

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – I

FASHION AND TEXTILE MATERIAL UNDERSTANDING

Sub. Code: BFMP 103

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Textiles

General Fields of Textile Products: Major Textile Production Segments; Fabric Resources: Primary Sources, Mill, Importer, Jobber, Retail Store, Marketing of Man- Made Fibers.

Unit 2: Identifying Fibers

Types of Fibers; Fiber Properties; Identification of Textile Fibers; Chemical Test; Fabric Performance.

Unit 3: Fibers and their Properties

Natural Cellulosic Fibers: Cotton and Flax; Natural Protein Fibers: Wool and Silk; Reconstituted and Manufactured Cellulosic Fibers; Nylon and Polyester; Acrylic and Aramid; Olefin Fibers; Thermoplastic Fibers.

Unit 4: Manufacturing Yarns

Spinning Yarn Classification; Making Filament Fibers into Yarns; Other Methods of Manufacturing Yarns; Manufacturing Man- Made Fibers; Other Spinning Methods; Fiber Spinning Modifications; Decorative Yarns.

Unit 5: Textiles and the Environment: Health and Safety

The Care of Textile Products; Permanent Care Labeling; Textiles and the Environment: Health and Safety.

Suggested Readings:

1. Sustainable Fashion and Textiles: Design Journeys, Kate Fletcher, Earthscan Publications.
2. Fashion and Textiles: an Overview, Colin Gale, Jasbir Kaur, Berg Publishers.