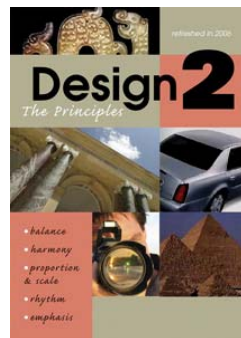


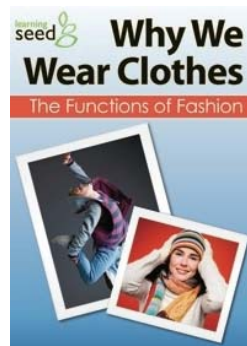
Costume, Textiles & Interior Design

(CD-ROM, DVD)



Using Color

Creating Color Harmony



Fashion & Design
Clothing, Sewing
Fabrics, Marketing
Merchandising
Field Trip
Interior Design

dw (주) 동원오디오비주얼

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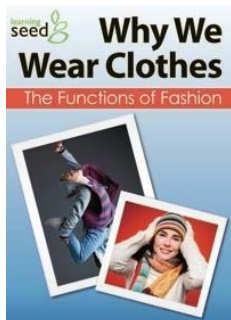
Why We Wear Clothes: The Functions of Fashion

Item #: FD-115

As a tool of the individual and of culture, clothing has meaning. In this program, students explore the functional, social, and psychological aspects of clothing. Viewers learn how clothing provides more than just protection from the elements; it offers comfort, helps us to fit in with our peer group, and encourages us to follow trends. The right clothes can boost our self-image and confidence, too. We examine the fashion industry, as well as the influential role that marketing and advertising play in our daily decision of what to wear

23 minutes.

DVD ₩172,000



Bracelet)

• Pattern Project: Pajama Pants (Bonus: Fabric Store Tour)

8 segments, 43 minutes. Subtitled in English

DVD ₩75,000

Jobs in Clothing, Textiles & Fashion: Career Compass

Item #: FD-103

Many different people work in clothing and fashion - and they're not all cut from the same cloth! Each professional plays a very different role in transforming a piece of fabric into a garment or the inspiration for a fashion publication. Explore the world of a clothing designer, fashion journalist and boutique owner and learn about other career opportunities available in the clothing and textiles industry. 24 minutes

DVD ₩148,000



Design: All About Textiles

Item #: FD-101

The human body is almost constantly in contact with some form of textile, whether it be the clothing that we wear or the interiors that we live and work in. Join interior designer Brandi Hagen as she showcases samples and explains different types of natural fibers including plant, animal, mineral and synthetic fibers, including:

- Nylon
- Polyester
- Rayon
- Acrylic
- Microfibers

Fabric construction and surface design are also discussed. 24 min.

DVD ₩120,000



Jobs in Housing & Interior Design: Career Compass

Item #: FD-104

Many professionals work together to create a house, long before it becomes a home. Explore the careers of an architect, general contractor and interior designer and other related professionals. Learn how their combined knowledge turns the idea of a house into a reality. See what each job entails-from planning to meeting with clients, to solving problems and completing a project. Discover the role business skills play and the type of education required. 29 minutes.

DVD ₩148,000

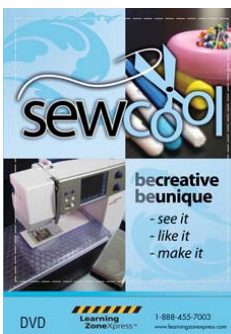


Sew Cool DVD

Item #: FD-102

Discover how sewing can be SEW cool! Create your own unique look and save some money by learning sewing basics that will give you the skills to make projects all your own. Sewing instructor Kimberly Oedekoven encourages viewers to "See it, like it, make it" while presenting sewing basics and two easy sewing projects in short segments, including:

- Sewing Tools and Essentials
- Hand Sewing
- Fabric Selection
- Sewing Techniques and Rules
- Sewing Machine Parts
- Fabric Selection
- Non-Pattern Project: T-Shirt Tote (Bonus: T-Shirt

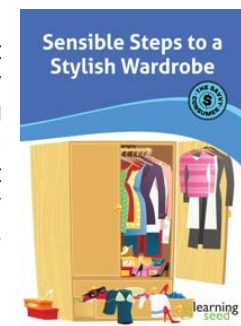


Sensible Steps to a Stylish Wardrobe

Item #: FD-105

Building a stylish wardrobe doesn't have to cost a fortune. Learn how to create and stick to a clothing budget, and how purchasing classic garments can be a great investment. See how to buy clothing online and the advantages of different payment options. Discover which five questions you should always ask before making a purchase, and how the "cost per wearing" formula can save you a lot of money - not to mention closet space. 19 minutes

DVD ₩148,000



The Space Within: People, Design & The Room

Item #: FD-116

Show your students how we shape our rooms, and our rooms shape us. This program demonstrates how sound design principles are the heart of interior design, but that its soul lies in the relationship of people to things and spaces. Viewers learn why "people" are the starting point for all design and style.

25 minutes.

₩59,000



their own pace or teachers can use it for classroom presentations – a very flexible learning tool. CD-ROM (PowerPoint® Presentation)

₩74,000

Eye For Design

Item #: FD-110

Eye For Design is a course in everyday aesthetics. Its lessons go beyond mere "decorating" or "picking a wardrobe" and into the basics of perception, beauty, and the ecology of environments. Viewers learn that developing an "eye for design" involves understanding a few basics of perception.



