

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 165221

Roll No.

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B.F.A.D.

Theory Examination (Semester-II) 2015-16

ELEMENTS OF FASHION

Time : 3 Hours

Max. Marks : 100

Attempt all the Questions :

Section-A

UPTU NOTES

(10×2 = 20)

1. Explain the following fashion terminology:

- (a) Couture
- (b) Proportion
- (c) CAD
- (d) Silhouette
- (e) Avant garde
- (f) Pret -a-Porter

- (g) Selvedge
- (h) Pattern grading
- (i) Style
- (j) Hemming

Section-B

2. Attempt any five questions in all. (5×10 = 50)

- (a) Explain WWD. ELLE. GQ magazine.
- (b) Write a note on fashion consumers.
- (c) Discuss the careers in fashion.
- (d) What are the various principles of design?
- (e) What is fashion forecasting? Discuss in relation with colours, fabrics, silhouette etc.
- (f) Brief about the fashion designers Coco chanel, Ralph Lauren. Yes Saint Laurent.
- (g) Explain the role of Milan - Domus Academy.
- (h) Discuss the various types of colour schemes.

Section-C

Attempt any two questions in all.

(2×15 = 30)

3. Discuss the fashion cycle in detail.
4. Explain about the Fairs(Heimtextile, Premier Vision)
5. Briefly explain the designer brands-Sabyasachi, Satya Paul

