister Food rationing in Britain and occupied France Norell and McCardell successful in New York
1941	Soviet Union fight off Nazi invasion Japanese attack Pearl Harbour Aerosols patented First commercial TV networks in USA Government bans sale off silk stockings Ernest Bevin introduces the 'Utility' scheme
1942	USA enters war Large scale production of penicillin helps casualties USA introduces clothing restrictions under L-85 order Making of clothes (Restrictions) orders Essential Works Orders
1943	Death camps in Nazi Europe Italy surrenders: downfall of Mussolini Claire McCardell's 'Popover' popular
1944	Liberation of France Betty Grable voted top female filmstar Bing Crosby voted top male filmstar Jazz Interest: Charles Parker, Thelonius Monk British and US governments ban wide-scale media coverage of the Paris shows
1945	President Roosevelt dies, Hitler commits suicide, Mussolini is shot Nazi Germany surrenders, as does Japan following the bombing of Hiroshima and Nagasaki George Orwell's 'Animal Farm' is bestseller Schiaparelli returns to Paris Textile magnate Marcel Broussaac sets up Dior
1946	Nuclear tests on Bikini Atoll in Pacific Introduction of National Health Service Churchill uses phrase 'Iron Curtain' Mayfair magazine uses expression 'Teenager' Bikini swimsuit shown in Paris Molyneux re-opens in Paris
1947	India gains Independence Princess Elizabeth marries Philip Mountbatten in a dress by Norman Hartnell House of Dior unveils the 'New Look'
1949	Two million unemployed

1950	<p>War in Korea President Truman confirms H-Bomb programme Introduction of credit card system in USA First ever mass production of computers Emilio Pucci opens his fashion house The sheath dress, decorated with enormous bows, very narrow skirts, tiny waists. The newest shoe is a rounded-toe slingback</p>
1951	<p>Festival of Britain exhibition opens Conservatives return to power Rock and Roll era begins First colour TV broadcasts in USA Both Dior and Balenciaga show a Chinese collection : coolie hats, barrelshaped jackets, duster coats with side slits, unmarked waists</p>
1952	<p>Dwight Eisenhower becomes President of USA Teddy Boys are sighted in London's East End Givenchy shows first collection and opens a salon in Paris The teenage market starts to demand a look of it's own: tapered trousers, stiff ballerina petticoats, flat shoes, chunky sweaters</p>
1953	<p>Coronation of Queen Elizabeth II Death of Stalin Mount Everest climbed for first time by Hillary and Tensing The dropped shoulder dominates suits and coats Dior shortens skirts to 3" below the knee</p>
1954	<p>End of French power in Vietnam 1 in 7 has TV set in USA, 1 in 24 in Britain Bill Haley appears in 'Blackboard Jungle' Chanel re-opens salon Man-made fibres are in common use making clothes easily washable; they include orlon, acetate, rayon, terylene, courtelle and nylon</p>
1955	<p>James Dean dies in road crash Mary Quant opens Bazaar in the Kings Road, London Dior produces a new A-line: A triangle widened from a small head and shoulder to a full pleated skirt. The tunic suit is introduced – a long knee length jacket over a slim skirt.</p>
1956	<p>Elvis Presley international star with 'Heartbreak Hotel' Suez Crisis First major Italian show in New York Most Paris designers show a suit with a cropped jacket revealing a pinched waist. Coats become thick and rounded like beehives, fully lined, in black or bold pinks and reds</p>
1957	<p>Christian Dior dies; Yves St Laurent becomes head designer at Dior First meeting of the Channel Tunnel company in Britain West Side story opens on New York stage Cocktail hats are festooned with ostrich feathers requiring long cigarette holders. Guy Laroche is a new name in Paris</p>
1958	<p>Charles de Gaulle becomes French President Marilyn Munroe marries Arthur Miller Elvis Presley drafted into US army London to Aldermaston march Last formal presentation of debutantes at court Yves St Laurent produces his first collection for the House of Dior – the Trapeze line, flaring gently from narrow shoulders to a shorter wider hemline just cover the knees Chanel is the major fashion influence in the world</p>

