

Textiles and Design

Section II

25 marks

Attempt Questions 11–13

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Marks

Question 11 — Australian Textiles, Clothing, Footwear and Allied Industries
(5 marks)

- (a) List TWO current issues that are affecting the restructuring of the Australian Textiles, Clothing, Footwear and Allied Industries. 2

Export and Import designers
and businesses.

The Australian dollar & its worth ^{over} seas.
The events that occurred in ~~the~~
America. recently. with terrorism.

- (b) Select ONE target market Teen clothing range. 3

Outline the place and distribution channels, price structure and promotion strategies for the target market selected.

Large and
Local shopping malls, prices fairly
affordable, compete with other
stores. Promotional strategies include
fashion Parades, Magazine ads,
~~and~~ competitions - a lot of teenage
girls enter competitions, window displays,
radio advertisements, be at events
(surf carnivals, cinema opening ect.)
to give out freebies.