Viewers meet an animated line who boasts he "has the power to control your eyeballs." They learn that lines lead the eye and influence feelings. They see that horizontal, vertical, and diagonal lines each send differing messages. They learn that a careful selection of lines and shapes influences feelings.

Viewers learn:

- How to create visual rhythm.
- How to use patterns and repeating motifs in a design.
- How to create designs that provide focal points that serve to reward the eye.
- The message of angles and curves and how to balance the two.
- How basic shapes (squares, circles, triangles) send differing emotional messages.
- How to achieve visual balance and the difference between symmetry and informal balance.
- The importance of scale, proportion, and the Golden Mean. 22 minutes

DVD ₩149,000

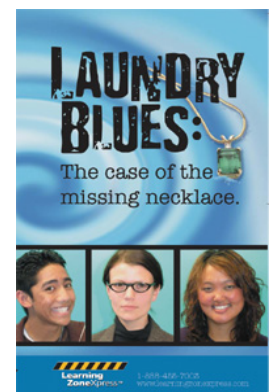
Laundry Blues DVD

Item #: FD-111

There's been a robbery and it wasn't the service staff who did it. Follow our sleuths as they try to figure out who stole the necklace and why the laundry room is the center of the mystery. Students will learn the do's and don'ts of washing clothes and have fun deducing the answers.

Appropriate for grades 6-12. 15 min. Closed Captioned.

DVD ₩75,000



Visual Design Basics (PowerCourse)

Item #: FD-109

Visual Design Basics is a primer in visual literacy. It teaches the true fundamentals of visual design in seven sections: lines, shapes, angles and curves, rhythm, proportion and scale, balance, and groups and colors.

Users learn that even a simple line "speaks" and that horizontal, vertical, and diagonal lines each send differing emotional messages. Visual design is not about following rules; it's all about emotions.

What does a square mean? What is the message of a rectangle? Does a square room "feel" different than a rectangular room? Why are most books, printed pages, rugs, photographs, and video screens rectangles instead of squares?

What is the "feeling" and "meaning" differences between an angle and a curve? How does this relate to visual design for products, fashion, architecture, and interiors?

Viewers know they like rhythm in music, but what about visual rhythm? How do you give rooms, fashion, or products "a beat" the eyes can dance to? Viewers learn the "secret" of rhythm -- repetition with variety.

What is a motif and how can it be used in design for clothing and room interiors?

See how proportion, balance, and scale are part of any visual design from public monuments to dining rooms.

Visual Design Basics contains well over a hundred photographs and drawings that teach the basics of visual literacy. Students can use the program at



Visual Design Basics

learning seed

Basic Merchandising Concepts

Item #: FD-113

Merchandising is a very complex marketing tool that incorporates a variety of different methods. It is an important factor in determining the overall success of a business.



This presentation discusses the importance of companies implementing merchandising techniques into their business strategy. Each method is evaluated in detail along with the advantages and disadvantages of each. Duration: 55 slides

CD-ROM (PowerPoint® Presentation)

₩118,000

Artistic Merchandising Design

Item #: FD-114

as a whole. This presentation discusses how the artistic design of displays plays a big role in the success of marketing attempts. Various artistic features are examined, and examples are provided for each. The presentation also includes tips to choose the best display for different types of products. Duration: 67 slides



CD-ROM (PowerPoint® Presentation)

₩89,000

Got a Notion to Sew?

Item #: FD-081

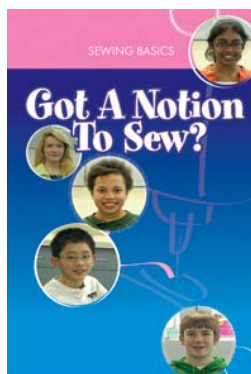
Get students ready to sew! Includes safety in the sewing lab, notions for sewing, hand-sewing basics and the sewing machine. Also features NEW sewing projects: pillow case, fleece hats and mittens, tote bag, name pennants, pillows and other easy projects from Haan Crafts and To-Sew.

Appropriate for grades 6-8.

Teaching materials included. 20 min.

Closed Captioned.

DVD ₩75,000



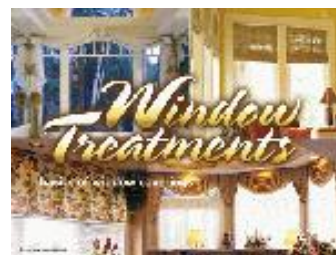
Window Treatments PowerPoint

Item #: FD-082

A pictorial review of the many different types of window treatments. Covers the type and their strengths and weaknesses - and where each type works to create a beautiful, comfortable home

setting. 25-30 content slides on CD plus activities, assignments, web resources, copy-ready handouts, and a quiz. Appropriate for grades 9-12.

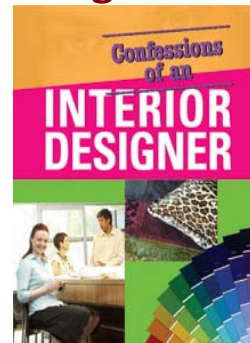
CD ₩75,000



Confessions of Interior Designer

Item #: FD-083

Brandi Hagen shows students exactly what it takes to be an interior designer. Hear Brandi discuss the education needed to succeed in the field, and the pros and cons of a professional interior design career. In addition to showing us her office and a client meeting, Brandi gives an inside tour of several designer showrooms.



Appropriate for grades 6-12.

Teaching Materials included. 13 min.

