



AICI Key Terms of the Image Industry

Formerly referred to as the “Glossary”, this listing is an invaluable resource for both established image consultants and those studying to prepare for the AICI FLC Exam. This is a selected listing of key terms as they apply to the image industry. It will help you determine how a term is defined within the context of the AICI Core Competencies and the AICI FLC Exam. This listing of key terms does not include garment styling terms. It is recommended that you acquire a fashion dictionary to become familiar with these terms.

A

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.

Accent colors Bright, strong, or intense colors. Accent colors are brighter than most wardrobe neutral colors combined with them.

Accentuated neutral color schemes The harmony of any one chromatic hue in combination with one or more achromatic colors.

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 and enhance an outfit.

Acclimatization The gradual adjustment to extremes of climate, particularly temperature and humidity.

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

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

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.

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.

Adornment theory A primary motive for the origin of clothing, for the decoration and ornamentation of the body. Forms of adornment are universal and may be permanent or temporary, to be frequently changed according to the prevailing fashion within the society. Relates to aesthetic needs and values.

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.

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. Relates to aesthetic values.

AICI Key Terms of the Image Industry, cont'd.

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 and shape, color, texture, and pattern.

After-image A physiological response to color. With prolonged viewing of an intense color, the eye becomes fatigued and automatically adapts itself by imposing an after-image in the complementary hue to rest the eye.

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.

Alterations Changes made in the size, length, width, or style of a garment to provide a more proper fit.

Alternatives Variations in universally accepted dress within a social group or society.

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.

All-season fabrics Light to medium weight woven and knit fabrics that you can wear at least three seasons of the year.

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 various values, intensities, and degrees of warm and cool.

Analogous hues Hues that lie next to one another on the color wheel. Analogous hues are closely related to one another in character, having a hue in common.

Angular shapes Spaces enclosed with straight lines.

Apparel A generic term that includes men's, women's, and children's clothing.

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

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.

Approachable/Receptive Showing evident openness to friendly interaction with others. Approachable is a word used to describe the "softening" effect of untailed clothing.

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

Argyle A diamond-shaped pattern commonly knitted or woven into the fabric.

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

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

AICI Key Terms of the Image Industry, cont'd.

Authoritative/Assertive Showing evident power to influence thought, opinion, or behavior. Authoritative is a word used to describe the “power” or “strengthening” effect of tailored clothing.

B

Background area or negative space Areas of solid color behind the motifs on a patterned fabric.

Balance A feeling of equilibrium, 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, a goal to achieve.

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, made to appear more formal or more relaxed.

Basket weave A variation of the plain weave with two or more filling yarns passing over and under the same number of warp yarns.

Bell-shaped garment Dress or skirt that forms the shape of a bell. The garment curves outward at the waist or hip and hangs in the shape of a bell.

Bias grain/Bias cut The diagonal grain of fabric. True bias lies at a 45 degree angle to the lengthwise and crosswise grain in fabric. Garments cut on the bias drape fluidly and beautifully across the body.

Body or 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 Perception of the physical self. Body image is the mental picture, ideas, and feelings people have about body size, shape, strength, coloration, features.

Body language Non-verbal communication by the body. Body language includes messages or statements conveyed through posture, stance, gait, gestures, facial expressions, eye contact, and hand-shake.

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.

Boutique A small, generally chic clothing shop, featuring a strong fashion image in clothing and accessories for women.

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

Broadcloth A plain weave, closely woven yet pliable fabric with a fine rib in the crosswise direction. Broadcloth is commonly used in making shirts.

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

AICI Key Terms of the Image Industry, cont'd.

Business casual Contemporary concept of softly tailored or relaxed sport-dress for professionals. Business casual clothes are less structured and worn with or without an unmatched jacket layer or tie for men.

Business formal Traditional concept of tailored suit dressing for professionals. Business formal or career clothes are more structured and generally worn with a matching jacket layer, and tie for men.

C

Camel's hair Sportive specialty fibers obtained from the Bactrian camel of Asia. Camel's hair makes into soft, luxurious fabric for jackets and coats.

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.

Care labeling rule An American law issued by the Federal Trade Commission that requires clear and detailed instructions for the cleaning and drying of all clothing (except hosiery).

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.

Casual clothing Informal, more relaxed, loose-fitting clothing intended for after work hours. Casual clothing includes sport shirts, camp shirts, and t-shirts.

Cellulosic fibers Fibers composed of or derived from cellulose that comes from plants such as cotton, flax, and wood chips.

Chain store Specialty stores owned and operated by a central owner. Merchandise is essentially the same within all company stores.

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

Challis A soft, lightweight, plain weave fabric. 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.

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

Chemise A woman's one-piece undergarment or a loose straight-hanging dress.

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

Chinos Casual men's pants made from chino fabric. Chinos are often called "khakis."

AICI Key Terms of the Image Industry, cont'd.

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

Chromatic Colors with hue. Having or pertaining to color.

Civility Refined, polite manner or behavior. Courteousness or politeness due to respect. The art of saying "Please" and "Thank you."

Classics Clothing styles that are not extreme, that fit and flatter most figures and satisfy many needs for many people. Classics therefore continue to be available and acceptable over a long period of time.

