AICI KEY TERMS

AICI KEY TERMS ***1***

ACCESSORY/ACCESSORIES | **3**

BEHAVIOR | **3**

Psychology | 3

Personality | 3

CULTURE | **4**

Values | 4

BODY AND FIGURE ANALYSIS | **5**

Body Types | 5

Somatotypes | 6

COLOR | **6**

Color Analysis | 6

Color Theory | 6

COMMUNICATION | **8**

DRESS CODE | **9**

ELEMENTS OF DESIGN | **10**

Line | 10

Form/Shape | 10

Silhouette | 10

Texture | 11

Design | 11

Principles of Design | 13

FABRICS | **14**

Fiber | 14

Synthetic Fibers| 14

Man-Made Fibers | 14

Natural Fibers | 15

Natural Animal Fibers | 15

Natural Plant Fibers | 15

Finishes| 15

FASHION | **16**

GARMENTS | **17**

GROOMING | **19**

IMAGE CONSULTANCY | **19**

MAKEUP SELECTION | **20**

PERSONAL SHOPPING | 21

PATTERN | 22

PERSONAL DEVELOPMENT | 23

STYLE | 23

ACCESSORY/ACCESSORIES | Articles of dress such as shoes, stockings, handbags, belts, hats, gloves, jewelry, and scarves. Accessories are needed or added to complete or finish an outfit.

Business Accessories | Items such as footwear, ties, scarves, jewelry, hats, bags, etc. chosen to complete an outfit at the appropriate level of formality.

Costume Jewelry | Designed for wear with current fashions, costume jewelry is usually made from inexpensive materials and sometimes contains artificial stones.

Jewelry | Ornamental apparel decoration usually made of various metals and sometimes contains gemstones.

BEHAVIOR |

Psychology | The study of people and their individual behavior, including clothing behaviors and manners.

Personality | The characteristics that distinguish an individual. Personality includes the behavioral and emotional tendencies in thoughts, feelings, and actions.

Assertive | Standing up for your personal rights - expressing thoughts, feelings, and beliefs in direct, honest, and appropriate ways, while always respecting the thoughts, feelings, and beliefs of other people.

Authoritative | Showing that you are confident, in control, and expect to be respected and obeyed, and thereby you influence thoughts, opinions and/or behaviors of others. It is also a word used to describe the “power” or “strengthening” effect of tailored clothing.

Individuality | Unique quality that distinguishes one person from another. Individuality is a matter of self-expression.

Role Conflict | The individual feels pulled between two or more relatively different roles which demands a compromise in how they present themselves in order to meet required image expectations.

Subjective | Not objective and incapable of independant thinking. In decision making, the individual is affected by personal thoughts and feelings. The subjective consultant is unable to advise clients without personal bias.

Yang | Asian/Oriental concept adapted and applied to personality and personal style. Yang embodies advancing, assertive, authoritative, and dominant traits. In clothing, yang relates closely to tailored styling.

Yin | Asian/Oriental concept adapted and applied to personality and personal style. Yin embodies receding, receptive, approachable, subordinate, friendly, delicate, fragile, and passive traits. In clothing, yin relates closely to soft, feminine styling.

CULTURE | A way of life exhibited by general ideas, customs, arts, social institutions, traditions, mores, and beliefs of a particular group of people at a particular time that are passed on from generation to generation, as in European culture, Asian culture, or corporate culture. Culture affects clothing selection to ensure that one is accepted by a particular group of people.

Civility | A refined, polite code of behavior based on respect, restraint, and responsibility.

Diplomacy | The skill of dealing with people, in a tactful and unemotional manner.

Diversity | The existence of different characteristics in a group of people that include their cognitive skills, talents, and personality traits that make them unique, along with the things that shape their identity and impact their appearance, behavior, and communication (e.g.: race, ethnicity, age, gender, gender identity, sexual orientation, cultural background, social class, physical ability or attributes, religious or ethical values systems, national origin, and political beliefs).

Etiquette | A code of social behavior. Forms, manners, or rules established by convention for socially acceptable or required behavior.

First Impression | What people think of someone (a feeling or reaction) when they first see or meet that person.

Interpersonal Skills | Abilities needed to get along with other people and to be an effective team member.

Introduction | A means of presenting one person to others.

Lifestyle | A way of life; the way a person lives, including the geographical environment, natural resources, climate, weather, technological level, finances, activities, and associates.

Manners | Ways of behaving towards people that are socially correct and show respect for their comfort and their feelings.

Protocol | Customs, rules and regulations relating to government and the military that deal with diplomatic ceremonies and procedures.

Rank | Relative standing or position within a social group or society.

Society/Societies | A group or groups of people living, working, and recreating together. Sociology is the study of people in group behavior, including clothing and grooming behaviors.

Values | Ideas and beliefs that are important to individuals or groups of individuals that motivate life choices and influence decision making and behavior, including clothing selection.

Conflict of Interest | A situation in which a person or organization is involved in multiple interests, financial or otherwise, and one interest could involve working against another.

Ethics | A set of principles for right conduct. Ethics are directly related to personal and professional honesty and integrity.

Personal Values | The characteristics and behaviours that motivate us and guide our decisions. (e.g.: A socially oriented person values or desires to obtain social acceptance and approval, enjoys making friends, and wants to make people feel comfortable and at ease.)

BODY AND FIGURE ANALYSIS | The study of body size or scale, shape, and relative proportion for the purpose of selecting harmonious clothing styles. Body or figure analysis is an image service.

Body Image | A perception of your own physical self. Body image is the mental picture, ideas, and feelings people have about their own body size, shape, strength, coloration, and features.