DVD ₩114,000

Fun Teen Rooms on a Budget

Item #: FD-084

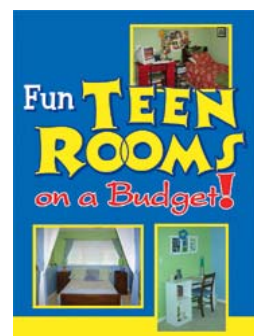
Students love "make-over" television shows. Interviews with multicultural teens and tours of their bedrooms give creative and fun ideas for bedrooms-on-a-budget!

Appropriate for grades 6-8.

Teaching materials included.

Approx. 20 min.

DVD ₩75,000



How to Buy Quality Furniture

Item #: FD-088

Purchasing bargain furniture now may not be such a bargain in the long run. Knowing what to look for in well-made furniture, regardless of your budget, will help you get the most for your money. Furniture makers and furniture retailers share their expertise. We visit a furniture factory and see all types of furniture-wooden, upholstered, chrome, steel, wicker; compare styles and construction; and figure out what fits our lifestyle choices. A supplement is included. 13 min.



DVD ₩120,000

Principles of Interiorscape Design

Item #: FD-089

Plants are used to enhance surroundings, screen views, direct traffic and soften lines in homes, businesses, restaurants and shopping malls. Learn basic design principles to create interesting and functional interior plantings. Explore the use of line, form, texture and color in selecting indoor plants. 25 slides

CD-ROM (PowerPoint® Presentation)

₩89,000



The Secret Life of Rooms: Interior Design Basics

Item #: FD-093

We shape our rooms, and our rooms shape us. This video explores the true fundamentals of interior design. Color and proportion and furniture styles are the heart of interior design, but is soul lies in the relationship of people to things and spaces - we call this connection "the secret life of rooms." A supplement is included. 20 min

DVD ₩148,000



Introduction to Interior Design

Item #: FD-090

The word environment usually sparks images of rain forests and endangered species, but our interior environment is a complex place requiring careful attention, planning, design and supervision. The realm of interior design is quickly becoming an art and science. This video guides students through the history of interior design from the world of kings and queens to our fast-paced society of corporate buildings, 200-person design firms and title and practice acts regulating designers daily. The phases and basics of interior design are examined and discussed by professionals in the field, as well as the importance of the client relationship. A supplement is included. 25 min.

DVD ₩133,000



Reading Blue Jeans: Clothing & Culture

Item #: FD-095

Inscribed on every pair of jeans is the story of how a workmen's garment became one of the most universal fashions of the world.

This program speaks about the interaction of culture and clothing and offers clues to who we are today because of it.

Who invented jeans, and why blue? How did jeans help invent teenagers? What did people wear before jeans were around?

This biography of the blue jean is the story of changing attitudes toward work, fashion, leisure and gender.

Running time: 23 minutes

DVD ₩148,000



Interior Lighting: Bringing Rooms to Life

Item #: FD-092

This video teaches the basics of residential interior lighting and demonstrates how the angle, quality, and intensity of light influence how it is perceived and used. The program explains ambient lighting, task lighting, and accent lighting. It demonstrates the different kinds of lamps and lighting fixtures and shows how each contributes to the overall interior design plan. A supplement is included. 23 min

DVD ₩148,000



Shopping Behind the Seams: Judging Quality in Clothes

Item #: FD-096

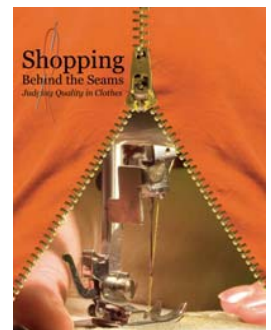
Paying a high price for clothes does not guarantee quality. Viewers learn the ways to spot well-made clothes.

This program shows what to look for in clothing, and how to test clothing before buying. Learn what four questions to ask before you buy, how to evaluate a garment's fabric and lining, and what high-quality seams, hems and pockets look like.

Examine "vanity sizing" and how to buy the right size, what care labels can tell you about clothes they are on, and why frequent sales may mean

Running time: 20 minutes

DVD ₩148,000



Sew Green: Repurpose, Recycle and Restyle DVD

Item #: FD-097

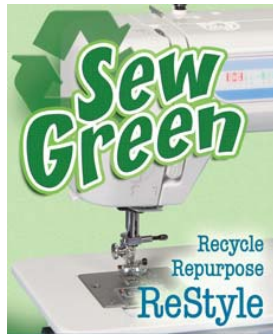
One way to go green is to sew green. Using unconventional fabrics like sleeves from wool sweaters and "fabric" made from fused plastic bags, learn the basics of sewing through simple and easy to make projects that incorporate recycling. Four unique sewing project are demonstrated, including:

- A fused plastic messenger-style bag
- A cell phone or mp3 player holder
- A protective sleeve for a laptop
- A water bottle holder

4 segments, approximately 38 min.

Teaching materials included. Subtitled in English (but not closed captioned)..

DVD ₩75,000



- Line: vertical, horizontal, diagonal, curved
- Shape: symmetrical and asymmetrical
- Texture: smooth, reflective, rough, matte
- Color: hue, value, chroma

Teaching materials are included.

Grade 6 to Adult.

20 minutes, closed captioning.