Classic Yang A category on the Yin/Yang continuum. Classic personal style types are characterized as authoritative, conventional, practical, poised, orderly, and refined. This category applies to men and women.

Client A paying customer.

Clothing style Created by line and shape, the silhouette and design detail of garments and accessories. Clothing style can communicate a particular effect in appearance.

Cluster/Capsule/Module A small group of coordinated clothes and accessories that can be combined in many different ways to create many different outfits.

Clustering The process of coordinating a group of clothes and accessories. Clustering is a wardrobe strategy intended to guide the selection and coordination of clothing to meet individual needs.

Colleagues Related professionals including fellow AICI members.

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, and intensity.

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

Color cosmetics Makeup products in colors, used to define, refine, and enhance the appearance of the face.

Color-fast A term meaning that the colors in a fabric will not fade or change with laundering, cleaning, exposure to light, perspiration, or rubbing.

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.

Comparison shopping The process of looking at different brands of the same or similar products in several stores to compare prices, quality, features, and store services before buying.

AICI Key Terms of the Image Industry, cont'd.

Complementary hues Hues that lie opposite one another on the color wheel. Complementary hues are most opposite or contrasting in character, one being a warm hue and the other being a cool hue.

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 varYin values, intensities, and degrees of warm and cool.

Conformity Behavior in accordance or agreement with prevailing opinion or practice. In fashion, conformity is evident as whole groups or populations choose to adopt the same manner of dress.

Consumer A person who buys and uses goods and services.

Continuum A continuous line between a set of opposites or series between opposites, as in the transitional movement between warm and cool or Yin and Yang.

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

Contrast level Used in comparing degrees of difference in personal coloring. The contrast level between hair and skin color may be high, medium, or low.

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

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

Core wardrobe pieces Basic pieces of clothing used to build a cluster/capsule of coordinated clothing around. Often, core pieces are a matched suit of any fabric and personal style, for women including both pants and skirt, and jacket.

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.

Costume clothes Clothing styles that are detailed or decorated in design, thus preventing their look from being easily changed according to personality, mood, or occasion.

Costume/Ensemble A complete outfit, including coordinated accessories.

Costume jewelry Designed for wear with current fashions, costume jewelry is usually made from inexpensive material and sometimes containing artificial stones.

Cotton A natural cellulosic fiber obtained from the cotton plant.

Countering To introduce an opposing element of design to contrast, camouflage, minimize, or avoid an existing effect or characteristic. The characteristic to be countered may be considered desirable or undesirable. The process of countering relates to style, color, texture, or pattern selection for the individual.

AICI Key Terms of the Image Industry, cont'd.

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

Creative/Creativity Showing artistic imagination or inventiveness. Creative ability in dress assumes originality of thought or expression and use.

Crepe A plain weave fabric, woven with tightly twisted yarns to create a crinkled surface with a dull finish. Crepe is generally used in special occasion clothes.

Culture The ideas, customs, traditions, mores, skills of a social group that are transferred or passed along from generation to generation, as in European culture, Asian culture, or corporate culture. Culture affects clothing selection and acceptance or rejection.

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

Curved shapes These shapes have some degree of roundness to the enclosure of space, from wavy free-forms to complete circles.

Custom/Customs 1) Traditional or conventional ways of doing things, including dress and grooming within a cultural group. 2) Something, such as clothing, made for a specific individual. Also called made-to-measure or bespoke.

Customize Made to order. The process of modifying a product by design, pattern, fabric, construction, or coordination.

D

Dart A stitched fold in the fabric that creates shape and fullness in a garment area to fit a curve of the body. Fitting darts are commonly positioned over the bust, shoulder, and hip.

Decorative lines Formed when buttons, pocket flaps, trim, or special stitching are applied to the surface of a garment. Decorative lines lead the eye throughout the garment.

Defense mechanisms Protective strategies used by individuals to maintain self-image or self-esteem against social pressures, anxiety, or trauma. Clothing is easily used, generally unconsciously, to distort or deny reality to protect self-image.

Delicate/ Ingénue Yin A category on the Yin/Yang continuum. Delicate personal style types are characterized as forever young, approachable, gentle, innocent, and receptive. This category applies to women only.

Department stores Retail stores that carry a wide variety of merchandise, including clothing and accessories. Department stores generally offer a variety of customer services.

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

AICI Key Terms of the Image Industry, cont'd.

Design ease Additional fabric incorporated into a garment design to provide its particular amount of fullness needed for the style or silhouette.

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

Diagonal lines Lines that slant at an angle.

Diamond figure 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. The bust is often smaller and the buttock's flatter.

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 not generally defined.

Diplomacy Skill in dealing with people, in a tactful and unemotional manner.

Directional print or two-way arrangement A fabric pattern with an up and down direction. The two-way pattern appears different when viewed from opposite edges.

Discount store A store that sells merchandise leftover from previous seasons, samples, and flawed "seconds" at lower than original or standard prices. Discount stores provide few customer services.

Diversity The existence of differences or variety in mode and manner, such as differing from one another in customs of dress and etiquette.

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

Dramatic Yang A category on the Yin/Yang continuum. Dramatic personal style types are characterized as assertive, striking, sophisticated, and possibly theatrical or exaggerated. This category applies to men and women.

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.