Physique| A body description referring to its proportions, muscular development, and appearance.

Face Shape | The silhouette or outline of the face as it relates to geometric shapes—square, rectangle, triangle, inverted triangle, oblong, oval, round, heart, etc.

Silhouette | The outer edge or outline of the body or garment.

Golden Mean | A method of studying proportion in fashion, art, design, and architecture that illustrates the most pleasing space division which is developed along a sequence of ratios.

Body Types | Definable shapes or silhouettes of a person's body, each type possessing a common combination of traits or variations.

Diamond Body Type | The body is larger and wider in the midriff, waist, and high hip area, narrower in the shoulders and hip/thigh area, with a high hip curve and slim legs.

Hourglass Body Type | A curvaceous figure type that combines a full rounded upper body (shoulders and bust), a proportionally small waist, and a full-rounded lower body (hips and buttocks). The hourglass term is derived from the shape of an actual hourglass.

Inverted Triangular Body Type | A geometric body type that is proportionally wider in the shoulders and narrower in the hips/thighs, and generally larger in the bust/chest, wider in the back, and flatter in the buttocks.

Rounded/Oval Body Type | The body is above the average weight range and is characterized by a rounded silhouette that resembles the geometric shape of an oval.

Rectangle Body Type | The body is proportionally similar in width in the shoulders, waist, and hips/thighs, with little to no defined waist curve or indentation.

Triangular Body Type | The body is narrower in the shoulders and wider in the hips/thighs, with a low hip curve, and often is smaller in the bust/chest and waist, narrower in the back, and rounder in the buttocks.

Somatotypes | Body types defined by William Sheldon: ectomorph, endomorph, and mesomorph.

Ectomorph | Relatively slim to thin body type with visible bones such as collar, shoulders and hip bones, and little muscle or flesh to cover the skeleton.

Mesomorph | A muscular body type.

Endomorphs| A body type with a higher percentage of body fat with less muscle mass. The body is often heavier and rounder, but not necessarily obese.

COLOR | An element of design, color is a physical or visual sensation experienced when light rays of particular lengths stimulate the retina of the eyes. Color is a term that embodies the dimensions of hue, value, saturation/chroma, and intensity.

Color Analysis | The study of a person's skin, eye, and hair coloration for the purpose of selecting harmonious colors in clothing, accessories, and cosmetics. Color analysis is an image service.

Contrast Level | Used in comparing degrees of value difference in personal coloring of one's hair and skin, (and sometimes eyes and whites of eyes). The value difference (light, medium, dark) between hair and skin color determines a contrast level of high, medium, or low.

Hue Contrast | Comparative contrast in hues, specifically warm-cool hue, or value contrast in personal coloring.

Inherent Color | A person's natural coloring as seen in their hair, skin, and eyes.

Intensity Contrast | Comparative contrast in intensity, specifically bright-muted intensity contrast in personal coloring.

Skin tone | The surface colour of the skin. Skin tone is caused by variation of the hues in the skin and the pigmentation. It ranges from the darkest brown to the lightest hues.

Undertone | The subtle hue underneath the surface of the skin. A word popularized to describe the apparent warmth or coolness of the skin tone.

Value Contrast | Dark-light value contrast in personal coloring and color combinations.

Color Theory |

Color Harmony | The harmony of any one chromatic hue in combination with one or more chromatic hues.

Achromatic Colors | Neutral colors without hue or pigment. Achromatic colors include black, white, and gray.

Additive Color Theory | Lighting color theory in which the mixture of all primary hues in light result in white because all light wavelengths are added and reflected in the mix.

Analogous Color Schemes | The harmony of two, three, or four hues that lie next to one another on the color wheel. All colors have one hue in common. They may be used in varying values, intensities, and degrees of warm and cool.

Chromatic | Colors with hue.

Color Scheme | A traditionally appealing and harmonious combination of colors. A color scheme is used in coordinating a collection or cluster of clothes.

Color Wheel | A diagram or chart that shows the relationship among hues. A color wheel is used as a guide to study and control the effects of colors in combination.

Complementary Color Schemes | The contrasting harmony of two hues that lie opposite one another on the color wheel. Complementary color schemes may be used in varying values, intensities, and contain degrees of both warm and cool.

Contrast | The difference between one thing being compared to another. Contrast becomes apparent when comparing lines, shapes, colors, textures, and patterns.

Cool Hues | Hues with shorter wavelengths, associated with the cool temperatures of water. Cool hues absorb more light than warm ones and appear to recede. They are generally positioned on the right side of the color wheel and include green, blue, and violet (purple).

Muted Tones | Colors less bright, less intense, or less saturated than pure hues are called tones. Pure pigment is toned down or dulled when mixed with gray or its complementary hue.

Hue | A dimension of color, hue is the name of a color or specific color family, such as yellow, orange, red, violet (purple), blue, and green, each with its relative degree of warmness or coolness (often referred to as temperature).

Intensity/Saturation/Chroma | A dimension of color, intensity is the relative degree of brightness or mutedness of a hue. All hues on a color wheel are seen as natural or full intensity.

Intermediate Hues/Tertiary Hues | Colors created by combining equal amounts of a primary (red, yellow, blue) and a secondary (green, orange, violet) color.

Monochromatic Color Scheme | The harmony of one hue, which could include several values from light tints to dark shades of that hue.

Neutrals | Generally more muted colors considered excellent for core clothing pieces because they will combine with most other colors. They include the achromatic colors black, charcoal, gray, and white as well as muted chromatic hues including brown, taupe, and camel.

Pastels | The pure hue is thinned with water or lightend with white to a much lighter value.