DVD ₩120,000

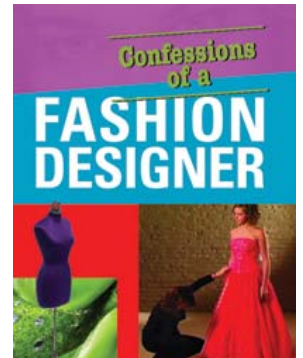
Confessions of a Fashion Designer

Item #: FD-071

2007 Telly Award Winner!

The formal dresses of DeBora Rachele Designs have been worn at major award programs and formal dances all over the world. Learn what it takes to be a successful fashion designer and get a behind-the-scenes glimpse of a fitting session. See how Ms. Rachele designs more than 100 dresses per season with purses and jewelry to match. 12 min.

DVD ₩120,000



Design: All About Color DVD

Item #: FD-098

Color has the ability to create emotion and influence our moods. Color is a powerful tool in interior design and fashion. Interior designer Brandi Hagen discusses:

- History of color and the development of color theories
- The color system: hue, value, and chroma
- Color wheel
- Warm & cool colors
- Color schemes

Teaching materials are included.

Grade 6 to Adult

20 minutes, closed captioning.

DVD ₩120,000



Flattering Fashions

Item #: FD-072

The six classic principles of design are shape, line, color, balance, proportion and texture. Understand how they apply to clothes and develop a personal style that highlights your best features. Ignore them and risk looking out of sync or unbalanced.

Flattering Fashions uses current styles and "real people" to teach young men and women how to select clothes from sweatshirts to formal wear.

This information-packed program shows students:

- How the body's shape or silhouette controls what others see.
- How to use the power of lines to emphasize height, conceal weight, and create illusions.
- How to use color to attract attention or minimize size.
- How to create pleasing proportions and avoid the clumsy "half and half" look.
- Keys to balanced dressing.
- How texture and sheen influence appearance.

20 min.

DVD ₩148,000



Design: The Elements DVD

Item #: FD-099

The elements of design are the components that are used to create a complete design. Interior designer Brandi Hagen presents a basic overview of the elements of design applied to interiors and fashion, including:



Using Color: Creating Color Harmony

Item #: FD-073

Teach the “secrets” of color harmony

Using Color teaches the basics of creating color harmony and color schemes for interiors, wardrobes, and wherever color matters. *Color in Everyday Life* is about the psychology and theory of color, while this program is a practical “how to” program that shows how to use color to shape environments.



Viewers learn how to put colors together to create beauty and comfort. They will learn about complementary colors, tints, shades, tones, pastels, hue, value, intensity, primary and secondary colors. Viewers learn to use a color wheel to create the three most common color schemes -- monochromatic,

related, and complementary. They see examples of each and learn the basics of putting them to work.

Concepts taught in the program:

- Law of unequal areas
- Advancing and receding colors
- Cool and warm colors
- Complementary and related colors
- Primary and secondary colors
- The importance of color values in design
- The value of neutrals
- The role of proportion in color choices
- The idea of “visual weight”
- The effect of mixing white/black/gray with pure colors.

What this program teaches about color harmony can be used for interiors, for fashion, for graphic design, for marketing, or just to understand a bit more of the “why” of beauty.

DVD ₩148,000

Shrinkage

Item #: FD-074

Loss of merchandise or income, called “shrinkage,” costs retailers and consumers about \$10 billion annually. Shrinkage is a live-action presentation that introduces



viewers to the types of shrinkage and its consequences. It also profiles amateur and professional shoplifters, offers suggestions on

reducing shoplifting, exposes employee errors that lead to shrinkage, and details four types of employee dishonesty—embezzlement, forgery, direct theft and giving reduced-priced or free items. A supplement is included. 20 min.

DVD ₩133,000

Point of Sale: A New Approach to Merchandising

Item #: FD-075

Retail marketers and the computerized Point of Sale (POS) system make a winning combination, and Point of Sale: A New Approach to



Merchandising tells you why. Join Sue, as she learns three areas that POS improves sales dramatically (security, customer service and merchandising). See how POS helps departments improve their sales and service through better inventory maintenance, upkeep of customer requests and the increased efficiency of the business office. A supplement is included. 11 min.

DVD ₩89,000

Color In Everyday Life

Item #: FD-076

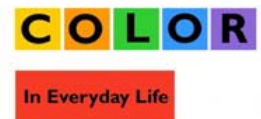
Discover the power of color!

Color is a power in your life. It shapes how you dress, what you eat, your physical appearance, the rooms you live in, and how you feel.

What is color and why does it pack such power?

Explore the power & magic of color:

- Color is the most powerful illusion in the world. Do your students think their eyes are a recording device? Discover that our eyes work more like a paint gun than a camera.
- The fact that we create color helps explain its emotional power. Ever turn red with rage or green with envy? At times, we all “have the blues.” Color is about emotions.
- When it comes to color we are all deeply prejudiced. Food coloring is used not so much to mislead as to satisfy our prejudices. Salmon has to be pink, egg yolks a golden orange, and lemon meringue pie a bright yellow. We insist.
- Give people a lime flavored drink with orange coloring, and the color can overpower the taste. But “I can taste the orange,” many will say. Our eyes are part of our taste buds.
- Color influences what we buy. Can color make a golf ball travel farther? Can color make your skin itch or feel soothed?



- Can a “little blue pill” make you sleepier than a “little pink pill”? Can color influence health?
 - From UPS brown to Yellow cabs, learn how corporations stake claims to specific colors as part of their identities.
 - Explore cultural, ethnic, and religious use of color. Does an ancient mistrust of bright colors influence us even today? Would you trust a judge wearing a neon green robe?
 - See how color is used as a signal system from Medieval laws restricting color in clothing to today’s OSHA safety colors.
- Color is critical in consumer education, literature, art, interior design, fashion, and life itself. Let *Color in Everyday Life* increase color awareness in your students.

