



### A Tour of a Fabric Store

**Gr. 6+** From fiber and fabric, to patterns, notions, and understanding the pattern envelope and more, a high school student explains the basics. Includes teaching materials. 20 minutes. ©2002. Sh. wt. 0.31 lbs.  
**WA27002H DVD — \$49.95**



### Flattering Fashions

**Gr. 6+** The six classic principles of design are shape, line, color, balance, proportion, and texture. Understand how they apply to clothes and develop a personal style that highlights your best features. Features current styles and "real people" to teach young men and women how to select clothes. Shows students: how the body's shape or silhouette controls what others see; how to use the power of lines to emphasize height, conceal weight, and create illusions; how to use color to attract attention or minimize size; how to create pleasing proportions; keys to balanced dressing; and how texture and sheen influence appearance. 22 minutes. ©2007. Sh. wt. 0.31 lbs.

**WA26964H DVD — \$98.95**



### Why We Wear Clothes

**Gr. 6+** In this program, students explore functional, social, and psychological aspects of clothing. Viewers learn how clothing provides more than just protection from the elements — it offers comfort, helps us to fit in with our peers, and encourages us to follow trends. Examine the fashion industry, as well as the influential role that marketing and advertising play in our daily decision of what

to wear. 23 minutes. ©2011. Sh. wt. 0.31 lbs.  
**WA29327H DVD — \$109.00**



### Clothing Care

**Gr. 6+** Teach the basics of cleaning and caring for clothing. Go behind the scenes at a dry cleaner, learn some secrets of spot removal, explore detergents and laundry additives, and see how to interpret care labels on garments. 25 minutes. ©2007. Sh. wt. 0.38 lbs.

**WA25719H DVD — \$99.00**



### Clothing Care: Laundry & Stain Removal

**Gr. 7-12** Most of us become responsible for clothing care early in life, and have a vested interest in knowing useful laundry tips. This program is divided into three informative segments: 1) covers basic clothing care such as hanging things up and repairing minor problems; 2) includes sorting, and choosing appropriate water temperature and wash cycle; 3) explains different types of clothing

stains and multiple procedures for stain removal. Everyone can make their wardrobe last longer and look better by knowing and using proper clothing care. 18 minutes. ©1997. Sh. wt. 0.31 lbs.

**WA26166H DVD — \$89.95**



### Marketing's 4 Ps: The Consumer Angle

**Gr. 9+** Learn the four Ps of marketing strategy — product, place, price, and promotion — and more importantly, how a focus consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning

and branding meet profit. 25 minutes. ©2009. Sh. wt. 0.31 lbs.

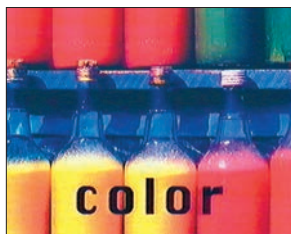
**WA27458H DVD — \$98.95**



### Designing Fashion

**Gr. 9+** Illustrates how fashion designers turn their concepts into finished products. See how fashion designers visually develop their ideas, how they use CAD to enhance and support their work, and the steps involved in sampling, pattern-making, and production. Interviews with industry insiders Vanessa Rochman of Metalicus, Nadiele Kolb of Since Grey, and world-renowned designer/artist Kaffe Fassett are featured. Instructor's guide

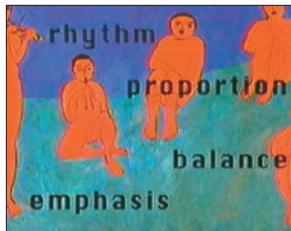
available online. 19 minutes. ©2011. Sh. wt. 0.25 lbs.  
**WA30080H DVD — \$129.95**



### Design I — The Elements

**Gr. 8+** Anytime you create something, a sketch or a skyscraper, you are designing. Explore the elements of design (color, line, shape, form, pattern, and texture) in the usual design disciplines: interior, clothing, landscape, and architecture, as well as more unusual venues. Additional teaching materials available online. 19 minutes. ©2000. Revised for 2006. Sh. wt. 0.38 lbs.

**WA26258H DVD — \$79.95**



### Design II — The Principles

**Gr. 8+** Takes students on a whirlwind tour of the natural world, fashion, ancient times, childhood, interiors, exteriors, and everything in between for a thorough grounding in the principles of design. Additional teaching materials available online. 23 minutes. ©2000. Revised for 2006. Sh. wt. 0.38 lbs.

**WA26259H DVD — \$79.95**



### Clothing Fibers

**Gr. 6+** A Clothing & Textiles 101 overview of the elements of fabric and clothing fibers. Introduces students to the basic differences between natural and synthetic fibers, the primary types of fibers, and how their qualities — from shape and origin to size and luster — make them unique, influence clothing appearance, and factor into comfort. Learn why fiber properties determine how we use particular fabrics. Get a close-up view and

understanding of cotton, linen, wool, silk, rayon, acrylic, nylon, and polyester. 25 minutes. ©2008. Sh. wt. 0.31 lbs.

**WA27417H DVD — \$99.00**



### Understanding Fabrics

**Gr. 6+** This program is a lively, fast-paced introduction to fabric science. Students will learn about fabrics that repair broken hearts, stop bullets, fight fire, stop water, protect against outer space, and enable people to fly. Viewers tour a modern textile mill and watch raw acrylic become fabric. They see yarn spun by a traditional spinning wheel and by modern technology. They see fabric created by both a traditional hand loom and

by high-speed computerized machines. 21 minutes. ©2008. Sh. wt. 0.31 lbs.

**WA26963H DVD — \$99.00**