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Program Support Notes

Middle - **S**enior **S**econdary

29 mins

Fashionable Business Young Designers, New Labels

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Suitable for:

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Fashionable Business – Young Designers, New Labels

For Teachers:

Introduction

The fashion industry is glamorous and exciting, but how do young designers make headway against the big labels? This program features three Australian fashion labels: Dhini, Trimapee and Material by-Product, covering their production methods and their approaches to marketing and establishing their labels in the highly competitive fashion clothing market.

Program Timeline

00:00:00	Introduction
00:01:17	Chapter 1 - Introduction
00:06:23	Chapter 2 - Design: inspiration and ideas
00:11:51	Chapter 3 - Design: technologies and manufacture
00:16:57	Chapter 4 - Building a business
00:22:05	Chapter 5 - Competition, success, future Fashionable Business
00:27:25	Conclusion - Fashionable Business
00:28:16	Credits - Fashionable Business
00:28:55	End of program

Website References

- www.sassandbide.com
- www.collettedinnigan.com.au

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- Introducing Textiles – All About Textiles Series
- Smart Textiles
- Fashion – How Green are your Jean?

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Student Worksheet:

Before Viewing the Program

1. Brainstorm and make a list of as many fashion labels as you can.
2. Identify the country of origin of each label developed from the brainstorming activity.
3. Discuss the following points:
 - How many Australian labels are there?
 - Can students identify the actual designers associated with these labels?
 - Can students recall the methods of marketing that these labels use?
 - Is there a particular celebrity who is used as the face of any of these fashion labels?

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While Viewing the Program

Fill in the table below, using information from the program.

	Dhini	Trimapee	Material by-Product
How did they begin?			
How many staff do they employ?			
What are their backgrounds (educational)?			
Describe the style of each label.			
Design: inspiration and ideas	Dhini	Trimapee	Material By-Product
Outline where the designers get their ideas and inspiration from.			
Design: technologies and manufacture	Dhini	Trimapee	Material By-Product
List the processes that are performed in-house.			

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List the aspects of production that are outsourced.			
Outline the advantages of having products manufactured locally.			
Building a business	Dhini	Trimapee	Material By-Product
List the marketing methods and strategies that each label uses.			
Why is marketing important for developing businesses?			
Competition, success and the future	Dhini	Trimapee	Material By-Product
Who are the main competitors and where are they located?			
How do these labels try to get a competitive edge?			

After Viewing the Program

Research activity:

- Go to www.sassandbide.com and from the homepage go to The Story
- Next go to www.collettedinnigan.com.au and from the homepage go to History.
- Compare these two well-known fashion labels. How did they get their respective starts? Which celebrities do they dress? Search the internet for more information about these designers.

Business simulation activity:

Imagine that you are an up-and coming young designer. Complete a folio that covers:

1. The name of your label
2. Your business logo
3. A swing tag that would go on your clothing items
4. A description of the type/style of clothing that you manufacture
5. A description of your target market
6. Two designs of your clothing
7. An outline of which design and manufacturing processes you would do yourself
8. A list of the manufacturing processes that you would outsource, as well as the reasons for outsourcing these aspects of production
9. Name two labels that you would consider to be your main competitors.
10. Fashion Week is approaching in your capital city. Describe the marketing that you would undertake prior to Fashion Week, as well as during the Event to become better known.