

Fashion Terminology

- Collection: A group of garments, footwear or accessories presented by a designer for a particular season.

There are namely two seasons:

S/S → Spring / Summer

A/W → Autumn / Winter

- Haute Couture: It is high-end custom fitted garments / fashion created / made exclusively by hand by luxury fashion houses belonging to French trade association.
- Prêt-à-porter: Ready to wear, factory made clothing made ~~in~~ and sold in standard sizes, ready to be worn off-the-rack, as opposed to custom clothing or tailoring.

- **lookbook**: A curated collection of photographs showcasing designer's latest collection, used for marketing, press release or for wholesale buyers.
- **Fast fashion**: An approach in design creation and marketing, that rapidly produces high volumes of clothing mimicking current runway trends at low price points.
- **Slow fashion**: An ethical & sustainable manufacturing, timeless design, durability and fair treatment of garment workers.