Dress code Written or unwritten rules regarding standards of dress, what should or should not be worn by a group of people.

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

Dull, 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.

AICI Key Terms of the Image Industry, cont'd.

E

Ease The difference between the measured size of the body and the measured size of the garment, as originated by the designer. **Fitting ease** allows enough extra width and length so the garment will fit comfortably, not skin tight. **Fashion ease** incorporates added fullness needed for the style of the garment. A straight skirt or European cut sport coat allows fitting ease only. A flared skirt or American cut sport coat allows some fashion ease for a looser fit.

Eclectic An artistic movement or practice characterized by combining a large variety of diverse styles.

Economic values An individual with high economic values chooses to invest in useful and practical, basic and classic clothing which serve to save time, effort, money, and space. Economic values are typical of the comparative shopper.

Ectomorph A relatively slim to thin body type, long and lean.

Elements of design The media or medium used in the design of an art form. The elements of design include line, shape, color, texture, and pattern. Advanced discussions may include space, form, and light as separate elements.

Elevator speech/30-second commercial A few carefully crafted sentences describing in 30 seconds or less what it is you do and the benefits of your services.

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

Emphasis A principle of design, emphasis is 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.

Endomorph A relatively soft, rounded body type.

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

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

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

Explicit values Those values an individual is consciously aware of and can be expressed verbally.

Exploratory values An individual with high exploratory values likes to explore and experiment with new and creative or different ways of dressing. Willing and wanting to appear different, expression of their creative self in dress is most important.

AICI Key Terms of the Image Industry, cont'd.

F

Fabric Cloth made from natural or man-made textile fibers or yarns by a process of weaving, knitting, braiding, netting, lace-making, felting, or bonding.

Fabric finish Any special treatment to a cloth that changes its characteristic texture or improves its performance—temporarily or permanently.

Face shape Silhouette or outline of the face as it relates to geometric shapes—square, rectangle, triangle, inverted triangle, oblong, oval, or round. Face shape is determined for purposes of hair styling and color cosmetics application.

Facing A shaped piece of fabric sewn to garment edges to prevent stretching and to finish raw edges. Facings are applied at the neckline, sleeveless armholes, garment opening, or hem.

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.

Fads Novelty or extreme fashion styles that tend to be short-lived and outdated within a few months due to their impracticality. Fads often feature design elements that are relatively extreme in some way.

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.

Fashion conscious A state of being aware of the newest fashion trends. May be accompanied by a desire to own the trend for the purpose of appearing current, self-expression, and/or peer approval.

Fashion cycle/Fashion curve The predictable stages a clothing style goes through during its total time on the fashion scene, from its introduction or start and rise, to its peak and decline or fall. Clothes destined to become classics continue on a plateau somewhat below the peak.

Fashion follower Individuals who accept fashion leadership by others, who wait to adopt a fashion until most others have already embraced it.

Fashion force A factor that influences fashion change such as the economy, technology, society, politics, and environment.

Fashion forward A phrase implying the leading edge of fashion trends.

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

Fashion leader Individuals who influence others to drop an old style and adopt a new style.

Fashion show A planned exhibition of clothing sponsored by a retail store, a 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.

AICI Key Terms of the Image Industry, cont'd.

Fashion therapy The use of improved or enhanced appearance in a therapeutic situation. A facet of image management with more attention directed to the improved effects of clothing on the wearer rather than on the response of others.

Fashion trend Direction in which style lines and shapes, colors, fabrics, and patterns in dress are moving.

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.

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

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.

Figure/Body analysis The study of a person's body build for the purpose of selecting flattering or harmonious clothing styles. Figure or body analysis is an image service.

Figure types/Body types Definable shapes or silhouettes of a person's body, each type possessing a common combination of traits or variations. The words "figure type" generally refer to the female shape and "body types" refer to men's shapes.

Figure variations Physical characteristics that differ from the standard or fashion figure or body. Figure variations are identified for comparison in figure typing, style selection, pattern making, and clothing manufacture. A few include broad or narrow shoulders, a high or low waist, and long or short legs.

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

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

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.

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.

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.

Flax A natural plant fiber used to make linen fabric.

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

AICI Key Terms of the Image Industry, cont'd.

Folkways Social norms accepted and encouraged within a population, but not required by law for orderly social functioning.

Form Three-dimensional shape of an object, either hollow with volume or solid with mass. Form is closely related to shape as an element of design.

Foreground shapes Those formed by design details on the surface of a garment. Foreground shapes include pockets, cuffs, plackets, collars, and ties.

Foundations Undergarments intended to mold the figure and bring modesty and support to outer garments. Foundations are frequently made with alternating panels of flexible elastic fibers and non-stretch fabric. Foundations include bras, brassieres, pant girdles, bustiers, and body-shapers.

Four-way arrangements Patterns that appear the same from four directions given a quarter or 90 degree turn. Matching in four-way patterns can be done in either the lengthwise or crosswise direction.

Frame-of-reference An individual, personal point of view based on personal experience. Image professionals are advised to expand our frame-of-reference.

Fusible fabric/Web An adhesive-coated fabric that when heated with an iron sticks to a fashion fabric. A fusible is intended to add body or firmness to a fabric.