DVD ₩148,000

Visual Merchandising: Look, Linger & Buy

Item #: FD-077

Consumers have so many choices today, how can the retailer attract customers, keep their attention and entice them to buy?



The program explains how retailers use visual merchandising to increase sales. It also shows how department organization, merchandise adjacencies and the arrangement of merchandise affects product sales and explains how to use plan-o-grams and modulars to design effective displays. A supplement is included. 18 min

DVD ₩133,000

Design 1: The Elements

Item #: FD-078

Anytime you create something, a sketch or a skyscraper, you are designing. Explore the ELEMENTS of design - color, line, shape, form, pattern and texture - in the usual design disciplines: interior, clothing, landscape, and architecture, as well as more unusual venues, like the family dog, kids and professional models. Teaching materials included. 19 min.



DVD ₩120,000

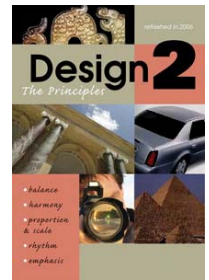
Design II: the Principles

Item #: FD-079

A lively, entertaining, quickly-paced video narrated by an award-winning actress! Take your students on a whirlwind tour of the natural world, the fashion world, ancient times, modern past-times, interiors, exteriors, and everything in between for a thorough grounding in the PRINCIPLES of design; balance, rhythm, scale,

proportions, and harmony. Teaching materials included. 23 min.

DVD ₩120,000



Field Trip: Levi Strauss

Item #: FD-001

Discover how denim fabric becomes the famous 501 jeans. Begin with a summary of how cotton is made into denim cloth. Then, visit one of the largest Levi Strauss manufacturing plants in the United States. Watch as denim is unloaded, patterns are prepared by a plotting machine and three tons of denim are "floated" by air to a table where it is cut (30-120 plies at a time) by saw or computer. Pieces are then distributed to the sewing floor, where they are assembled and finished by machinery and skilled workers. As you journey through each production, narration further explains each procedure. A supplement is included. 24 min



Media: DVD Price: ₩148,000

Behind the Scenes: Fashion Show

Item #: FD-003

Behind the Scenes: Fashion Show— a fast-paced program presenting a wealth of fashion career opportunities— takes viewers behind the scenes of a fashion production. Explore the activities of those involved in booking models, fitting clothes, promoting the show and rehearsing and presenting the show. Receive preparation and career advice from a show coordinator, models, hair stylist, make-up artist and fashion promoter. Are you ready? The curtain is about to rise! A supplement is included. 21 min.



Media: DVD Price: ₩118,000

Applications of Textiles

Item #: FD-004

How do different finishes affect the characteristics of fabrics? This presentation discusses the various processes for dyeing, printing and finishing used in textile production. Students learn recommended care procedures and applications for various textile products suitable for or beyond the mainstream textile industry.

Application of Textiles



Media: CD-ROM (PowerPoint® Presentation)

Price: ₩103,000

Elements & Principles of Design

Item #: FD-005

How is it a room, a work of art or even a garment can give an impression of relaxation and comfort, while another seems formal and dignified, while yet another can be minimal, cold and rigid? Learn how the different elements and principles of design affect our senses and emotions through the use of line, shape, form, texture, color, balance, rhythm, emphasis, proportion, scale and harmony. Whether it is through furniture, printed materials, apparel or even nature, a design can communicate many different attitudes, feelings and concepts.

Media: CD-ROM (PowerPoint® Presentation)

Price: ₱111,000



Measurements in FCS

Item #: FD-006

When it comes to the world of weights and volume, do you sometimes feel like you do not measure up? With this presentation, learn about common and not-so-common measurements, conversions and easy ways to double measurements, as well as ways to decrease measurements by halves and fourths. Learn how to find a measurement with a less-than-compatible container or measuring-device. Learn why the United States uses a different system than Europe, as well as the origin of weights and measurements. Also see how measurements vary depending on work field and industry. Use the provided charts and conversion methods in the kitchen and in the classroom.

Media: CD-ROM (PowerPoint® Presentation)

Price: ₱111,000



History of Apparel Design: 1930 to the 21st Century

Item #: FD-007

Enjoy a decade-by-decade overview of how music, movies, events and designers have helped shape fashion during the past 70 years. Students discover methods used to promote fashion, such as trade and popular magazines, television and movie stars' wardrobes, store displays and fashion shows. Viewers are presented with trademark styles of leading designers as models bring fashion history to life. A supplement is included. 35 min

Media: DVD Price: ₱172,000



Introduction to Fashion Merchandising

Item #: FD-008

This highly informative program presents professionals in various segments of the exciting and fast-paced fashion industry discussing their roles at design, production, wholesale, and retail levels. You will see how merchandise is presented to wholesale buyers in New York showrooms and learn how resident buying offices assist store buyers in deciding what merchandise best suits their clientele. Interviews with wholesale and retail professionals in all areas of production and sales reveal the challenges and drawbacks of careers in fashion merchandising.

A supplement is included. 45 min.