Primary Hues | Red, yellow, and blue. Primary hues cannot be created by mixing other colors. All other colors can be formed or created by mixing them.

Secondary Hues | Orange, violet (purple) and green. Secondary hues result from mixing two primary hues in relatively equal amounts.

Shades | Low value colors, darker than natural value as positioned on the color wheel. Black has been added to the hue, absorbing more light.

Split Complementary Color Scheme | The harmony of three colors that includes one hue with the two hues on each side of its complement.

Subtractive Color Theory | Pigment color theory in which the mixture of all pigment primary hues results in gray or black because nearly all light wavelengths are absorbed or subtracted out.

Tertiary Hues | Result from a mixture of the primary and secondary hues on either side. These include yellow-green, blue-green, blue-violet, red violet, red-orange, and yellow-orange.

Tints | High value colors, tints are above or lighter than natural value position on the color wheel. White has been added to the pure hue, reflecting more light.

Toasted | Brown is added to a color to warm its appearance.

Tone | A muted hue.

Triad Color Scheme | The harmony of three colors spaced equal distance apart from one another on the color wheel.

Value | How dark or light the color appears.

Warm Hues | Hues with longer wavelengths, associated with the warm temperatures of sunlight and heat. Warm hues absorb less light than cool ones and appear to advance. They are generally positioned on the left side of the color wheel and include red, orange, and yellow.

Washed | Where the hue has been thinned down with water.

COMMUNICATION |

Active Listening | Using verbal and non-verbal gestures to indicate listening with the intention to understand the meaning. i.e.: nodding, paraphrasing, making notes, etc.

Body Language | Non-verbal communication by the body. Body language includes messages or statements conveyed through posture, stance, walk, gestures, facial expressions, eye contact, and handshakes.

Gesture | A form of non-verbal communication made with a motion of the limbs or body to express thoughts, feelings, and attitudes or to emphasis speech.

Elevator Speech | A few carefully crafted sentences describing in 30 seconds or less what you do, the benefits of your services, and your ideal audience.

Halo Effect | A first impression involving a cognitive bias that occurs when people allow one positive aspect or trait of a person to positively influence their judgment of all other traits, true or not.

Horn Effect | This is a negative form of the Halo Effect, in which the observer allows one unfavorable trait of a person to influence their total opinion of the person in a negative direction.

Mirroring | Matching another person's body language, voice, and vocabulary, intending to put them at ease.

Nonverbal Communication | Communication without words through symbols, cues, clues, and behavior. It occurs through action, sight, and touch, including body language.

Personal Space | The sense of invisible boundaries around an individual body that separates one from others.

Posture | The alignment, stance, and carriage of a person's body.

Status | The perception of an individual's place or position on a scale or continuum of prestige or social value.

Verbal Communication | Words, and the tempo, pitch, tone, and inflection of one's voice used to communicate information.

Visual Communication | Communication through appearance including dress and grooming.

DRESS CODE | Written or unwritten rules regarding standards of dress, and what should or should not be worn by a group of people. These can be cultural, occasion specific, or industry specific.

Formality| Perception of a traditional outfit which is influenced by the garments, style of clothing, accessories, color, fabric, and pattern.

Informality| Perception of an outfit having a relaxed, friendly, or unofficial style, influenced by the garments, style of clothing, accessories, color, fabric, and pattern.

Business Casual | Contemporary concept of wearing relaxed, softly tailored garments for professionals. Business casual clothes are less structured and worn with or without an unmatched jacket or tie for men.

Casual Clothing | Relaxed, loose-fitting clothing and accessories intended for after work hours. Casual clothing includes lounge wear, activity wear, party wear, etc.

ELEMENTS OF DESIGN | Line, shape, color, texture, and pattern. Advanced discussions may include space, form, and light as separate elements.

Line | An element of design, line is 1) an elongated mark that connects two or more points. Line encloses and divides space, creating shapes. Line is the effect made by the edge of an object. 2) A collection of styles and designs that create a clothing line.

Curved Lines | Rounded lines. Curved lines range from slight waves to full-rounded circular lines.

Decorative Lines |Lines that are created in order to camouflage or add interest to a garment, such as top-stitching, lace, tabs, flaps, and buttons used to decorate the garment.

Diagonal Lines | Lines that slant at an angle.

Horizontal Lines | Directional lines positioned from side to side and parallel to the floor.

Restrained Curve | A slight or gentle curve that is less than a full-rounded curve.

Structural Lines | Lines woven or knitted into fabric during manufacturing, as well as structural lines created during the construction of a garment, such as seam lines and fold lines.

Form/Shape | Three-dimensional representation of a garment or accessory.

Curved Shapes | These shapes have some degree of roundness to the enclosure of space.

Angular Shapes | Spaces enclosed with straight lines.

Straight Shapes | These shapes are formed by angular lines to enclose space. Straight shapes include square, rectangular, and triangular shapes, to name a few.

Silhouette | Outside lines, created by a body or the garment's outer edges.

A-Line or Triangular Shape Garment | Dress or skirt that forms the shape of an "A." The garment is narrow in the shoulder or waist, with added width at the sides to flare away from the body at the hemline.

Diamond-Shaped Garments | Clothing styles designed with soft fullness around the middle. The garment is narrower in the shoulders and at the hem, as compared to a larger mid-section. The waist is generally undefined.

Inverted Triangular-Shaped Garments (Wedge) | Clothing styles designed with predominantly straight lines, which are wider in the shoulders and narrower at the hem. The dominant line direction is diagonal.

Rectangular Garment Styles | Clothing styles designed with predominantly straight lines and limited indentation at the waist. The dominant line direction is vertical.

