**MIDTERM REVIEW SHEET**

**Theories**

1. This theory starts with the super wealthy and works its way toward the common people.
2. This theory starts with the lower socioeconomic group and works its way to the super wealthy.
3. This theory states that there are no leaders and everyone is wearing the same thing.
4. Leather jackets would be an example of this theory.
5. Rhianna coloring her hair red with an asymmetrical haircut would be an example of this theory.

**Cycle**

1. During this stage of the fashion cycle, prices are very expensive and not many people are wearing the item.
2. During this stage of the fashion cycle, the clothing item has become boring.
3. During this stage of the fashion cycle, more people are wearing the item and it is catching on.
4. During this stage of the fashion cycle, no one is wearing this item and it is considered out of date.
5. During this stage of the fashion cycle, everyone is wearing the clothing item and it is in all the stores.

Another word for a fashion leader is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This person likes to be first to wear the newest clothing items.

This person likes to wait until a lot of people are wearing the clothing item before they feel comfortable wearing it.

A clothing item that has been around for a very long time and continues to be popular is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A clothing item that designers had high hopes for but it failed is called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A clothing item that is in the fashion cycle for a short time is called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**History of fashion** **(1940s, 1950s 1960s, 1970s, 1980s, 1990s, 2000s)**

Which decade was known for:

1. The hippie look—long hair, bell bottoms, love beads, peace signs
2. The modest look—very prim and proper, men wore suits, everyone dressed up
3. The rock and roll look—leather jackets, poodle skirts, bobby socks were all popular
4. Casual dress was popular, overalls, baggy pants, and track suits were all popular
5. Disco emerged and was very popular, men wore shirts unbuttoned, platform shoes, dress lengths included micro mini, mini, midi, and maxi
6. Known as the excessive decade--fashion items were very big (jewelry, makeup, shoulder pads), metallic
7. Known as the decade for anything goes—wear what you want, when you want; skinny jeans; short, tight, revealing popular for women

**Fibers—natural and synthetic**

Who am I?

I am natural, very warm, and can be soft or scratchy.

I am synthetic, very stretchy, and tight.

I am natural, smooth, and somewhat shiny.

I am natural, very soft, come in many colors, and absorbent.

I am natural, durable, soft, and come from the hides of animals.

I am synthetic, light weight, stretchy, and was the first to be made from chemicals.

I am synthetic, take on different appearances, and can be made from plastic bottles.

I am synthetic, soft, light weight, and resemble silk.

I am synthetic, soft, not scratchy, and resemble wool.

I am natural, very light weight, am cool to wear, and come from the flax plant.

I am very absorbent. What is another word for me?

I am fake—example fake fur, fake leather—what is another word for me?

**Sizes**

Who am I?

I am female, small framed, and 5’1”.

I am female, average framed, and come in sizes 0-20 even.

I am female, a size not an age, sizes 1-15 odd.

I am female, average frame, and 5’10”.

I am female, and am expecting a baby in December.

I am female, larger boned, carry more weight, my size is 26.

I am male, 5’9” and weigh 170 pounds.

I am male, 6’5” and weigh 250 pounds.

I am male, 5’3” and weigh 175 pounds.

I am male, 6’2”, play football, and like to work out.

I am male dress pants, I appear first on the size. I appear last.

I am a male dress shirt, I appear first on the size. I appear last.

I am a baby who is 2 months old.

I am a little kid who can walk and talk. The T on my tag stands for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Distribution**

Who am I?

I am Target, Best Buy, Belk, Forever 21.

I like to make products.

I am a tangible item.

I like to buy products and give them away as gifts.

I like to store products for stores to order later on.

I like to use products.

I like to ship products to different places. Sometimes I am a boat, plane, truck, train, pipeline, drone, delivery van.

I am the path that products take. Without me, you wouldn’t get your shipment.

I like to do things for you.

I like to help retailers find the best products for their stores.

I like to buy items in bulk.

I am the overall process of getting products from Point A to Point Z.

When I distribute products, I like to make sure they are everywhere so many people can buy them.

When I distribute products, I like to be picky—I select only a few stores to display my goods.

When I distribute products, I am very picky—you have to be “upper crust” to be selected by me.