2.3.4a A2 Commercial and industrial practice

The fashion industry

• *Street style*

Street style is associated with youth groups and youth subcultures who are grouped according to culture, age, ethnicity, religion or social class. Styles reflect a group identity.

• *Contemporary fashion*

Contemporary fashion refers to trends that are currently fashionable and favoured by the masses. Also reflected in interior design, art and architecture.

• *Ready to wear (Prêt-à-Porter)*

These are small collections that are created by leading designers but are set at an affordable price and are not exclusive. Sold at retail outlets.

• *Haute couture*

Excusive one-off garments made to measure with the finest and most expensive fabrics and trims. Originally, Haute Couture was only available through the leading Parisienne fashion houses.

• *Role of designers*

Designers bring about change by introducing new concepts or 'looks'. Fashion shows are used to introduce new collections. Ideas trickle down from these shows into mainstream fashion.

• *Fashion forecasting*

Market researchers who predict future trends years before they become popular.

• *Trend setters*

Individuals who have a strong sense of style and fashion who often trigger new trends, celebrities for example.

• *Image makers*

Image makers specialise in creating a 'look/style' for clients, who could be individuals, groups or companies looking for a corporate image.

Commercial manufacturing

• *Job production (custom-made, bespoke, one-off)*

Refers to a unique product for a specific individual made by highly skilled versatile machinists and technicians. Expensive and exclusive products are made this way. Prototyping is a type of one-off production as it the product is individually made to test a concept.

• *Batch production*

In batch production, a set number of identical products are made in a given timescale in a factory setting on a production line. Teams of workers each complete a set task before passing the work along the line.

• *Mass production*

The largest scale of production used for products that are in constant demand over a much longer period of time. Workers focus on one task which can be repetitive. Some factories operate 24 hours per day in order to meet demand. Assembly lines are organised for maximum efficiency and profit. Some sections may include automated manufacturing.

• *Line production*

Work is organised in bundles and moves from one machinist to the next in what is effectively a straight line. Each machinist or operative completes the same set task before passing the work on.

• *Progressive bundle production*

Product parts are organised in bundles which are passed along the assembly line. Each operative completes their set task in that bundle before passing it on to the next operative. Bundles could be organised according to size or colourway.

• *Cell production*

This is a sub system that operates within another larger production line.

• *CAD/CAM in industry*

CAD – any form of digital design for overall styling, embroidery, laser cutters, print designs, lay-planning and pattern grading.

CAM – automated operations including 3D printing, fabric printing, embroidery machines, fabric spreading and cutting machines and laser cutting.

• *CIM – Computer Integrated Manufacturing*

CIM is an integrated management system that links all aspects of manufacture including point of sale from a central computer system. Stock levels, production, orders and sales can be tracked easily.

• *Sourcing and supply of materials*

Purchasing teams will source and forward order materials for textile products well in advance of production beginning. Fabric manufacturers are part of the supply chain and rely on the supply of yarn before the fabric can be made. In a global economy, this is worldwide.

• *Project management systems*

A critical path outlines the different stages which need to be met in the development and manufacture of a product to point of sale.

• *Quality Control (QC)*

QC checks take place at critical control points (CCPs) throughout manufacture. It is a technical process to confirm quality and standards. QC starts at sourcing raw material to the finished product where some products with defects will be rejected.

• *Quality Assurance (QA)*

Quality assurance is a system of checks to ensure that products are free of faults. It is a continuous set of processes which includes monitoring production, all aspects of the product, and detecting faults before they occur. QA is the responsibility of all involved.