Rounded Garment Styles | Clothing styles designed with curved lines and shapes.

Triangular-Shaped Garments | Clothing styles composed of predominantly straight lines with shapes that are narrower in the shoulders or waist, and wider at the hem. The dominant line direction is diagonal.

Texture | An element of design. The surface characteristics of a fabric that appeals to the eye and touch.

Design | The arrangement of line, shape, color, texture, and pattern as used to create a fashion style or concept.

Appliqué | A cut-out design made separately and then sewn onto a garment. Appliqué is the process of sewing a small piece of fabric to a garment for a decorative purpose.

Bias Grain/Bias Cut | The diagonal grain of fabric. True bias lies at a 45-degree angle to the lengthwise and crosswise grains in fabric. Garments cut on the bias drape fluidly and beautifully across the body. Many ties are cut on the bias.

Break | The soft fold formed in the bottom of trousers, slacks, or pants when they touch the top of the shoe.

Clothing Style | 1. Created by line and shape, the silhouette and design detail and color of garments and accessories. 2. Personal Style expression, where the clothing style communicates a particular effect.

Costume Clothes | Clothing styles that are specifically worn for specific occasions. Examples: clothes for Halloween, tuxedos or dinner jackets, national dress, etc.

Couturier | A fashion designer who creates original, custom designed high fashions for individual clients. The couturier usually owns the fashion house.

Custom/Customs | Traditional or conventional ways of doing things, including dress, and grooming within a cultural group.

Customized/Made to Measure | Clothing that is created for a specific person/client.

Dart | A triangular fold in a garment, sewn to add shape or volume to garments.

Designer | A person who creates original styling in fabric, clothing, and/or accessories, or recreations of existing styles.

Dressmaker | Expert professional who does custom sewing, alterations, and clothing repairs for others for a fee.

Ease | The room in the garment that allows you to move, sit and breathe. It is the difference between the body measurements and the final garment measurements. There is no

standard number for ease in a garment. Ease in a blouse is different than ease in a coat. Ease is also a personal preference.

Facing | A shaped piece of fabric sewn to garment edges to prevent stretching and to finish raw edges. Facings are applied to necklines, sleeveless armholes, garment openings, or hems.

Foreground Shapes | Design details that lie on the surface of the garments and appear to advance. Foreground shapes include pockets, cuffs, plackets, collars, and ties.

Head Forward | When a human figure's head is carried slightly forward from the normal. This usually requires an alteration of shortening the jacket's collar and a slight increase in the jacket's back length.

Hem/Hemline | A finished edge on a garment. The hemline level around a skirt is equidistant from the floor, unless designed otherwise. Hems on trousers, should touch the top of the shoe in front and hang to the top of the heel in the back.

High Waisted | 1) The upper edge of a skirt or pants, extending above the waist. A horizontal seamline positioned above the waist. 2) A shorter distance between the hipbone and bottom of the ribs. Short ribcage or short midriff.

Historic Costume | The study of fashion styling since the beginning of civilization. Historic costume has revealed much about factors that influenced times past. Historic costume supplies inspiration for innovation in fashion design today.

In-seam | The seam on the inside of the pant leg from the crotch to the bottom of the hem.

Interfacing | An inner additional layer of fabric helping to add firmness, shape, structure, and support to certain parts of a garment. i.e.: collars, cuffs, waistbands, etc.

Ironing | The process of using an iron to remove wrinkles from a garment by applying heat and pressure.

Layering | Layered clothing is a term describing a way of dressing using multiple garments that are worn one on top of each other.

Low Waisted | 1) The upper edge of a skirt or pants, extending below the waist. A horizontal seamline positioned below the waist. 2) A longer distance between the hipbone and bottom of the ribs. Long ribcage or midriff.

Printing | The process of adding color or pattern to the surface of fabrics.

Tailored | Structured clothing construction, often including hand-worked collars and lapels and padded shoulders. A tailored garment is often custom fitted.

Wardrobe | All the apparel that a person possesses, which includes all clothing and accessories. A wardrobe is generally acquired over a period of time and intended to meet all the dressing needs of the owner.

Principles of Design | The generally accepted guidelines or goals for any art form, including visual design in dress. The principles of design include balance, proportion and scale, rhythm, emphasis, harmony, and unity, to name a few.

Accent Colors | Bright, strong, or intense colors. Accent colors are brighter than most neutral colors.

Advance/Advancing | Elements of design used in ways that appear to move toward or jump out at you are said to advance. Advancing elements are generally dominant and noticed first.

Asymmetrical Balance | The right side of the garment is different from the left side of the garment. Asymmetrical balance is also referred to as informal balance.

Balance | The result of how lines, shapes, colors, textures, and patterns are used to break up an area or space and how they are distributed or grouped within a garment or an outfit. Balance is a principle of design, and a goal to achieve.

Dominant/Dominance | Whatever design element attracts the eye first and holds attention longer is said to be dominant.

Emphasis | A principle of design. The use of line, shape, color, texture, and/or pattern to create a dominant focal point or center of interest in a garment or an outfit. A place where the eye may focus attention.

Proportion | A principle of design. The relationship of one part to another, and the parts to the whole. The goal to be achieved is pleasing proportions in the garments and the outfit, in relation to the body of the wearer.

Repetition | The use of design elements, details, or trimmings more than once in a garment as a way to create an effect of harmony. A feature can be repeated in the same colors, shapes, or other elements of a design, regularly or irregularly. This multiple effect can be used to unify a design. Repetition is also a way to achieve rhythmic movement within an outfit.