G

Gabardine A twill weave fabric, tightly woven, firm, hard finished, and durable with a noticeable diagonal lined twill weave. Gabardine is used primarily in suits, pants, skirts, and lightweight coats.

Generic name Given to families of fibers of similar chemical composition, such as linen, polyester, and nylon.

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.

Gesture A form of non-verbal communication made with a part of the body to express a variety of thoughts and feelings.

Gradation/Progression A gradual decrease or increase of similar design elements used to create rhythm in a garment design. Gradation or progression are rhythmic principles of design.

Grain line The direction of lengthwise and crosswise threads in a woven fabric.

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.

AICI Key Terms of the Image Industry, cont'd.

H

Hair type Definable physical characteristics of a person's hair. Each hair type presents a typical combination of textural traits and condition.

Halo effect One or a few noticeable image cues create a bridge to the assumption of additional cues, positive or negative. A first impression is expanded to include assumed impressions, true or not.

Hand The tactile qualities of a fabric's surface. Hand is the way a fabric feels to the touch.

Harmony A principle of design, harmony refers to the combined use of lines, shapes, colors, textures, and patterns in similar ways, appropriate for the purpose, idea, concept, or theme. The achievement of harmony demands just enough variety to avoid boredom but not so much variety as to create conflict.

Hem/Hemline A finished edge on a garment. Hemline level around a skirt is equi-distant from the floor, unless designed otherwise. Hems on trousers, slacks, or pants should touch the top of the shoe in front and hang to the top of the heel in back.

Herringbone A zigzag twill weave pattern in fabric.

High fashion The latest or newest fashion, usually in fine quality fabric and therefore expensive. High fashion may be relatively extreme or unusual in design.

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. (Incorrectly termed short-waisted)

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.

Hourglass 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.

Horizontal lines Directional lines positioned from side to side and parallel to the floor. Horizontal lines are derived from the word horizon.

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

Hounds-tooth check An irregular check, twill weave pattern in fabric, the checks having two pointed corners and alternating in color.

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 warmth or coolness often referred to as temperature.

Hue contrast Comparative contrast in hues, specifically warm-cool hue contrast in personal coloring.

AICI Key Terms of the Image Industry, cont'd.

Hygiene Practices promoting cleanliness and good health.

I

Ideal figure type A figure type that combines equal width across the shoulders and hips, medium bust size and small waist, a slightly curved abdomen, moderately curved buttocks, and slim thighs.

Identification A defense mechanism wherein an individual adopts the image of another person, then thinks, feels, and acts much like that person.

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

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.

Implicit values Those values the individual is not conscious of, yet are expressed through behavior.

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

Inherent color Colors that match a person's natural coloring as seen in hair, skin, and eyes.

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

Insulation A defense mechanism wherein an individual withdraws from social contact and involvement.

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

Intensity contrast Comparative contrast in intensity, specifically bright-dull intensity contrast in personal coloring.

Interfacing A fabric that is used under the outer fashion fabric to prevent stretching and provide shape to a garment.

Intermediate hues/Tertiary hues Colors created by combining equal amounts of a primary and a secondary color: Tertiary hues include red-violet, blue-violet, blue-green, yellow-green, yellow-orange, and red-orange.

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 another.

AICI Key Terms of the Image Industry, cont'd.

Inverted triangular figure type A geometric figure type that is proportionally wider in the shoulders and narrower in the hips/thighs, with a high hip curve. They are generally larger in the bust, wider in the back, and flatter in the buttocks. An inverted triangular figure type is derived from the shape of an upside-down triangle.

Inverted triangular-shaped garments (wedge) Clothing styles designed with predominantly straight lines, wider in the shoulders and narrower at the hem. The dominant line direction is diagonal.

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

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

Irradiation/Spreading A physiological response to color that occurs when extremely contrasting colors are placed close to one another. Extremely light values with more light reflected appear to radiate or spread onto very dark values with few light rays reflected. A vibrating effect results.

Irregulars Clothing items with a slight flaw or defect that are sold at a lower-than-regular retail price.

J

Jewelry Ornamental apparel decoration usually made of various metals and sometimes-containing gemstones.

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

K

Knits Fabrics made by interlacing yarns together to form a series of interlocking loops by machine or by hand. Knit characteristics include lightweight to heavyweight, can be sheer, soft, stable and stretchy, ribbed to cable ridge.

Knock-off A mass-produced copy of an original fashion design.

L

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

Lace A decorative, openwork fabric made by hand or machine by looping, braiding.

AICI Key Terms of the Image Industry, cont'd.

Laminated Two or more layers of fabric are joined with an adhesive to function as one.

Laundering Washing apparel or other textile items with water, soap, and/or other cleaning products.

Law of areas A time-tested guideline that states large areas of receding color or texture are more pleasing if balanced in combination with proportionally small advancing areas or another color or texture. Similarly, the law of areas means that a small amount of trendy styling goes a long way and can pleasantly balance a large amount of classic styling.

Layering A creative and functional process applied to dress, allowing for greater comfort and more interesting combinations in clothing styles, colors, textures, and patterns.

Life-style A way of life, the way a person lives, including the geographical environment, natural resources, climate, weather, technological level, finances, activities, and associates.

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 will be made and sold as a firm's new collection for the season.