1959	Synthesizer appears as new musical instrument Fidel Castro takes over in Cuba Yves St Laurent raises the skirt to the knee, belts every waist and pulls the skirt into a tight band Long hair becomes popular for men Grey flannel is ready to become the first craze of the sixties
1960	John F Kennedy elected US President Olympic Games in Rome Fellini's 'La Dolce Vita' and Hitchcock's 'Psycho' Marc Bohan joins Dior
1961	Berlin wall goes up Yuri Gargarin is first man in space Courreges opens his salon 'Jules et Jim' film influential, costumes designed by Pierre Carden
1962	Arrest of ANC leader Nelson Mandela in South Africa 'Love me do' first Beatles single 'Dr No' first James Bond movie Saint Laurent opens own business
1963	Profumo Scandal Alec Douglas Home becomes PM President Kennedy assassinated Lydon Johnson becomes US President Beatlemania US folk music peak: Bob Dylan, Joan Baez Pierre Cardin's Beatle suits Mary Quant starts Ginger Group label Barbara Hulanick and Stephen Fitz Simon begin their mail-order business, later opening Biba
1964	Trial of Nelson Mandela Labour wins election: PM is Harold Wilson Cardin's 'Space Age' collection
1965	Watts riots in Los Angeles Plastic dresses from Paco Rabanne Malcom X murdered
1966	France leaves NATO Cultural Revolution begins in China Psychedelic movement in music and fashion YSL starts Rive Gauche Twiggy designated 'Face of the Year'
1967	Beatles release Sgt Pepper Successful films: Barbarella, Bonnie and Clyde
1968	April: Martin Luther King assassinated June: Bobby Kennedy assassinated Students riots in Paris Black Panthers – Freedom Fighters – in USA ghettos Soviet invasion of Czechoslovakia Mexico Olympics: black power demonstrations by medal winning US athletes Release of '2000: A Space Odyssey' Beatles movie: 'Yellow Submarine'
1969	Troubles start in Northern Ireland US Apollo 11 Astronauts land on moon Woodstock festival: peace and love Afro hairstyles catch on with white as well as black Maxi and midi lengths become popular

1970	<p>US invades Cambodia IOW festival: Jimi Hendrix final appearance M A S H Corduroy jeans and rainbow-striped ribbed sweaters One million unemployed</p>
1971	<p>Strategic Arms Limitation Treaty (SALT) Moscow China enters United Nations 'A Clockwork Orange' 'Love Story' 'Jesus Christ Superstar' opens British currency converts to decimal system Jim Morrison dies Hot pants and maxi coats</p>
1972	<p>President Nixon visits Beijing, China Israeli athletes murdered at Munich Olympics David Bowie releases 'Ziggy Stardust' 'Rocky Horror Picture Show' Loons and tank tops</p>
1973	<p>Britain enters ECC OPEC raises oil prices Senate opens Watergate hearings Teenybop: Osmonds, David Cassidy, Bay City Rollers</p>
1974	<p>North Sea oil begins to flow Designer knitwear boom Rock n' Roll revival Malcolm McLaren forms the sex pistols</p>
1975	<p>Saigon falls: communists take Cambodia and S Vietnam 'Jaws' released Sex Discrimination Act introduced in UK Cheap and radical chic Fiorucci fun and anti-fur lobbying Bina closes down</p>
1976	<p>USA Bicentennial Race Relations Act introduced in UK Queen, Elton John, and Abba successful Exercise boom: Lycra leotards Punk festival at London's 100 Club</p>
1977	<p>Queen Elizabeth II silver jubilee Sex Pistols 'God save the Queen' banned by BBC Elvis Presley dies Crazes: skateboarding and roller disco Punk Anarchy: pins, razor blades, rips, plastic Preppie and Ivy League styles boom Ralph Lauren dressed Diane Keaton in 'Annie Hall' 'Star Wars'</p>
1978	<p>Worlds first test tube baby 'Winter of discontent' – strikes grip Britain 'Saturday Night fever' – disco mania Punk glamorised and tamed in New Wave fashion</p>

1979	<p>Shah of Iran abdicates Vietnamese depose Pol Pot in Kampuchea (Cambodia) Margaret Thatcher becomes British Prime Minister Sid Vicious dies whilst awaiting trial for murder 30 Brands of designer jeans available ‘New Romantic’ fantasy dressing popular in clubs Sony Walkman introduced Over three million unemployed</p>
1980	<p>Iran-Iraq war breaks out Ronald Reagan elected US president Olympics held in Moscow “The Face” begins publication “Dallas” reaches audience of 300 million</p>
1981	<p>World economic recession Martial law in Poland “New Romantic’ movement Comme des Garcons first collection in Paris Norma Kamali’s “sweats” collection Charles and Diana’s wedding – dress by the Emanuels</p>
1982	<p>Falklands war Acid rain warnings Grandmaster Flash popularisation rap Body Map label formed</p>
1983	<p>Margaret Thatcher re-elected as PM Breakdancing craze The “Yuppie” Huge boom in exercise wear Crucial labels – Nike, Reebok, Adidas</p>
1984	<p>Reagon re-elected as President Ethiopian Famine Band Aid Madonna becomes megastar Donna Karan starts own label Olympics held in Los Angeles</p>
1985	<p>Mikhail Gorbachev becomes Soviet premier Live Aid Aids recognised by World Health Organisation as epidemic</p>
1986	<p>“Challenger” space shuttle disaster Chernobyl nuclear disaster Fashion Aid Christian Lacroix’s couture debut</p>
1987	<p>Glasnost and Perestroika Thatcher elected for third term as PM Stock market crash Hugo Boss suits in LA law “Yuppie” culture peaks Lycra becomes hugely popular</p>
1988	<p>George Bush elected US President Impact of “Flo-Jo” at Seoul Olympics Acid House craze starts “Vogue-ing”</p>

