

## **SEMESTER-II (Pool-A)**

### **COURSE NAME : BOUTIQUE MANAGEMENT (CHOI-A25)**

**Number of Credit: - 02**

**Maximum marks: 50**

Courses for the new generation who want to transcend line between passion for work and creativity this course is meant for creatively inclined individuals who want to make a career in a multi-billion dollar industry from creative designers, merchandisers and fashion advertising. Boutique Management is a part of the Retail Marketing Industry which is one of the most sought after. Boutique management- The course that addresses the basics of fashion design and the management of a small business.

#### **Unit -I**

##### **Fundamentals of Sewing Techniques**

- “Tools and Equipment” used in tailoring.
- Measurements.
- Knowledge of drafting, cutting, sewing, finishing and packing.
- Knowledge of seams, darts, tucks, pleats, gathers, plackets, neck design, sleeves, collars, piping.
- Shrinking and pressing

#### **Unit-2**

##### **Pattern Making**

- Knowledge of sewing machines.
- Defects: Causes and remedies while stitching.
- Knowledge of paper pattern and layout and estimation.
- Basic stitches used in sewing technology
- Basics of Pattern making

#### **Unit 3**

##### **Garment construction**

- Foundation in garment construction- All Indian Style attires, All Western style attires
- Babies garment, Girl’s garment, Teenage garment, Women’s garment & variations

#### **Unit –4**

##### **Fashion Illustration**

- Definition of fashion designing, technical terms, Selection of fabrics – colour schemes in garments.
- Knowledge of line drawing, types of motifs, knowledge of 8 head theory and its uses., Study of figures

#### **Unit – 5**

##### **Surface Ornamentation**

- Introduction of embroidery, Basic hand embroidery stitches
- Traditional embroideries of India

- Fabric painting technique.
- Knowledge of textile, Weaving
- Finishes of fabric.
- Tie and dyeing technique, Block printing.
- Fashion accessories and jewelleryes.
- Create Your Own Identity
- Manage Staff
- Promote Your Brand

**Books References:**

1. Cream, Penelope., The Complete book of sewing, DK Publishing ,New York
2. Gioello and Berk: Figure Type and Size, Fair child Publication, New York
3. Beena Abling, Fashion Sketch book, Fair child Publication, New York
4. Harrold and Barbara. The Technology of Clothing Manufacture, Oxford BSP Professionbook, London.
5. Kallal, Mary Jo., Clothing Construction, Macmillan London. 1985
6. Shaeffer, Claire., The complete book of sewing, Sterling , New York.
7. Cooklin, Jerry., Introduction to Clothing Construction, Blackwell Sciences Ltd., London. 1991
8. Chuter, A.J., Introduction to Clothing Production Management, 2nd Edition, Blackwell Sciences, London. 1995
9. Magazines-Clothesline, Apparel CMAI
10. News letters-Apparel online, Apparel views