

SARDAR PATEL UNIVERSITY
Programme: M.Sc (Home Science)
Subject: Textiles & Clothing
Semester: III
Syllabus with Effect from: June - 2013

Paper Code: PH03ETCL02	Total Credit: 4
Title Of Paper: Fashion Dynamics	

Unit	Description in detail	Weightage (%)
I	Changes in fashion during last one century International Fashion Centers- France, Italy, England, Germany, Canada, U.S. Internationally known fashion designers and their labels.	
II	Fashion Resources – Fashion forecasting, fashion services, design sources.	
III	Innovations in Textile Development for fashion fibers, yarns, fabric structure, dyeing, Finishing, fabric design, trims and functional items.	
IV	Accessory designing – belts, bags, jewellery, scarves, ties, sunglasses, gloves, shoes, hats.	
V	Retail fashion marketing – Marketing, planning and direction, visual merchandising, Fashion advertising, publicity, special events.	