1989	<p>Massive political change in Eastern Europe Berlin wall comes down Massacre in Tianamen Square, Beijing Ayatollah Khomeini dies “Batman” movie “Ripped jeans” fad</p>
1990	<p>Opening of Berlin Wall 1989 lead to treaty between Germany, Russia, USA and UK enabling German unification President F W De Klerk released Nelson Mandela after lifting ban on ANC John Major elected leader of Conservatives and new PM Sadam Hussein invaded and annexed Kuwait Roald Dahl famous children’s author dies Dances with Wolves released Stress related illness increases</p>
1991	<p>End of Cold War Gulf war began US General Norman Schwarzkoff (Storming Norman) leads the operation Desert Storm Robert Maxwell died leaves massive debts scandal over pension funds Film “JFK” starring Kevin Costner promotes trends for retro 50’s/60’s styles Grunge music from American rock music starts short-lived fashion</p>
1992	<p>Maastricht Treaty signed by 12 European community countries State apartments of Windsor Castle burnt down “Reservoir of Dogs” Quentin Tarantino cult film Boris Yeltsin takes over from Gorbachev Andre Agassi wins Wimbledon men’s singles Line dancing Concern for nutrition and health and preventive medicine develops Resistance gyms emerge</p>
1993	<p>“Downing Street Declaration” paved way for cease-fire in Northern Ireland Mandela & De Klerk share Nobel peace prize Bill Clinton elected 42nd President of USA “The Fugitive” Harrison Ford film version of 60’s TV hit “In the Line of Fire” Clint Eastwood “Jurassic Park” Salmon Rushdie wins Booker prize Tate Gallery opens in St Ives</p>
1994	<p>Mandela first Black President of South Africa John Smith dies and Tony Blair is voted as leader of the opposition and is the youngest at 43 since 1812 “Pulp Fiction” cult film “Four Weddings and a Funeral” Channel Tunnel official opening (First planned in 1960) Alternative medicines and healing become more popular, some medics begin to accept this</p>
1995	<p>Tony Blair re-vamps shadow party nicknamed “New Labour” “The Moors Last Sigh” by Salmon Rushdie which caused controversy in Bombay because it satirised a prominent politician “Braveheart” Mel Gibson – Tartan popular again</p>
1996	<p>Charles and Diana’s official divorce “Evita” starring Maddona “Trainspotting” Damon Hill wins F1 world championship</p>

1997	New Labour elected with landslide votes David Steele receives peerage Garry Adams influential in moving IRA & Sinn Fein away from purely militarist policies Diana & Dodi killed in car crash Paul McCartney knighted
1998	Digital Technology (TV) Sir Cliff Richard celebrates 40 years in music business Sadam Hussein still causing problems (Weapons inspections) Council & women's leaders grows; New Zealand – Jenny Shipley; Ireland – Mary AcAlteese. UN estimate 200 million world wide famous sex slaves. Clinton & Monica Lewinsky scandal “Tiranic”
1999	Fitness and body shape begins to be a major feature so more of the body is revealed. Clothing covers less of the body Computer viruses are a worry. ‘Millennium bug’ Film: Fight Club, Matrix, American Beauty
2000	Millennium – glitter, sparkle, celebration Catwoman and batman see the revival of leather Bands like Pink wearing their hair in luminous colours and introduced a fashion for wearing the colour pink too Designer outlets are becoming more available around the country
2001	George Bush Jnr elected as President of USA Major outbreak of foot and mouth disease 9.11. Destruction of twin towers, over 3000 killed Camouflage and combat wear/ Animal prints China emerges as a nation new to the ‘market place’ TV/Film: Part 1 of Lord of the Rings, Moulin Rouge E-retailing Clothing into supermarkets
2002	TV/Film: Gangs of New York, Part 2 of Lord of the Rings Queen Celebrates fifty years of reign US seek out al-Quaeda and Taliban prisoners Continued trouble/war/bombings in Palestine
2003	Gulf war Saddam Hussein captured Space shuttle explodes Films, Pirates of the Carribean TV – Sex and the City – huge impact on ladies footwear Resurgence of Hepburn, with death of Audrey Hepburn
2004	War in Iraq

10 marks

Total 25 marks

Section B

1 (a) Discuss the core costs involved with quality control in the manufacture of textile goods.