Scale | The relative size of one item compared to another. Scale is important as it affects the meaning and overall composition of the image. It impacts the visual hierarchy.

Symmetrical Balance | The two halves of a garment are the same. The design space is broken into equal parts. Symmetrical balance is also referred to as formal balance.

Vertical Balance | The sense of visual weight from top to bottom. It is how a body is divided proportionally. If two halves of the body are relatively the same, you could say you have a balanced body, but you need to look at the position of the waist, hips, and legs. e.g.: long legs/short torso or long torso/short legs.

Unity | A principle of design. A sense of completeness. Nothing in the design or outfit is left out or unfinished. The outfit is finished.

Illusion | A false perception or interpretation of something we see—something that deceives the eye. An illusion makes something look different than it really is.

Recede/Receding | Elements of design used in ways that appear to recede, blend in, or back away from the eye. Receding elements tend to be subordinate, attracting less attention.

Subordinate/Subordinance | Less obvious or less important. Design elements or details that hold attention for less time are said to be subordinate.

FABRICS |

Fiber | The smallest basic structure in fabric. A fiber is a single, slender, hair-like structure that can be used in combination with others to make into thread, yarn, and finally into fabric.

Filament Fibers | Long strands of fiber, including silk and manufactured fibers. Filament fibers are firm and tend to shed soil, but soil is more noticeable.

Synthetic Fibers | Man-made or manufactured fibers.

Acetate | Generic name for a man-made or manufactured fiber made from cellulose. Acetate resembles silk.

Acrylic | Generic name for a man-made or manufactured fiber made from polymer material. Acrylic resembles wool, is the warmest synthetic, and is made into sweaters, athletic socks, and anything fleecy.

Nonwoven Fabric | Textile fibers are held tightly together by fusing, bonding, or matting.

Microfiber | A man-made fiber with extremely fine strands—less than one denier in size. Very soft yet durable, microfibers made from polyester are widely used in athletic garments and sportswear. Microfibers can also be made from nylon or rayon.

Nylon | A very strong manufactured or synthetic fiber. Nylon is used in underwear and athletic wear.

Polyester | A man-made synthetic fibre made from a synthetic resin used chiefly to make fabrics that are light, strong, and dry rapidly. Polyester can also be blended with cotton and linen to create fabrics that resist wrinkling.

Spandex | A manufactured fiber that is strong, lightweight, and durable with great elasticity. Spandex is used in foundation garments, swimming suits, and leotards.

Man-Made Fibers | Manufactured or synthetic fibers not found in nature. Man-made fibers are made from synthetic sources primarily or completely from chemicals.

Metallic Fiber | Metal is combined with plastics or other fibers. Metallic fibers are used in decorative and evening apparel.

Rayon | Generic name for the first commercially manufactured fiber. Rayon is made from regenerated cellulose and is soft with good draping qualities.

Natural Fibers | Fibers made from natural sources, including plants, trees, or animals. Natural plant fibers include cotton, flax, bamboo, and rami. Natural animal fibers include wool and silk, as well as hair and fur fibers.

Natural Animal Fibers |

Cashmere | Fine, downy, specialty wool from the under-layer fibers of the cashmere goat native to India, Pakistan, and other Asian countries. Cashmere makes into soft, luxurious fabric for sweaters, jackets, and coats.

Mohair | Fabric made from the long, silky hair from the Angora goat.

Protein Fibers | Natural fibers derived from animal sources such as wool and silk.

Virgin/Pure Wool | Wool fibers that have never been used before.

Natural Plant Fibers |

Cellulosic Fibers | Fibers composed of or derived from cellulose that come from plants such as cotton, flax, bamboo, and wood chips.

Flax | A natural plant fiber used to make linen fabric.

Jute | A rough, coarse, natural fiber that has a natural odor. Jute is used in making burlap sacks.

Linen | A natural fiber cloth made from the cellulosic stalk of the flax plant.

Ramie | A fiber nicknamed “China grass.” Ramie comes from a shrubby plant often grown in China and India, which is sometimes used as a linen or cotton substitute.

Finishes|

Brocade | A rich, heavy fabric with an elaborate raised pattern woven into the fabric. Brocade is traditionally used in making dressy evening clothes.

Charmeuse | A lightweight, lustrous fabric, with a smooth satin finish and dull backside. Charmeuse drapes beautifully and is often used for quality blouses.

Challis | A soft, lightweight, plain weave fabric made from plant, synthetic or animal origins. Challis is generally printed and used for high quality skirts and dresses.

Chambray | A plain weave cotton or blended fabric, much the same as muslin. Chambray is used for casual sports shirts.

Chenille | Woven or knitted fabric made from soft, fuzzy chenille yarns that feature short fibers projecting on all sides.

Chiffon | Sheer, transparent fabric that is relatively strong despite its filmy appearance. Chiffon is used for special occasion blouses and dresses.

Corduroy | A soft but relatively strong pile fabric with vertical ribs or wales. Corduroy is usually made of cotton but now is available in wool.

Felt | Fabric made from short wool fibers that shrink and interlock when heat, moisture, and pressure are applied to form a non-woven material.

Flannel | A medium weight, plain weave fabric with a lightly brushed surface for softness. Cotton flannel is commonly used for sleepwear and shirts. Wool flannel is used for suitings, pants, skirts, and jackets.

Fleece | The fashion name for a fabric with a thick, heavy, fleece-like surface, resembling the matted hair of sheep. Fleece is commonly used in making jackets.

Sueded | Fabric that has been napped or brushed on one side to resemble suede leather.

Taffeta | A smooth yet crisp fabric with sheen on its surface. Taffeta is usually used for eveningwear.

