



The Fashion Industry

Chapter 8 Study Guide

Directions: As you read the chapter, answer the following questions. Later you can use this study guide to review for the Chapter 8 test.

1. List at least six uses for textiles other than for clothing. _____

2. Describe three different sources of textile fibers. _____

3. Why is research and development called “the backbone of the textile industry”? _____

4. What is the advantage of using a forecasting service? _____

5. How are textiles converted by a textile converter? _____

6. Why is the southeastern United States so important to the textile industry? _____

7. Why does a manufacturer hire a contractor? _____

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Chapter 8

Study Guide (continued)

- 8. What costs are included to figure a garment's wholesale price? _____

- 9. What union represents garment workers in the United States? _____

- 10. What is the significance of Seventh Avenue in the garment industry? _____

- 11. What is the role of fashion retailers? _____

- 12. What is direct retailing? Give two examples of direct retailing. _____

- 13. Why does a store buyer check with the general merchandise manager before making a purchase? _____

- 14. How do marketers try to predict what consumers will need and want to buy? _____

- 15. List resources that marketers use to promote their products and services. _____

- 16. What role do fashion magazines play in the fashion industry? Name two fashion magazines _____