Media: DVD

Price: ₱120,000



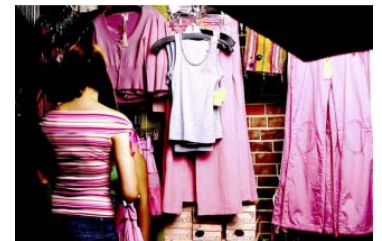
Selling Skills in Fashion Merchandising

Item #: FD-009

Interviews with professional sales personnel present strategies for enhancing business transactions. Viewers are shown how to prepare for a sale, approach customers and determine their needs, present merchandise, ask for a sale, handle resistance, and steps to take after the sale. Students see how to approach the sales process in its totality, beginning with the first customer contact, and carrying on long after goods and cash have been exchanged. The techniques are applicable to sales positions in any type of business. A supplement is included. 35 min

Media: DVD

Price: ₱120,000



Basic Apparel

Item #: FD-011

This presentation guides students through the many aspects of the apparel world. Students will view clothing construction techniques; learn selection, care and maintenance practices of clothing fabrics and finishes; explore weaving techniques of fibers and yarns; discuss factors influencing apparel selection, analyze management of the apparel budget; and examine apparel decisions.

Media: CD-ROM (PowerPoint® Presentation)

Price: ₱111,000



Factors Influencing the Apparel Industry

Industry

Item #: FD-013

Do you ever think about your jeans? Whether you realize it or not, your jeans are affected by the government, the economy, technology, world events, labor laws, politics, demographics, society and culture. Join us as we discuss the factors affecting apparel design, production and sales. Learn about international economics, safe working environments, laws protecting the environment and technological advancements. Learn how these factors also affect the textile industry. Also discussed are sources of textile products (i.e., natural and synthetic fibers.) A supplement is included. 19 min

Media: DVD Price: ₩133,000



How the World Dresses: Clothing and Global Culture

Item #: FD-014

Join us for a video tour of how the world dresses and explore the amazing diversity of clothing worldwide. Learn about ourselves by exploring everyday clothing in Japan, Korea, India, Thailand, Morocco, Egypt, and others. Open your clothing and fashion courses to embrace the whole world with this important new title. 18 min

Media: DVD

Price: ₩148,000



HOW Clothing is Made: A Garment Industry Field Trip

Item #: FD-015

Take your students behind the scenes in the garment industry. Join our video crew to visit Henry-Lee Apparel in Chicago, a family business that makes over five hundred styles a year for six brand lines. Follow each step of garment production from raw fabric to its delivery to the retail outlet. Learn the role of the designer, pattern maker, marker, spreader, and cutter. See how progressive bundling and whole garment manufacturing differ. Learn how a small garment maker can compete in the global economy. 18 min

Media: DVD

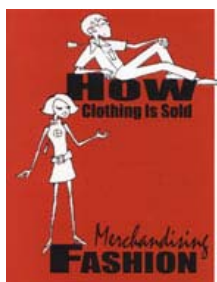
Price: ₩148,000



How clothing is Sold: Fashion Merchandising

Item #: FD-016

The video recognizes that the best way to sell clothing is to move beyond fashion into branding and licensing. The video explores modern merchandising strategies. Learn that even the simple act of buying a t-shirt



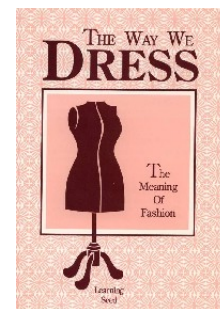
is part of a complex chain of decisions. Discover how branding might spell the "end of fashion." Learn why the designer Armani observed, "It is no longer fashion that matters, but rather the fashion NAME. The product is secondary." Viewers observe the difference between the garment industry and the fashion business and also learn how the Internet could introduce the era of "mass customization." Media: DVD
Length: 20 min Price: ₩148,000

The Way We Dress

Item #: FD-017

Explore the meaning and psychology of clothing. Viewers examine how clothing has changed from handcrafted garments made for a specific person to an industry of ready-to-wear clothes made for "market segments." The video explains how our idea of "dressing up" has changed drastically in the past twenty years and how fashion is a system of signals. 24 min

Media: DVD Price: ₩148,000



Why Shirts have Buttons: The Origins of Clothing

Item #: FD-018

Many histories of clothing give a century-by-century account of what people wore. We have a better idea? start with what we wear right now and trace it back to its often fascinating and entertaining beginnings Discover: Why shoelaces were once a political statement, how military technology influenced men's fashions, how the wristwatch changed from female jewelry to a male status symbol, why today's clothing has so many useless buttons, how button down collars were invented to help a sport, why brides wear elaborate gowns, and how the Audubon society was founded to resist a fashion craze. 23 min

Media: DVD

Price: ₩148,000



Fashion, Fads and Freedom

Item #: FD-019

Clothing choices play a role in almost every social problem from school violence and drugs to poverty and gangs. To many, the word "fashion" means Paris, models, and high prices. In reality, fashion is basic self-expression for the only animals on the planet who wear clothes.

Why do we wear labels on the outside of clothes? Is body piercing a fashion or a fad? What's cool, what's hot? Why? Length: 20 min

Media: DVD Price: ₩148,000



Clothing Fibers

Item #: FD-020

A Clothing & Textiles 101 overview of the elements of fabric, this curriculum-based program introduces students to the basic differences between natural and synthetic fibers, the primary types of fibers, and how their qualities - from shape and origin to size and luster - make them unique, influence clothing appearance and factor into comfort.

Learn why fiber properties determine how we use particular fabrics. Get a close-up view and understanding of cotton, linen, wool, silk, rayon, acrylic, nylon, and polyester. Learn to identify them all. 24 min.