Tweed | Sturdy, relatively rough wool fabrics with dots of color created by dyed fibers introduced into the weave. Tweed is traditionally used in sports jackets, vests, and slacks.

Velvet | A pile fabric with a very short, dense pile. Velvet is usually used for evening wear.

FASHION | The prevailing style. A socio-cultural trend or preference shared by many people. Specifically, fashion is a general style of dress or particular clothing styles widely popular at any given time, accepted and in use by a majority.

Androgynous | Androgynous fashion means clothing and accessories designed to avoid creating a distinction between masculine and feminine physical characteristics and to express non-binary gender identity. The word originates from the Latin word "androgyne" which describes a mix of male and female physical characteristics.

Global Fashion Brand | A fashion brand that is present in all continents and the main cities.

Fast Fashion | Novelty or extreme fashion styles that tend to be short-lived and outdated within a few months due to impracticality or quality. Fast fashion may feature design elements that are relatively extreme in some way.

Fashionista | A designer, promoter, or follower of the latest fashion trends.

Fashion Collaboration| Manufacturers or designers collaborating on projects in the fashion and textile industries. The intention is to further their customer reach, to save money during the creation of new products by using the skills of multiple professionals.

Fashion Follower | Individuals who accept fashion leadership by others and wait to adopt a fashion trend until most others have already embraced it.

Fashion House | A couture or custom design company, having a celebrity designer who creates original and individually designed clothing.

Fashion Show | A planned exhibition of clothing sponsored by a retail store, designer, or manufacturer to introduce the season's new merchandise. In a fashion show, clothing is shown on live models on a runway or stage. It can also be done virtually.

Fashion Trend | Style lines and shapes, colors, fabrics, and patterns in dress that more and more people start wearing.

Fashion Week| A fashion week is a fashion industry event, lasting approximately one week, where fashion designers, brands or "houses" display their latest collections in runway fashion shows to buyers and the media. These events influence trends for the current and upcoming seasons.

High fashion | The latest or newest fashion from a designer, or fashion house, usually in fine quality fabrics and therefore expensive. High fashion may be relatively extreme or unusual in design.

HI-LO | A style that combines one luxury garment with simple ones. Usually, a branded bag combined with fast fashion or branded shoes combined with fast fashion.

Slow fashion | A concept that is part of the "slow movement." Fashion is made by hand, takes more time to produce, and benefits from artistic talent. These garments are priced higher and have a better quality. The term is used for a more sustainable way of fashion production.

Sustainable Fashion | This concept is concerned with the use of fibers from organic, recycled, repurposed, and upcycled materials. The selection is made by opting for materials made with less chemicals, dyes, energy, and resources, while minimizing waste and ecological impact.

GARMENTS |

Basics | Clothing styles simple in design, with few details and no decoration. The core pieces of a wardrobe that do not attract attention to themselves. Basics are easily dressed up or down, to appear more formal or more relaxed.

Camouflage | Any device used to conceal, disguise, counter, or mislead. Clothing may be effectively used to mislead or counter perception, camouflage, or conceal a figure variation considered less than ideal.

Chinos | Casual pants made from cotton plain weave fabric. Chinos are often called “khakis.”

Dress | 1) A collective term that includes all clothing and anything done to adorn the body. 2) Dress is also the name for a woman’s one- or two-piece garment.

Embroidery | Decorative hand or machine stitching done with thread, floss, or yarn that creates a pattern or design on the fabric.

Fit | A standard of how well a garment aligns with the body. A garment that is well fitted is free of tight stress wrinkles or loose folds not intended by the designer. Fit is the degree of how tight or loose a garment is on the body.

Fitted | A garment or garment part that is shaped to follow the contours of the body without added fashion ease, such as a fitted sleeve or a straight fitted skirt.

Flared | A garment style that is wider at the lower edge, sometimes hanging in soft ripples or folds. Flare is often used in the design of some skirts, pants, sleeves, and collars.

Foundations | Undergarments intended to support the figure and bring modesty and support to outer garments.

Hosiery | Nylon stockings, including tights, pantyhose, and all other socks. Men’s fine quality socks are also called hosiery.

Lingerie | Feminine underwear, intimate apparel, and nightwear.

Outfit | Complete apparel with accessories.

Permanent Press | A finish put on a garment to help it keep its smooth appearance after laundering and drying or dry cleaning.

Pressing | The removal of wrinkles from clothing using steam and a lifting motion with a heated iron.

Private Label | Merchandise made exclusively for one store, with the store’s name on the label. Private label merchandize is generally special ordered in large quantities according to store specifications.

Quality | Standards of manufacture and performance.

Separates | Articles of apparel that clothe only part of the body. Separates are worn interchangeably with other separates to form a variety of combinations.

Sportswear | Clothing suitable for sports, recreation, or relaxed occasions.

Uniform | An article of clothing or outfit that is specific to everyone in a certain group of people with the same purpose or goal.

Untailored Styles | Unstructured looking clothing styles.

Wardrobe Neutrals | Colors such as navy, burgundy, olive, teal, rust, plum, camel, sage, and more. Also brown, grey, black, charcoal, tan, ivory, white and taupe are considered neutrals. Wardrobe neutrals coordinate easily and attractively.

Wear-Life | The expected wearing time of an article of clothing. Wear-life depends on garment quality, frequency of wear, and care received.

GROOMING | The practice or process of taking care of the body—the hair, skin, nails, and teeth. Good grooming results in a degree of cleanliness and neatness about the body.

Hygiene | Practices promoting cleanliness and good health.

Appearance | The visible or exterior look of a person or object. Another word meaning "image."