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

Lines in opposition The arrangement of lines that intersect to form angles, even right angles, between opposing vertical, horizontal, and diagonal lines.

Lines in radiation Created when the arrangement of lines radiate outward from a central point or area.

Lines in transition Created when one line changes direction smoothly into another direction, without sharp angles.

Lingerie Feminine underwear, intimate apparel, and nightwear.

Lining An inner layer of fabric, sewn inside a garment to help preserve the shape and reduce wrinkling.

Logo A symbol that represents a person, firm, or organization.

Loosely twisted yarns Low, loose twist yarns have fewer twists per inch. Less durable, they tend to wear out faster.

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. (Incorrectly termed long-waisted)

M

Mail-order catalogs Sources of clothing ordered from a catalog, often a source of clothing not available in local retail stores.

AICI Key Terms of the Image Industry, cont'd.

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

Manners Polite ways of behaving or standards of politeness.

Mesomorph A muscular body type.

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

Metamerism A color appears differently under different light sources. Colors may appear to match under one light source and to mismatch under another.

Microfiber A man-made polyester fiber with extremely fine strands—less than one denier in size. Very soft yet durable, microfiber is used in athletic and sports wear.

Mildew-resistant A chemical finish applied to fabrics and textiles to make it resistant to mildew.

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

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.

Modesty theory A primary motive for the origin of clothing. Some expression of modesty is evident in all cultures, a matter of covering or uncovering the body according to what is considered appropriate and decent by the particular individual or society. Standards of modesty may change over time. Modesty relates to social needs and religious values.

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

Monochromatic color scheme The harmony of one hue, often in several values from light tints to dark shades of that hue.

Moth resistant A chemical finish applied to fabrics and textiles to make it resistant to moths and carpet beetles.

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.

Munsell color theory A color theory developed by Albert H. Munsell, which consists of ten hues and is organized by specific hue, value, and intensity.

N

Nailhead A closely dotted fabric pattern, suggestive of the head of a nail. Nailhead is used for worsted wool suiting.

AICI Key Terms of the Image Industry, cont'd.

Nap A layer of fiber ends brushed or raised on a fabric surface, producing a fuzzy, soft texture. Napped fabric appears somewhat different when viewed from different directions.

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

Natural value order color scheme A harmony in which the variety of hues are near their normal or home values—yellow is naturally lighter than purple, blue is naturally darker than orange.

Near-complementary color scheme The harmony of hues that lie on opposing sides of the color wheel, but not directly opposite one another. Near-complementary color schemes include the following: Analogous complementary, incomplete split complementary, single split complementary, double complementary, and double split complementary.

Neutrals Generally dulled 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, tan, beige and many more.

Neutral color scheme The harmony of one, two, or three achromatic colors.

Nonverbal/Visual communication Without words. Communication through symbols, cues, or clues. Non-verbal communication occurs through sight and touch, including body language, dress, and grooming, and communicating to everyone within view.

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

Norm/Norms Acceptable social behavior patterns considered standard in any particular culture.

Novelty arrangement A pattern that follows no specific or repeating plan, but features irregularly spaced motifs.

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

O

Objective In decision making, the individual is detached to some degree, independent of bias or prejudice.

The objective consultant is able to advise clients without personal bias.

Obsolescence The process of becoming dated, outdated, out-of-date.

Off-grain The lengthwise and crosswise yarns of a fabric are not perpendicular to each other. Garments cut off-grain will not hang correctly.

Off-price discount stores A store that carries brand name or designer merchandise at below normal prices.

AICI Key Terms of the Image Industry, cont'd.

One-way arrangements A pattern arrangement which appears right side up from one direction only. One-way patterns have a recognizable top and bottom, meant to be seen in their logical position on the body and not upside down.

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

Opaque Textural reaction to light in which no light passes through the fabric and where you cannot see what is on the other side of the fabric. Opaque is the opposite of transparent.

Optical illusion A false perception or misleading visual impression. An illusion is an appearance that deceives the eye.

Optical mixing A physiological response to color that occurs when small colored areas, such as a print, check, or stripe, are placed closely together. In optical mixing, each colored area tends to take on a color of the neighbor, and they visually blend within the eye.

Ostwald color theory A color theory developed by Wilhelm Ostwald based on the visual perception of colors that do not resemble each other. It includes four “psychologically primary” colors of red, blue, yellow, and green and black and white.

Outerwear Clothing for wear in the out-of-doors.

Outfit Wearing apparel with accessories.

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

Outlines Outside lines, created by the body’s or the garment’s outer edges. Outlines are also known as the silhouette.

Oval figure type The body silhouette resembles the geometric shape of an oval. The oval body is above average/ideal weight range, generally filling out the arms, chest, abdomen, and hips.

Overcompensation A defense mechanism wherein an individual unconsciously overreacts in some way to compensate for a real or imagined imperfection or deficiency in physical appearance.

Oxford cloth A plain or basket-weave cotton or cotton blend shirting fabric.

P

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

Panel arrangements A pattern designed in large but narrow sections arranged in only one direction. Panel patterns reinforce the vertical direction and are intended to be used in one length without repeating.

Pastels Slightly dulled tints. The pure hue is both lightened and slightly dulled.