Mark allocation: 10 marks

A – 8 – 10 marks

Candidates are able to develop a full and coherent discussion of the costs involved with quality control in the manufacture of textile goods. The discussion shows good analysis and the identification of the main points with full explanation.

B – 6 – 7 marks

Candidates are able to develop a discussion of the costs involved with quality control in the manufacture of textile goods. The discussion shows analysis and the identification of some of the main points with explanation.

C – 4 – 5 marks

Candidates are able to discuss some of the costs involved with quality control in the manufacture of textile goods. The discussion has limited analysis and limited explanation.

Answers should make reference to the following points:

- To be successful in business you must make a profit. Every time you produce a defective product, you have lost money in terms of raw material cost ie the raw materials that were required to make the “second” and the time that was spent making the defective product
- Another important factor is the risk involved: if that defect had not been picked up then it may have reached the customer!

Four Core Costs involved with Quality Control:

• Internal Costs

These costs would disappear if we did not have any defects and they include the cost of scrap, rework, retest and downtime.

Scrap: net loss in labour, materials and overheads that result from faults that cannot be economically repaired. Garments must be classed as “seconds”

Rework: time spent doing repairs, extra fabric necessary, paying operators to do jobs for second time

Retest: cost of re-inspection once the rework has been done

Downtime: waiting for re-cut panels is unproductive time.

• External costs

These costs would also disappear if we did not have any defects but unfortunately we do not discover these costs until the customer has the product in their possession.

Complaints – this affects both the reputations of the retailer *and* the manufacturer. Return to Manufacture (RTM) – this is when single or multiple garments are returned to the factory in which they were made in order that a full examination can be conducted to discover why the product has failed. The manufacturer will be liable for not only the price of the garment but also the postage and packaging back to the production unit.

- **Appraisal Costs**

These are the costs to the manufacturer in discovering the condition of his product eg incoming goods inspection, inspection during production, and final inspection. Appraisal costs also include the initial cost of buying and cost of maintaining any necessary test equipment.

- **Prevention costs**

These are more long-term costs incurred by a manufacturer and cover things such as:

- Quality Planning – cost of producing and communicating the companies Quality Plan, in the form of posters, manuals etc
- training costs
- new work aids to improve methods
- quality data analysis
- improvement projects.

Investment in Prevention and Appraisal should result in a decrease in Internal and External failure costs.

Quality Management is characterised by attention to issues arising from the *production* of garments rather than to issues deriving from the original design of the product, and is concerned with the variability that occurs because of three main things: the raw materials, the methods being used and the machinery being used.

10 marks

1 (b) Critically discuss quality and how it is achieved in relation to appearance and wear.

Mark allocation: 15 marks

A – 12 – 15 marks

Candidates are able to critically discuss quality and how it is achieved in relation to appearance and wear, giving full analysis.

B – 9 – 11 marks

Candidates are able to critically discuss quality and how it is achieved in relation to appearance and wear, giving some analysis.

C – 7 – 9 marks

Candidates are able to critically discuss quality and how it is achieved in relation to appearance and wear, giving a limited analysis.

Answers should make some reference to the following points:

- quality of the finished product is extremely important in terms of it's appearance and functionality

There are three main aspects to be considered:

- **what is quality:** This is determined not by the manufacturer but by the customer and is often perceived by the general public as being synonymous with names that are associated with excellence. Eg Rolls Royce – top quality reliable cars and Designer clothes brands – Top Quality
- British Standards 4778 describe quality as “the totality of features and characteristics of a product or service that bear on its ability to satisfy shared or implied needs”. Now superseded by ISO 9000 (in year 2000)
- there are many quality gurus that describe quality in many differing ways. General management within the clothing industry will describe quality as “meeting customer requirements”
- reliability is often used in association with quality. When a product is reliable, it meets its customer requirements and it is consistent then, that reliability becomes what is termed as a quality item
- performance: the satisfactory performance of the product for a specific function
- function over a time period: the consistent performance of the product over a period of time regarded by the customer as satisfactory
- Product and services: a range of products and services with similar performance The consumer becomes familiar with brand identity.
- **quality of design** relates to whether a product has been designed to achieve it's designated purpose

Achieved by looking at:

- **the market.** In order to begin to design a good product, an understanding of the market must be achieved. Without understanding the market we are aiming at, there would be no understanding of the consumer of the product we are designing.
- **the price** is the all-important factor, which will often dictate the perception of quality of the product. All areas in the development of the product affect the price.