Appropriate | Proper or suitable for a particular occasion, purpose, or person. Cultural or expected dress or behavior for the occasion and for a person's age, gender, personality, values, and roles. Appropriate is closely related to social needs and values.

IMAGE CONSULTANCY |

Core Wardrobe Pieces | Basic pieces of clothing used to build a cluster/capsule of coordinated outfits. Often, core pieces are a matched suit and includes other coordinated clothing pieces and accessories.

Cost-per-Wearing | The total cost of a garment, divided by the number of times worn, equals the approximate cost of the garment each time worn.

Entrepreneur | A person who starts his or her own business and who assumes the risk and management of the enterprise.

Fashion Victim | Individuals who adopt a fashion trend or fad without question and evaluation. They fall victim to unreliable or extreme fashions ill-suited to them.

Image | A visual representation projected by a person, business, or organization that forms a mental picture of that person or group as seen or considered by others.

Image Consultant | A person who works with clients to improve self-presentation and communication through dress, grooming, body language, and etiquette in ways that enhance his or her personal or professional image and aid in the achievement of their goals and needs.

Investment Dressing | Buying into high quality, classic clothing intended to appear stylish and remain serviceable for a long period of time.

Mix-and-Match | The practice of investing in basic clothing styles which can then be combined with many other pieces to create many different outfits.

Objective | In decision making, the individual is detached to some degree, and independent of bias or prejudice. Also, it is a goal that the person wants to achieve.

Objective Consultant | A person who can advise clients without personal bias.

Peer/Peers | A person or persons of similar age, education, status, or another identifying characteristic. Teens react strongly to peer pressure in clothing choices and habits.

Perception | Personal interpretation by means of the senses and any stimuli to comprehend and understand a circumstance.

Personal Shopper | Retail employee or independent consultant who selects, coordinates, purchases, and delivers merchandise for customers and clients.

Stylist | A person who selects and combines specific fashion styles to create a unique "look" for a client. A wardrobe stylist works with existing garments rather than creating new designs.

Visual Effects | Illusions or effects which influence apparent physical characteristics of dimensions, height, weight, color, and other physical properties.

Wardrobe Consultant | A person who helps clients select and combine clothing and accessories in ways that enhance his or her personal or professional image and aid in the achievement of goals.

Wardrobe Evaluation/Closet Audit | The process of deciding what clothing and accessories work in a wardrobe, what does not, why, and what should be added.

Wardrobe Inventory | A list of what clothing and accessories a person owns.

Wardrobe Management | The process of evaluating and controlling the choices and effects of clothing on self and others, and on the achievement of individual goals.

Wardrobe Plan | An organized plan of action to acquire needed pieces of clothing to complete a person's wardrobe.

Wardrobe Stylist | A person who selects and combines all the clothes for people for photo shoots, stage, television, or movie production. A wardrobe stylist often aims to work with celebrity clients.

Wardrobing | A continuous process which involves wardrobe evaluation and planning, discarding of nonfunctional pieces of clothing and accessories, and the accumulation of new, more functional pieces.

MAKEUP SELECTION | Selecting the correct make-up formulas and colors to enhance the appearance creating harmony with your natural look.

Color Cosmetics | Make-up products in colors used to define, refine, harmonize, and enhance the appearance of the face. Products should be applied using the appropriate techniques.

Harmony | The pleasing interaction or appropriate combination of the elements of the whole face through make-up application.

Face Shape | Determination of the face shape, facial features, and silhouette to create a look and style to enhance their natural beauty with the correct makeup colors. Examples: Round, oval, square, oblong, rectangle, triangle, inverted triangle, heart, etc.

Skincare | The cleansing and maintenance the skin.

Shading | The application of a color that is darker than the surrounding area causing the area to appear deeper. This application will make the area next to the application appear larger and more pronounced.

Highlighting | The application of a color that is lighter than the surrounding area causing the area to appear more pronounced than the area next to it.

Contouring | The application of dark and light colors and products with shiny, frosted, or matte finishes to optically exaggerate or change the natural features of the face.

PERSONAL SHOPPING |

Discount Store | A store that sells merchandise at discount prices.

Factory Outlet | A store owned by a manufacturer who sells only their own company apparel to the public, generally at reduced prices. Selection may include “seconds,” somewhat damaged goods.

Label | A small piece of ribbon or cloth attached to the garment to provide important information about the brand, fiber content and care. Labels are required by law in many countries.

Logos | Images, text, shapes, or a combination of all three that represent the name and purpose of a business. A logo can be more than an identification symbol and may tell the story of a company.

Obsolescence | The process of becoming outdated or out of date.

Online Shopping | A form of shopping on the internet, involving ordering items from retail web sites.

Outlet Stores | Retail stores that sell a manufacturer’s overruns and flawed “seconds.”

Second-Hand Store | A thrift shop that sells used clothing, and other merchandise at bargain prices.

Trade Publications | Magazines, newspapers, and books that deal specifically with a certain industry or trade, such as the fashion and image industries.

Trademark | A product's own brand name. A trademark is often represented by a logo which identifies it as belonging to a particular seller or manufacturer.

PATTERN | An element of design. An arrangement of lines, shapes, and color printed onto fabric or woven or knitted into a fabric, including prints, stripes, checks, and plaids.

Abstract Patterns | Free-form prints, in patches of color or flowing lines and shapes. Abstract patterns do not represent or relate to anything natural or man-made.

All-Over Patterns | Prints, checks, or plaids that appear the same from any direction you look at them. All-over patterns have a methodical, formal, regular rhythm, leading attention easily throughout the pattern.