AICI Key Terms of the Image Industry, cont'd.

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

Pattern in fabric Pattern is formed in the fabric with threads or yarns, often dyed before weaving or knitting them. Pattern leads the eye rhythmically throughout a design.

Patterns on fabric Patterns applied onto the surface of finished fabric using dyes. Techniques include printing, painting, spraying, appliqué, embroidery, and quilting.

Pedicure The care of the feet and toe nails.

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

Perception Personal awareness by means of the senses and the interpretation of any stimuli. To comprehend and understand.

Permanent press A finish put on a garment to help it keep its smooth appearance after laundering and drying.

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

Personal space The sense of invisible boundaries around an individual body and separating one from others.

Personality theory A body of knowledge that deals with the formation, development, and organization of personality as it relates to clothing. Related to personal style in Yin and Yang.

Personal style A characterization of who you are. It includes the individual's personality traits, moods, values, attitudes, interests, body build, personal coloring; and clothing preferences. Personal style evolves over time.

Personality The characteristics that distinguish an individual. Personality includes the behavioral and emotional tendencies in thought, feeling, and action.

Physical clothing needs Human needs described in terms of clothing needed to preserve physical safety and health to ensure survival. People with physical needs use clothing as a protection from the environment and as a source of comfort within their environment.

Physical or physiological visual effects Illusions or effects which influence apparent physical characteristics of dimensions, height, weight, color, and other physical properties.

Physique The shape of the male body.

Pigment color theory The organizing and analyzing of colors according to the way a surface colorant reflects color in light.

Pile Projecting yarns such as tufts or loops to form all or part of the fabric surface. Pile loops may be cut or uncut.

AICI Key Terms of the Image Industry, cont'd.

Pills/pilling Small balls or nubs of fiber that form on the surface of a fabric due to abrasion during wear and washing. Pills give the appearance of being worn out.

Pima cotton High quality naturally long cotton fibers.

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 block, checks, or boxes.

Plain weave The simplest fabric weave. Plain weaves are created by passing a crosswise yarn over then under one lengthwise yarn and alternating each row.

Pleats Structured folds of fabric to create fullness in a garment.

Ply yarn A strong yarn made by twisting two or more yarns (or plys) together.

Polyester The most widely used manmade fiber. Polyester is known for its outstanding wrinkle resistance and easy care properties.

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

Prang color theory A color theory advanced by Prang, based on three primary colors, red, yellow, and blue—and consisting of twelve hues altogether.

Preshrunk A manufacturing treatment put on fabric to help keep it from shrinking during washing or cleaning.

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

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

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.

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

Private label Merchandise made exclusively for one store, with the store's name on the label. Private label merchandise is generally special-ordered in large quantities according to store specifications.

Projection A defense mechanism wherein an individual unconsciously assigns to others traits or behaviors typical of themselves—physical, psychological, or clothing traits or behaviors.

Proportion A principle of design, proportion is 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.

AICI Key Terms of the Image Industry, cont'd.

Protection theory A primary motive for the origin of clothing, for the decoration and ornamentation of the body. Clothing used for physical protection from the environment and psychological protection from supernatural forces is universal. Relates to physical and psychological needs, and to theoretical values.

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

Protocol Customs, rules and regulations dealing with diplomatic ceremonies and procedures. Relating to government and the military.

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

Psychological clothing needs Human needs described in terms of clothing needed to foster and maintain a positive body-image, self-image and mental health. People with psychological needs use clothing as a source of psychological comfort.

Q

Quality Standards of manufacture and performance.

Quilted fabric Three layer fabrics made with padding or batting between two outer fabrics and usually held together by hand or machine stitching.

Quilting The process of adding a layer of padding or batting between two layers of fabrics held together with stitches.

R

Ramie A fiber nicknamed "China grass." Ramie comes from a shrubby plant often grown in China and India; sometimes used as a linen or cotton substitute.

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

Rationalization A defense mechanism wherein an individual invents possible or plausible explanations or reasons behind clothing behaviors, unconsciously as a substitute for the real reason or motive.

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

Reaction formation A defense mechanism wherein an individual unconsciously conceals real motives for clothing behavior with opposite behaviors or attitudes.

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.

AICI Key Terms of the Image Industry, cont'd.

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.

Rectangle figure type The body is proportionally similar in width in the shoulders, waist, and hips/thighs. The rectangular figure type has less to no defined waist curve or indentation.

Rectangular garment styles Clothing styles designed with predominantly straight lines and no indentation at the waist. In rectangular garment styles, the dominant line direction is vertical.

Regression A defense mechanism wherein an individual reverts to clothing habits or behaviors from the past. To regress is to go back to old ways of dressing and grooming.

Reinforce/Repetition An element of design is strengthened or repeated to reinforce, emphasize, or expose the effect of an existing characteristic. Repetition is also a way to achieve rhythmic eye movement within an outfit.

Repression A defense mechanism wherein an individual pushes painful ideas or impulses out of mind.

Restrained curve A slight or gentle curve, less than a full-rounded curve.

Rhythm A principle of design, which uses lines, shapes, colors, textures, and/or patterns to lead attention around the garment or the outfit. Rhythm is used to provide a transition between areas of the garment and unifies the entire design.