- **customer requirements** must be assessed mainly in the broad terms of aesthetics and purpose.
- **production capabilities.** The design must take into account the capabilities of the production process. By not taking into account the implications of production, the development costs will be increased and problems with quality will arise during the production process. This could ultimately result in the return of goods from the customer, which will incur major costs to the manufacturer and will result in customer dissatisfaction as well as loss of business.

15 marks

Total 25 marks

2 Discuss the use of CAD/CAM in the fashion industry today.

Mark allocation: 25 marks

A – 18 – 25 marks
Candidates are able to develop a full and coherent discussion of the use of CAD/CAM in the fashion industry today. The discussion shows good analysis of the data with full explanations.

B – 15 – 17 marks
Candidates are able to develop a discussion of the use of CAD/CAM in the fashion industry today. The discussion shows analysis of the data with explanations.

C - 12 – 14 marks
Candidates are able to develop a limited discussion of the use of CAD/CAM in the fashion industry. The discussion shows limited or no explanation.

Answers should make reference to the following points:

- The textiles and clothing industries have had to adapt to rapid changes in styles and fashion cycles, which requires the industry to shorten its response time to meet market demands. The use of computer technology has had a major impact in this area. The two main categories these fall into are:

CAD (Computer aided design) is the term used for a computer system for the aid of the design and product development processes.

CAD covers the following areas:

- textile design
- fashion design
- pattern cutting
- 3D simulation – garments and textiles
- body scanning (bespoke)
- grading
- marker planning

CAM (Computer aided manufacture) is the term used for computers which aid the manufacture process

CAM, covers the following areas:

- marker planning
- spreading
- cutting
- sewing
- pressing
- transportation

information technology transfer is the name used to describe the use of and sharing of electronic data from a variety of sources. This will allow a company to be responsive to all the influencing factors that will affect their manufacture.

Areas covered are:

- internet
- intranet
- modems

PC Packages

CAD

- CAM
- The most recent changes have included making systems more user friendly by installing Windows based software, the introduction of many automatic features increasing the speed of the machines, and the compatibility of systems with one another.
- The introduction of communications software on some of the larger systems has resulted in 'Real Time' sharing of information on a global scale, thus facilitating the potential for overseas production being directed from the UK. The range of software available is substantial from simple PC based software to complex industrial systems.
- Software can include packages for fabric design, fashion design, pattern manipulation, grading, marker planning, costing, data management and communications. The refinement of each system will vary, depending on the needs of the company, although the basic principles of CAD systems are very similar.

CAD Design systems, software will cover the following:

- Fabric Designs: knitted fabrics and stitch simulation
woven fabrics and texture simulation
printed fabrics, scaling and repeats
- Fashion Designs: fashion illustrations
photographic images
technical drawings
draping
rough sketches
story boards
colour palettes
line drawing
- Merchandising: store layouts
packaging
hang tags
catalogues
logos
sales aids – sales rep systems

CAD Production systems, software will cover the following:-

- Pattern cutting: pattern styling
style changes
checking
garment creation
garment changes
- Grading: production of ranges of sizes
rule storing
adjustment of size range
- Marker planning: fabric ratings
variations in width
increased ratios of sizes
economy of fabric
- Product: garment monitoring
- Development: technical specifications
size charts
Construction details

The advantages of CAD/CAM systems are:

Design: CAD

- improve quality of presentation
- reduce sampling costs
- maximise creativity
- speed up response time and reduce throughput time
- Increase productivity
- quick colour changes
- Simple image manipulation
- data sharing
- simplifies and speeds up communication
- reduces design development cycle
- create floor plans
- reduces planning time
- increasing brand communication and identify
- allow effective planning of placement of signage for maximum sales
- communicate brand concepts

Production: CAM

- increased productivity
- increased style variations
- reduced development time
- greater flexibility of size ranges
- optimise fabric utilisation
- allowances for fabric or cutting constraints
- automatic updating of style information (latest software)
- automatic marker planning
- check matching
- effective communication between CAD and CAM
- increased manufacturing flexibility

- Internet retailing. Use of the world wide web for information, marketing and exchanging knowledge.

Total 25 marks

3 Discuss chemical finishes that can be applied to improve fabrics.

Mark allocation: 25 marks

A – 18 – 25 marks

The candidate is able to identify a wide range of finishes that can be applied to improve fabrics and clearly discuss the contribution of each finish.