Media: DVD

Price: ₩148,000

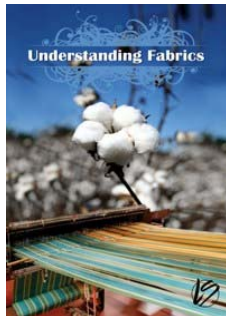


Understanding Fabrics

Item #: FD-021

A fast paced introduction to fabric science. Viewers learn about fabrics that repair broken hearts, stop bullets, fight fire, stop water, and enable people to fly. They tour a textile mill and watch raw acrylic become fabric. The video teaches how to recognize the basic weaves, how fibers become yarns, and how fabric is made by traditional hand looms as well as high speed computerized machines. 24 min

Media: DVD Price: ₩148,000



Clothing Care

Item #: FD-022

Teach the basics of cleaning and caring for clothing. Go behind the scenes at a dry cleaner, learn some secrets of spot removal, explore detergents and laundry additives, and see how to interpret care labels on garments.

Length: 21 min

Media: DVD

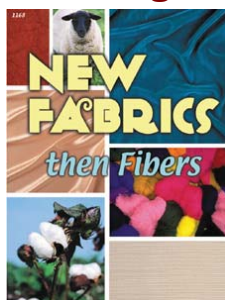
Price: ₩148,000



"New" Fabrics, Then Fibers Clothing

Item #: FD-023

Edu-Taining video on with fabulous music and fashion! Technology is changing our clothing, home furnishings, and design concepts. This video tour of the fundamentals of fibers introduces the basics of natural and manufactured fibers. Students share their experiences with fiber properties like comfort, warmth, cost, and care. New fibers such as spandex,



microfibers, and locell are explained. An interview with an outdoor enthusiast explains the latest in technical clothing. A fast-paced introduction to the world of textiles! Teaching materials included. 20 min

Media: DVD Price: ₩120,000

The Power of Color DVD

Item #: FD-024

A video to help students understand the most powerful tool in decorating - COLOR! The right colors can calm, stimulate, create emotion and energy, make objects appear larger or smaller -- and it is believed by some that colors can aid in healing.



Color expert Robin Strangis covers the following aspects of color:

- What is color? • History of color.
- Color combinations.
- Psychology of color.
- Color for fashion, home, and office.
- Tips on selecting color.

Students will also learn how to create a personal image by using color. Teaching materials included.

Media: DVD Length: 18 min

Price: ₩120,000

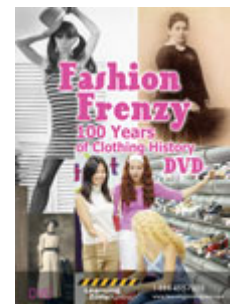
Fashion Frenzy: 100 Years of Clothing History

Item #: FD-025

A tour of 20th century fashion. What inspires facts, fashions and classics? How is fashion affected by economic, social and political events? Follow fashion for 100 years with a teen narrator, fashion expert, vintage videos, and a fabulous fashion show. Teaching materials included.

Media: DVD

Length: 15 min Price : ₩120,000



Fashion Show Through History DVD

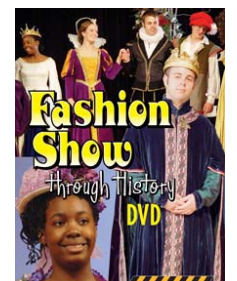
Item #: FD-026

Imagine traveling back in time to wear the clothing of days gone by! That's what happens to three teens! While researching period clothing for a school play, class project, and costume party, they magically find themselves in Ancient Civilizations. Viewers travel along as they experience what people wore in the Middle Ages, Renaissance, 1600s, 1700s, 1800s, and all the decades in the 1900s -- and catch a glimpse at clothes of the future.

The convenient DVD format lets students go right to a specific time period or watch the fashion show through history in its entirety. Teaching materials included.

Media: DVD Length: 35 min

Price: ₩150,000



Why We Wear What We Wear

Item #: FD-027

Cultural Diversity video that helps students understand how society and culture influence our choices and decisions of what we wear. Protection, comfort, style, taste, age, time, school, work, culture, climate, cost, care, and society all influence our decisions about clothing. Follow along as multicultural students and a fashion expert present and discuss "understanding clothing choices." Teaching materials included. Approx. **Media: DVD**

Length: 20 min **Price:** \$120,000



See 'N Sew Fun Sewing Projects

Item #: FD-028

Kids will just love to SEE what they can SEW! Multicultural students demonstrate fun and easy sewing projects like the Wavy Weaving Pillow. Step-by-step instructions are opportunities to see construction steps and sewing notions. A variety of projects, including:

- Babysitting bag
- Photo images on fabrics
- Cozy fleece blanket

Written by Elizabeth Nyseth who has taught sewing for over 30 years. She is also the author of Sewing Technology **Media: DVD**

Length: 15 min **Price:** \$75,000



A Tour of a Fabric Store

Item #: FD-029

Motivate students to experience the sensational world of the fabric store! A high school student takes them on a tour and presents the basics of:

- Fabric (understanding fibers)
- Patterns (understanding the envelope)
- Notions • Craft supplies
- Sewing machines (understanding the differences)

Media: DVD

Length: 14 min **Price:** \$75,000

The Retail Store

Item #: FD-031

This fact-filled video explains the general organization of a retail store and shows how the various parts of the organization work to present merchandise to customers effectively. In detail, retailers discuss how they plan and buy inventories and what they do as products arrive. Viewers learn solid information about the diverse opportunities available in the retail store environment as professionals explain retail finance, sales promotion, personnel, operations, and merchandising. Fashion coordinators, buyers and sales associates also discuss how they help customers make buying choices.