Role conflict The individual feels pulled between two or more relatively different roles. The decision of what to wear demands a compromise between roles or deviation from the expected image.

Romantic Yin A category on the Yin/Yang continuum. Romantic personal style types are characterized as approachable, receptive, warm, charming, and responsive. This category applies to men and women.

Rounded/Oval figure type The body is above the average-ideal weight range. The oval figure type is larger and the bodylines may be full-rounded curves.

Rounded garment styles Less often seen, clothing styles designed with curved lines and shapes, generally in the sleeves and/or skirt.

S

Satin weave A fabric weave with threads floating on the surface to create a shiny, slippery fabric

Satin A smooth and shiny fabric made from silk, cotton, rayon, and polyester. Satin is typically used for dressy day and evening occasions, as well as for some lingerie and active sports jackets.

Scale A principle of design, scale refers to the size relationship of one shape compared to another, described in terms of small, medium, and large.

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

AICI Key Terms of the Image Industry, cont'd.

Second-hand store A thrift shop that sells used clothing at bargain prices.

Self-actualization The actual achievement of competencies and personal goals. Appearance may interfere with or enhance ability to achieve particular goals.

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 is just one factor in the development of self-confidence.

Self-competence Specific skills and abilities a person develops or achieves.

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.

Sensory values A person with high sensory values tends to have relatively sensitive nerve endings in the skin. The sense of touch and comfort are very important.

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

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

Shape An element of design, shape is a two-dimensional area or space enclosed by lines, creating the outer edge or outline of an object. The outer edge, outline, or silhouette of a garment is a shape.

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

Silk A natural fiber obtained from cocoons spun by silkworms.

Simultaneous contrast A physiological response to color—an optical illusion in color. Colors have an altering effect on one another as they appear to change in contrast to one another—to intensify one another, to push away from one another on the color wheel, increasing apparent differences.

Skin tone The predominant hue apparent in the skin, the result of orange pigmented melanin in surface layers of the skin as seen in complementary contrast to blue blood flow beneath—hence, a skin tone.

Socialization The gradual process of adjusting, adapting, and aligning the self within the social group.

Social modeling Media efforts to influence the acceptance and adoption of a particular trend or fad in appearance. Social modeling may be positive or negative in effect.

Social needs Human needs described in terms of acceptance, assignment, belonging, and modesty. People with social needs use clothing to put themselves and others at ease in social situations.

Social values A socially oriented person values or desires to obtain social acceptance and approval, enjoys making friends, and wants to make people feel comfortable, at ease.

AICI Key Terms of the Image Industry, cont'd.

Society/Societies A group or groups of people living, working, and recreating together.

Sociology The study of people in group behavior, including clothing and grooming behaviors.

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

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

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

Sportive/Athletic Yang A category on the Yin/Yang continuum. Sportive personal style types are characterized as assertive, confident, outgoing, and persistent. This category applies to men and women.

Sportswear Clothing suitable for recreation or relaxed occasions.

Sporty/Gamin Yin A category on the Yin/Yang continuum. Sporty personal style types are characterized as approachable, youthful, friendly, casual, and mischievous. This category applies to men and women.

Staple fibers Short strands of fiber, including cotton and wool fiber, or any manufactured fiber cut into shorter strands. Staple fibers are softer and tend to pick up soil faster but soil is less noticeable.

Straight lines Crisp, flat, rigid 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.

Stratify/Stratification The classification of individuals or groups according to rank as reflected in dress.

Status An individual's place or position on a scale or continuum of prestige or social value. Status can be communicated by clothing.

Stereotype A standard mental image of a person or a group, the result of ages of social experience. True or false, a stereotype is recognized and reacted to by many people.

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.

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 describes someone who has a consistent or distinctly unique way of dressing and doing things.

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.

Stylized patterns Fabric prints that reflect the designer's interpretation of natural or man-made objects. Stylized prints reflect imagination rather than imitation.

AICI Key Terms of the Image Industry, cont'd.

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

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

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

Suede Leather with a napped surface.

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

Sumptuary laws Legal restrictions on dress to distinguish class, rank, or status and preserve the social order.

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.

Synthetic fabrics Man-made or manufactured fibers

T

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

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

Tailored styles Structured looking clothing styles, designed with predominately straight lines, angular and tubular shapes, darker and dulled colors with strong value contrast, firmer fabrics, and smaller geometric patterns (prints, stripes, and plaids). Tailored design details are associated with yang personal style characteristics.

Tertiary/Intermediate hues Yellow-green, blue-green, blue-violet, red violet, red-orange, and yellow-orange are tertiary hues. Tertiary hues result from a mixture of the primary and secondary hues on either side.

Tetrad color scheme The harmony of four colors spaced equidistant from one another around the color wheel.

Textiles Another word for cloth or fabrics.

Texture An element of design, texture is the surface characteristics of a fabric; the look, feel, sound, and hand or drape of the fabric.

Thread/Yarn A single fiber or several fibers spun or twisted into continuous strands for making into fabric.

AICI Key Terms of the Image Industry, cont'd.

Tightly twisted yarns High, tight twist yarns have more twists per inch. More durable, they tend to last longer.

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 dulled or muted hue.

Trade publications Magazine, newspapers, and books that deal specifically with a certain industry or trade, such as the fashion and image industry.