Border Print | The arrangement of a dominant print or motif positioned along one garment edge. A border print forms a distinct border pattern along a hem, cuff, collar, and/or center-front opening.

Broken Line | A zigzag pattern that feels unstable and aggressive from the angles it draws. The transmitted qualities are toughness, aggressiveness, instability, and forcefulness.

Chalk Stripe | A stripe pattern in white or another light color similar to the mark made with a tailor's chalk.

Geometric Patterns | A motif designed with straight lines forming geometric shapes.

Glen Plaid | A woven, geometric pattern that combines small checks with larger checks and stripes imposed on top of them. Glen plaids are derived from traditional Scottish plaids.

Hounds-Tooth Check | An irregular check, twill weave pattern in fabric. The checks have two pointed corners and are alternating in color.

Motif | A single unit in a pattern. A motif is a shape or figure featured in a pattern, which is usually repeated throughout the pattern.

Oblique Line | Straight line that is not exactly horizontal or vertical; it is dynamic and seems unstable.

Paisley | An intricate woven or printed pattern suggesting a stylized leaf or swirling pinecone.

Pinstripe | Suiting fabric with fine vertical stripes.

Plaid | A pattern, either printed or woven, with lines that intersect at right angles (in opposition) to form blocks, checks, or boxes.

Realistic/Naturalistic Patterns | Fabric prints that imitate or duplicate natural or man-made objects in a realistic or photographic manner. Naturalistic patterns look like the real thing.

Straight Lines | Crisp, flat, rigid lines.

Vertical | Elongated mark or line that is straight up and down which communicates seriousness, distance, inaccessibility, and remoteness.

Herringbone | A zigzag twill weave pattern in fabric resembling a fish spine. It communicates dynamism and, in the event that the line presents a very deep break, it will transmit aggressiveness.

PERSONAL DEVELOPMENT |

Self-Actualization | The actual achievement of competencies and personal goals. The complete development of an individual's full potential.

Self-Competence | Specific skills and abilities a person develops or achieves to an appropriate or satisfactory level.

Self-Concept/Self-Image | The mental image a person has of himself or herself. Self-concept includes the combination of all psychological traits, such as values, attitudes, personality, talent, and abilities. The self-concept is strongly influenced by body image.

Self-Confidence | The sense of belief, trust, and reliance on oneself that a person has. Appearance, learned skills, verbal and non-verbal communication, experience, capacities, and capabilities are some of the factors in the development of self-confidence.

Self-Esteem | A sense or feeling of self-worth—how a person feels about himself or herself.

Self-Presentation | The image an individual presents to the world.

STYLE | 1) A particular design, shape, or type of apparel. A garment style is distinguished by the particular characteristics that makes it unique. 2) Style also refers to a person's particular way of expressing themselves through their visual image (clothing, accessories, grooming, etc.)

Aesthetic Clothing Needs | Human needs described in terms of the artistic elements and principles of design. People with aesthetic needs use clothing as a medium for artistic, creative, self-expression and as a source of beauty.

Aesthetic Values | An appreciation for the appearance of beauty and harmony. A person with high aesthetic values in dress desires clothing that is well-designed, with beauty and harmony in the use of line, shape, color, texture, and pattern.

Approachable/Receptive | Showing evident openness to friendly interaction with others. Approachable is a word used to describe the "softening" effect of less structured clothing styles and fabrics.

Authentic | Presenting the self in a manner that is true and genuine to the individual and their personality. Having visual integrity is a matter of looking like who we say we are, not a phony, false, or fake.

Classics | Clothing styles that are not extreme and so do not date easily or quickly. These are styles that are often more basic and change less in their expression over time. They fit and flatter many figures. Colors are more neutral, and they are often more traditional in style.

Delicate | A category on the Yin/Yang continuum [also called Ingénue or Ingenu Yin]. Delicate personal style types are characterized as forever young, approachable, delicate, and fine in appearance, gentle, innocent, and receptive. This category applies to women and men.

Dramatic | A category on the Yin/Yang continuum. Dramatic is a yang personal style type, characterized as assertive, striking, sophisticated, and bold or exaggerated. This category applies to men and women.

Personal Style | Style that reflects the individual's personality traits, moods, values, attitudes, interests, physicality, personal coloring, and clothing preferences. Personal style evolves over time.

Romantic | A category on the Yin/Yang continuum. Romantic is a yin personal style type characterized as approachable, receptive, warm, charming, and responsive. This category applies to women (Romantic and Feminine) and men (Romantic and Gallant).

Traditional | A category on the Yin/Yang continuum. Traditional is a yang personal style type characterized as assertive, confident, outgoing, and persistent. This category applies to men and women.

Sporty/Gamin | A category on the Yin/Yang continuum. Sporty is a yin personal style characterized as approachable, youthful, friendly, casual, and fun. This category applies to men and women.

Stereotype | A widely held but fixed and oversimplified image or idea of a particular type of person or group of people.

AICI thanks all these collaborators who made it possible to update this file:

Task Force: Deborah King AICI CIP, Kimberly Law AICI, Lilian Bustamante AICI CIM, Lynne Marks AICI CIM and Riet De Vlieger AICI CIP,

And the Collaboration of: Catherine Bell AICI CIP, Carla Mathis AICI CIM, Delby Bagrais AICI CIM, Eva Köck-Eripeck ACI CIM, Ferial Youakim AICI CIM, Helena Chenn AICI CIM, Imogen Lamport AICI CIP, Karen Brunger AICI CIP, CIP, Liliana Sanchez AICI CIC, Luis David Cavaleiro AICI CIC, Sarah Hathorn AICI CIM and Valeria Doustaly AICI CIP