

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

1) Environmental sustainability - ATCFAL^{a major polluter} is addressing this with environmental ~~acc~~ certification programs for companies, recycled fibres (Polar Tec) etc

2) Product development + innovations - necessary to remain competitive in a global market with low-cost labour countries eg. SIP government grants

- (b) Select ONE target market ... Designer ladies fashion 3

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

Distributed at designer boutiques, label flagship stores and upscale department stores (eg. David Jones) which offer comfortable and luxurious shopping experience.

Priced very high as it aims for a certain demographic groups (high income women) with certain ~~behavioural~~ psychographic factors (brand name conscious). Advertised in fashion magazines (eg. Vogue, Harpers Bazaar), on TV during coverage of fashion shows and through sponsorship of exclusive & fashionable events (Melbourne cup). Also advertised by ^{photographed} celebrities who wear the label for social events, promoting the brand