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.

Trade name Brand names given to man-made fibers produced by a particular manufacturer, such as Orlon, Dacron, and Lycra. A trade name cannot be legally used for the same type of fiber produced by another manufacturer.

Transition A smooth flowing movement from one condition and position to another with a fluid sense of rhythm. Transition relates to the arrangement of lines, shapes, colors, and textures and to the design principle of rhythm.

Translucent Textural reaction to light in which enough light is transmitted through the fabric to perceive hazy silhouettes, but not to distinguish details within the shape. Translucent is only semi-transparent.

Transparent Textural reaction to light in which enough light is admitted through the fabric to allow clear vision of sharp details on the other side. Transparent is the opposite of opaque.

Trend/Trendy Silhouettes and styles, colors, fabrics, and patterns favored by the world's leading fashion designers, which are copied, reinterpreted, and manufactured for the mass market.

Triad color scheme The harmony of three colors spaced equidistant from one another on the color wheel.

Triangular figure type The body is narrower in the shoulders and wider in the hips/thighs, with a low hip curve. They are often smaller in the bust and waist, narrower in the back, and rounder in the buttocks.

Triangular-shaped garments Clothing styles composed of predominantly straight lines, they are narrower in the shoulders or waist and wider at the hem. In triangular shaped garments, the dominant line direction is diagonal. Derived from the shape of a triangle.

Tricot Drapable, warp knit fabric that does not run. Tricot is widely used in underwear.

Tubular figure type The body is slim to thin, angular, and below the average/ideal weight range. A tubular body has few noticeable curves.

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.

AICI Key Terms of the Image Industry, cont'd.

Twill weave A basic weave characterized by diagonal wales produced by a series of staggered floats. Twill weave fabrics are generally firm and durable.

Two-way arrangements The pattern (print, stripe, or plaid) appears the same from only two directions, given a half or 180-degree turn. Two-way patterns are arranged in stripes, or are other geometric combinations.

U

Undertone A word popularized to describe the apparent warmth or coolness of the skin tone.

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

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

Untailored styles Unstructured looking clothing styles, designed with more curved lines, rounded shapes, light or bright colors with less value contrast, softer more pliable fabrics, and larger curved patterns (prints, stripes, and plaids). Untailored design details are associated with Yin personal style characteristics.

V

Value A dimension of color, value is the relative degree of lightness or darkness of a hue. Each pure hue has a natural or normal value, just as it appears on a color wheel.

Value conflict The individual feels pulled between two or more relatively opposite values. The decision making process demands a compromise between values. Value conflicts may easily occur between parent and child, teacher and student, peers, and so on.

Value contrast Comparative contrast in value, specifically dark-light value contrast in personal coloring.

Values Ideas and beliefs that are important to individuals or groups of individuals. Values are a motivating force in decision making and behavior. Clothing values are consistent with general values. The same values that motivate life choices also motivate clothing choices. Values may change over time. Eight types of values have been tested, including aesthetic, social, political, economic, religious, theoretical, exploratory, and sensory.

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

Velveteen A cotton pile fabric generally used for dressy day and evening wear.

Verbal communication Words, tempo, pitch, tone, and inflection used to communicate a point of information.

AICI Key Terms of the Image Industry, cont'd.

Vertical Elongated mark or line that is straight up and down.

Vertical balance The sense of visual weight from top to bottom. Vertical balance is generally achieved with more visual weight in the bottom portion of a garment.

Virgin/pure wool Wool fibers that have never been used before.

W

Wale One of a series of ribs or cords running in one direction of woven fabric. In knitted fabrics, a wale appears as a column of loops running the length of the fabric.

Wardrobe All the apparel 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 needs of the owner.

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 do not, and why.

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

Wardrobe management The process of evaluating and controlling the choice and effect of clothing on self and others, and on the achievement of individual goals.

Wardrobe neutrals Dulled or muted hues such as tones in navy, burgundy, olive, teal, rust, plum, camel, sage, and more, in addition to the more typical brown, tan, ivory, and taupe. Wardrobe neutrals coordinate easily and attractively.

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 in 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.

Warm hues Red, orange, and yellow are warm hues. Warm hues appear to be hot like the sun or fire.

Washed Where the hue has been thinned with water.

Water repellent Renewable finish that enables fabric to shed some water, but cannot resist heavy rain.

Waterproof A fabric finish that repels water.

AICI Key Terms of the Image Industry, cont'd.

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

Wearable art An artistic composition of lines, shapes, colors, textures, and patterns to be worn on the body. Wearable art is often assumed to be more creative and may be embellished.

Weave/Weaving A process of interlacing two sets of yarns perpendicular to each other usually using a loom.

Wicking The spreading and absorption of moisture or liquid throughout an area. Natural fibers wick body moisture away from the body to be evaporated for greater comfort.

Y

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.

Yarn A strand of fibers, usually twisted and continuous used for weaving, knitting, or other processing into fabrics.

Yin Asian/Oriental concept adapted and applied to personality and personal style. Yin embodies receding, receptive, approachable, subordinate traits. In clothing, Yin relates closely to untailed styling.

Key terms prepared by Judith Rasband AICI, CIM; Conselle Institute of Image Management.