B – 15 – 17 marks

The candidate is able to identify a wide range of finishes that can be applied to improve fabrics and discussion is developed although not fully explored.

C – 12 – 14 marks

The candidate is able to identify some finishes that can be applied to improve fabrics with limited or no discussion.

Answers should make reference to the following points:

- once a fabric has been woven or knitted, finishing will take place. The processes involved are not included in the formation of the fabric they are there to enhance the fabric in its beauty, its performance ability or its durability
- most ‘raw’ fabrics cannot be used and they require some kind of finishing process
- at least fabrics need to be cleaned and freed of any chemicals used in the processing of the fabric from the yarns
- an important function of finishing is to enhance the appearance of the fabric. This can be done by dyeing, pressing and many other methods
- its handle may require to be improved
- it may need to be made ‘easy care’ to improve marketability
- finishes are carefully selected to avoid damage to the fibre. They are used to give a property that a textile does not naturally contain. These are determined by the end use of the textile
- *embossing*. This gives ‘relief’ effects by means of an engraved roller. To ‘fix’ the embossing into the textile permanently, a resin is used in cottons and heat is used in synthetics.
- *pleating*. This is the introduction of permanent pleats or creases to a textile. This is often done in response to a fashion trend. To ‘Fix’ the creasing or pleating in cottons a resin is used, in synthetics heat is used
- *easy care*. This is given especially to cotton and viscose. By applying and ‘fixing’ the chemical to the fabric it reduces the sensitivity of the fabric to moisture and to creasing. They become resistant to wrinkling.
- *parchmentising*. This is used on cotton. The process gives the fabric a variety of effects ranging from transparency to opalescence. It can also give or take away from the stiffness of the fabric. It often gives a high degree of lustre. Chemicals are used which have a swelling effect and can make the fibres almost gelatinous.
- *anti-pilling*. This is necessary for fabrics that have short fibres in their construction or are a blend with synthetics. Solvents or film-forming polymers can be used on the fabric to reduce this undesirable effect. This is often carried out on synthetic fabrics and wool. The process still requires some perfecting to eliminate the problem completely
- mercerisation on cotton, especially poplin and satin is carried out to improve lustre. Caustic soda solution is added under high pressure giving a high lustre

- the handle of a fabric is the sensation that is experienced when a fabric is 'handled' by touching, flexing in the fingers and smoothing etc
- use of suitable chemicals can restore handle lost in processing. In cotton the addition of wood oils, waxes or similar substances can restore handle. To 'soften' cotton, anionic substances such as sulphated oils and sulphated alcohols are used
- cationic compounds may be added to most other fabrics to 'soften' handle. These are fatty acids such as polyethylene polyamine reaction products.
- non-ionic reagents are also used to modify and improve handle. Compounds form a fatty film on fibre surface making it smoother and more slippy. This gives the sensation of greater softness because the fibres readily slide past each other.
- compounds can be added to 'stiffen' the handle of a textile. To stiffen cotton shirting spray on starch was once used, now a silicon resin such as 'Fabulon' is added. A more durable method is to impregnate a textile chemically with alkali soluble ethyl. This is used on cellulosic fabrics, cotton and viscose.

Finishes to help fabrics keep their shape and size.

- **anti-shrink** treatments *of wool* reduce directional friction caused by the scales responsible for felting. Chlorine containing compounds are used in aqueous or gaseous medium, under alkali or acidic conditions. Resins that can be applied to reduce shrinkage are polyacrylic, polyurethane and polyamide – epichlorohydrin eg 'SUPERWASH' wool
- **coating** Layer of natural synthetic polymer to one side of the fabric, followed by fixation in a curing oven. This gives a fabric new properties and it is now a combination of the polymer and the fabric. In apparel the coating must be permeable to air and moisture proof
- soil-repellent finished fabrics. This works well on nylon, polyester, wool and acrylic fabrics, on cotton and cotton blends. It is suitable for apparel, uniforms, camping equipment, upholstery and many others. Soiling takes place more slowly because the water oil 'beads' up on the fabric surface
- soil-release finished fabrics. Oily soiling can be more easily removed especially in home laundering. Polyester fabrics are often treated this way. Carpets can also be treated in this way.
- soil-repellent and released finished fabrics. A 'copolymer' is used for this. It has two segments that perform two different tasks. One to make the fabric soil – resistant in air, the other to make the fabric soil-resistant in water, the other to make the fabric release stains more readily when in water
- stain resistant finished fabrics. This is used in carpets, wool and nylon.
- **flame proofing** Successful compounds used for flame-proofing are:

THPC (tetrakis-hydroxymethyl-phosoniumchloride). Trade name PROBAN
Pyrovatex CP

Treated fabrics

- Anti-bacterial finish.
- Sun-protection finish.
- Heat changing dyes.
- Photosensitive dyes.