A supplement is included. 30 min.

Media: DVD Price: \$105,000



Marketing-Information Management

Item #: FD-032

Business goals can be achieved by managing and using human resources, technology and material resources. This Microsoft® PowerPoint® presentation explains management functions and describes the responsibilities for each management level. Students learn to compare management styles.

Media: CD-ROM(PowerPoint® Presentation)

Price: \$103,000



Field Trip: Textile Research Center

Item #: FD-033

Tour a modern facility focusing on one of the world's oldest industries. At the International Center for Textile Research and Development, you will see textile testing from fiber to fabric. Start in the testing lab where you will check the strength of cotton fibers. Then, watch worsted processing and mechanical processing (carding, drawing and combing), ring and rotor spinning onto bobbins, warp preparation and fabric formation (weaving, knitting, double-knitting). Learn about the green and brown "naturally colored cotton" produced through genetically engineered plants. A supplement is included. 23 min

Media: DVD Price: \$148,000



Fashion: Italian Style

Item #: FD-034

When talking fashion, Americans speak Italian, buying more than \$15 billion worth of apparel and leather goods annually. Join the fashion crowd on the runway as models display fabulous fashions by top designers, such as Giorgio Armani, Ermenegildo Zegna, Zanella, Salvatore Ferragamo and Hana K. Imagine you are in the honored buyer's chair as you are presented with sportswear, business and evening wear collections created by these top designers. A supplement is included. 23 min **Media: DVD**

Price: \$118,000



Field Trip: Leather Production

Item #: FD-036

Buying leather products will take on a whole new meaning after taking this video field trip. Follow the hides from their removal at the slaughter plant and then on to the "wet blue" hide tannery in Dakota City, where hides are defleshed, pickled and given a chrome mineral treatment. The tour follows the tanned hides to



the Tony Lama factory in El Paso, where skilled workers cut the leather into patterns and then glue, stitch, form, tack, dye and polish the leather to create the finished product—a shiny pair of Tony Lama boots. A supplement is included. 29 min. **Media: DVD**
Price: ₩127,000

Buyers, Markets and Marts

Item #: FD-037

How do fashion buyers decide in October what to purchase for their spring line? Let Charli Light, buyer and retail store owner, share her secrets as she introduces you to fashion merchandising. Charli explains how she prepares for her trips using trade publications, sales reports, customer requests, fashion influences (music, movies, TV, famous people, important events) and her own intuition. Then, join her on a three-day buying trip to the Dallas Mart where you will view the entire purchasing process: browsing, talking with line marketers, deciding on the "look" for the coming year and placing the orders. A supplement is included. 23 min



Media: DVD **Price: ₩148,000**

Fashion 2000: Developing An Apparel Line

Item #: FD-038

In the fast-paced world of fashion merchandising, every season brings with it a demand for something new and different. In this program, a designer who owns her own boutique, students developing apparel as a class project, and professors from Iowa State University's highly respected fashion department talk about where they get their fashion ideas and describe how clothing makes its way from the drawing board to the marketplace. 17 min



Media: DVD

Price: ₩120,000

Fashion 2000: Trends in Apparel Marketing

Item #: FD-039

Technology and a booming U.S. economy are driving innovation in the clothing industry that is beneficial to businesses and consumers alike. This program examines trends in apparel marketing and changes in manufacturing and distribution. Bricks-and-mortar marketing via retail, department, discount, specialty, and outlet stores; catalog sales; shopping by television; and online buying are all discussed. In addition, interviews with a distributor, a



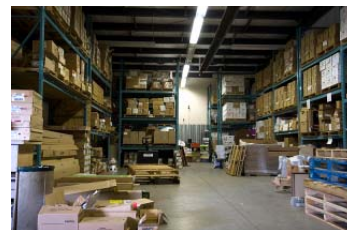
buyer, and a retailer provide insider perspectives on this dynamic industry. A supplement is included. 17 min

Media: DVD **Price: ₩120,000**

Wholesaling

Item #: FD-041

Fashion merchandising begins with a designer, who conceptualizes garment styling and fabrication, and progresses through wholesaling where merchandise is manufactured and sold to retail stores. This comprehensive program presents a look at professionals in design and wholesale showrooms discussing how they buy fabrics, design, sell, and produce clothing lines. Viewers learn about the opportunities in this ever-changing field. 30 min.



Media: DVD

Price: ₩105,000

Fashion Trends PowerPoint

Item #: FD-062

Take students on a pictorial fashion show through time! Covers how fashion is influenced by culture, economy, politics, technology, and society. Clear, concise content slides on CD-ROM, with attractive text and graphics. Enhances your current lectures and demonstrations. Presentation Package Includes:



- Review of Fashion Trends
- Activities
- Fashion Trends Quiz
- Related Websites
- Copy-ready Handouts

Media: CD

Price: ₩75,000

Careers in Fashion: Talent, Technology

Item #: FD-065

The fashion industry can be a wonderful career choice, and there are more choices than you might think. Fashion designer is often the first position that comes to mind, but there are a lot more opportunities especially in technology, product development, technical design, and marketing. Learn what skills and education are required for a career in fashion as you go behind the scenes and hear from professionals in the industry: fashion designers, textile designer, technical designer, technical illustrator, buyer, entrepreneur, marketer, and teacher. Teaching Materials Included. 20 min.



Media: DVD **Price: ₩120,000**