Textiles and Design

Section II

25 marks Attempt Questions 11–13 Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 11 — Australian Textiles, Clothing, Footwear and Allied Industries (5 marks)	
(a)	List TWO current issues that are affecting the restructuring of the Australian Textiles, Clothing, Footwear and Allied Industries.
	alobalisation -
	taen Technological advance-
(b)	Select ONE target market Women's Designer Apparel 3
	Outline the place and distribution channels, price structure and promotion strategies for the target market selected.
	From manufacture, such designer apparel items are distributed
	to specified outlets in a highly esteemed retail area. Price is
	scaled according to the status of designer, to quality and
	quantity of materials in design-though commonly expensive
	for eventue simplest of designs. Price targets the upper-class
	woman who can afford to spend a great dealon clothing.
	ranging from the \$100's to the \$1000's. Promotion includes:
	· Media-coverage = eg Aus-fashion week — audience present includes target · Fashion mags - Vogue, Horpers Bazaar, In Style
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	· Advertisements elecuhere - Billboards, newspapers, brochures
	trainstations

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