Total 25 marks

4 Discuss the role of needles and threads in the manufacture of sewn goods.

Mark allocation: 25 marks

A – 18 – 25 marks
Candidates will develop a comprehensive and detailed knowledge and understanding of the role of needles and threads in the manufacture of sewn goods. Accurate information is used to support the answer.

B – 15 – 17 marks
Candidates will develop a good knowledge and understanding of the role of needles and threads in the manufacture of sewn goods. Information is clearly explained with some supporting evidence.

C – 12 – 14 marks
Candidates will demonstrate some knowledge and understanding of the role of needles and threads in the manufacture of sewn goods. Information is expressed in general terms with little supporting evidence.

Answers should make reference to the following points:

Needles

The main function of a sewing machine are:

- to penetrate material without damaging it;
- to provide a hole through which the needle thread can pass
- to carry the tread down through the material and form a loop through which the spool thread can pass to form the stitch;
- on a two thread chainstitch or overlock type machine to enter the looper thread loop to form the stitch.

- machine needles are available in a variety of types according to their use
- the selection of a needle should be based on the characteristics of the material being sewn, the size of the sewing thread, the type of seam and the stitch type
- the needle to be used will be determined by the machine type, thread type and needle point
- the machine type will determine the size of the shank and the length of the needle from the shank to the point; the machine manufacturer will detail this information
- The needle size should be as small as possible for the sewing penetration being carried out. This will help to reduce the needle damage and make the hole as small as possible.

There are three main types of needle point:

- *set point* – The most common type with a variation from heavy to fine
- *slim set* - normally used for blind stitches and for fine densely woven fabrics.
- *Set cloth point* – the most versatile point shape for most fabrics
- *heavy set* – is blunted on the end and is used especially for button sewing
- *ball point* – Used in the sewing of knitted fabrics that are prone to needle damage. The ballpoint penetrates the fabric by pushing the yarns apart.
- *light ballpoint* – used for knits and very fine fabrics
- *medium and heavy ballpoint* – are used on elastic materials containing rubber or electrometric yarns

- *cutting points* – suitable for dense materials eg leather, coated fabrics or laminated textiles where needle heat is a problem
- the needle size defines the diameter of the blade, which will determine the size of the hole left in the fabric. This hole must be filled by the thread, which will be matched to the size of the needle and the fabric being sewn.

Thread types

- Thread is an indispensable component of the garment and is often taken for granted because it is inconspicuous, however, it has a great importance to the appearance, function and life of a garment.
- Threads have the following requirements. To provide:
 - the right appearance
 - the right performance
 - the right colour
 - and to sew correctly
 Threads can be classified into the following types:
- *spun* – Threads that are made from short staple fibres which are twisted together eg silk, polyester, cotton nylon etc. Cotton threads are often mercerised to increase strength and lustre or Glacéd to give a greater resistance to abrasion and reduce friction
- *continuous filament* – Threads that are made from long continuous strands or fibre eg silk or synthetic fibres such as nylon polyester or polyamides. These threads are normally of a high strength but often require controlled sewing conditions in order to produce satisfactory sewing
- *core spun* – threads that combine continuous filament and staple yarns. The continuous filament has an outer cover of spun fibres. The continuous filament may be two or three piles twisted before the outer cover is applied. This type of thread takes the excellent properties from spun threads and continuous filament threads to produce a high quality, versatile thread. Core spun thread are normally a polyester centre with a cotton outer cover.
- *textured threads* – continuous filament threads are very smooth which allows slippage. In order to combat this and allow a seam to ‘lock’, texturing is carried to distort the surface and entangle the filaments. This can be seen in bulked threads and is useful in providing softness in the thread as well as a good seam cover
- **thread sizing** is based on the metric ticket number system and relates to the finished size of the thread. The higher the number, the finer the thread.

<u>Metric No.</u>	<u>Uses</u>
180 – 150	Sewing of lingerie, fine fabrics neatening
120 – 70	General sewing, underwear, dresses, blouses, tailoring
60 – 15	Jeans, heavy duty clothing, button sewing and button holing of tailored garments

Total 25 marks

5 Discuss the information to be considered by a designer before initiating a design.

Mark allocation: 25 marks

A – 18 – 25 marks
Candidates are able to develop a full and coherent discussion of the information that is required by a designer before initiating a design. The discussion shows good analysis of the data with full explanation.

B – 15 – 17 marks
Candidates are able to develop a discussion of the information that is required by a designer before initiating a design. The discussion shows analysis of the data with explanations.

