

Name: _____

Date: _____

Fashion Marketing Chapter 1

J M C Z Z I N D I V I D U A L I T Y U A M U I T
J K G B O T S G M O D E S T Y R E G B E T W K L
D Y E W K L F J Q Z L G S Z Z H M J I E Y C E H
N J F D U D T N E M R A G U D U T T H L V S J I
V T E C P L O I I G R K G N E E H S H C W Y Q G
S N O I H S A F E T S U H N G V M Y I Q S R K H
B F A S H I O N L O O K A G L R M T V N B U W F
P A K S Q K K G K J X T Q I N X V I K X E P O A
F A D A S M P E L Y T S N S H K W M N G U E Y S
U B F L U W B M M V R F M E B B K R J I K L D H
K H F C T G O G E W N J Y D M T C O Q E N X W I
O E R Z A V F C H D J U S P A N K F Y E O R E O
D N F T T R D B N B O W P X Y A R N H S I L D N
H B O A S N U J Y J F C L O M W N O X M H A R M
Y L G S S C U L T U R E S S Z V E C D V S T A X
H D S T P P L A C Q R S E S O G J Z N A A T G Y
G A D E J A P C F K Y U X T E G C Y X U F I T O
J X Z N J I E A V L L D G F L R M Y J X S T N W
F T B W U U X Q S A H D M B C W D F P G S U A H
T Z U W M L U T V A Z F P K Y G P Z S E A D V F
J H M L X A C C E S S O R I E S B G Z Z M E A I
D V V Z D D D L Y S T R A P T N E M R A G S L P
B V W G X B N L D H P W D X Z U J L U R Q Z T I
E X Y B T X O I R R L K F S Q P C I P C A K U B

individuality	garment parts	mass fashion	high fashion	fashion look
avant-garde	accessories	conformity	dress code	attitudes
adornment	modesty	culture	fashion	classic
garment	values	status	design	taste
style	craze	want	need	fad