C – 12 – 14 marks
Candidates are able to develop only a limited discussion of the information that is required by a designer before initiating a design with little or no explanation.

Answers should make reference to the following points:

- when designing for bulk production the creative process looks at what current trends are going to create an impact on the high street. Normally these inspirations filter down from the designer ranges and catwalk shows during International fashion weeks
- historic sales information is evaluated. What colours have been successful from previous colour palettes? Have there been any negative responses to styles from past ranges?
- market research and sales data continues to be a wealth of information to the designer enabling them to create commercial products, which promote sales
- bespoke garments are developed in a similar way the only difference being the individual client provides all the information, what likes and dislikes they may have regarding styling features, silhouettes, colours and fabrics, the end use of the garment: sport, casual, formal, work wear etc
- **fashion forecasting** enables subscribers to gain the competitive edge and to avoid costly mistakes
- social changes since the 1950's have instigated the need for fashion forecasting
- professionals who predict for, colourists, specialist yarns and fabric dyers
- research and consultation is international taking themes and influences from the arts, economy, lifestyle, urban street, film, architecture, interior design and political changes, predicting the silhouette, colour, fabric and yarns, style and image
- **function of garment** An experienced designer will subconsciously take into account the end use of the product. The designer would answer various questions to help create a customer profile for the end consumer of the garment or range. This hypothetical research would include the sex, age group, size, lifestyle and disposable income of the shopper. Plus take into account the company's image thus identifying the price bracket, types of fabrics, silhouette and colours along with the product area of the garment be it sportswear, casual wear, formal wear, teen fashion or underwear etc
- all the considerations are important factors when designing in the commercial market. Once a customer profile has been established it ought to encompass the majority of customers who purchase from the store or company. This enables the designer to focus on an individual identity simplifying the design process

- market research is equally important for the commercial designer. Regular visits to major cities within countries, which hold the biggest sale figures and cities where the company would ideally see their target customer (growth area of company) keeps the designer aware of competitors. It also acts as a research source showing what popular trends are flooding the mass market, various tell tale signs (the stock is not selling or the stores can not meet customer demand), indicate whether or not the trend is dying or has another season to run
- sales data from within the company can also aid design. Valuable information about previous styles or ranges can help when designing, sourcing fabrics and creating colour palettes. If past styles haven't sold it is best to access the reasons and learn from the mistake be it the fabric colour, print or design etc

- **Current Design Trends**

Couture Designers influence fashion as a whole. That is not to say all the time. Fashion is very fickle and even highflying designers fall in and out of favour with the media and public alike. The designer in 'vogue' is the one to watch. It all starts with a catwalk show and the media attention generated influences the public. The mass market then responds by creating affordable fashion inspired by the designer label, which is on everyone's lips. Other influences can be film and pop stars and in the past design houses have wisely used this to their advantage. Liz Hurley in the Versace Gold safety pin dress and Madonna in the 1990 John Paul Gaultier Corset.

- The Internet is also a major resource centre and enables the consumer 24hr access to fashion.
- Colour creates impact and, when purchasing an item of clothing, is usually the first thing that is considered. People relate to colour in a personal way, bright colours can make you feel happy, outrageous or silly. Dark colours create a more sombre, serious or sophisticated image.
- The designer's calendar is usually divided into two seasons, Spring / Summer and Autumn / Winter. Each season starts with colour, and a colour palette has to be created.
- There are colour consultants, colour designers and colour chemists within large organisations.
- Fabric mills and weavers analyse Colour and Yarn predictions and develop and create a fabric range. The technical development of yarns and fibres has recently and is still producing revolutionary materials. These ranges are exhibited at various International fairs twice a year at the beginning of the fashion seasons. Designers visit these trade exhibitions to source and select fabrics for their collections. Premier vision is a fabric fair based biannually in Paris and is attended by many designers from all levels, couture through to high street.
- **Designers will select fabrics on the basis of:**

SUITABILITY:	characteristics such as weave, texture, weight, handle, performance, pattern and colour
FASHION TRENDS:	this depends on the market level, whether they are a leader or a trend follower
QUALITY SUITABLE FOR PRICE:	also depends on the market level, designer labels can afford to select more expensive fabric than high street retailers
PERFORMANCE:	the wearing and cleaning purposes can be an important factor on purchase.

- It is important for designers to select the correct fabric as this can influence the ‘look’ of a garment, the way the fabric drapes or whether it is suitable for a tailored suit, the end product goes hand in hand
- In order to develop a new range of garments the designer will collect information from as many sources as possible.

Total 25 marks

[END OF MARKING INSTRUCTIONS]