
UNIT 6 COMMUNICATION SKILLS FOR FASHION

Structure

- 6.0 Introduction
- 6.1 Objectives
- 6.2 Why Study Communication Skills for Fashion
- 6.3 Concept and Definition
 - 6.3.1 Communication Skills
 - 6.3.2 Communication Skills for Fashion
- 6.4 Means of Communication
 - 6.4.1 Mode of Communication
 - 6.4.2 Symbols and Communication
 - 6.4.3 Fashion Journalism
 - 6.4.4 Communication through Image
 - 6.4.5 Event Planning
- 6.5 Writing a Fashion Press Release
 - 6.5.1 Press Release and its format
 - 6.5.2 Press Invitation
 - 6.5.3 Press kit essentials
- 6.6 Making Creative Presentations
 - 6.6.1 Presentation skills
 - 6.6.2 Drafting a presentation
 - 6.6.4 Using technology
- 6.7 Let Us Sum Up
- 6.8 Check Your Progress: The Key

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6.0 INTRODUCTION

The world of fashion is not limited to design. Designers have to constantly communicate with their teams, clients, buyers and media. This unit will introduce you to nuances of communication skills for a fashion professional, concepts and definitions, oral and written communication skills for fashion graduates. It is worthwhile to note at the outset that communication skills for fashion draw most of the terms, approaches from general communication skills. This topic has emerged as an important in the wake of fashion emerging as a vertical in journalism, public relations, business and advertising.

These terms and concepts have applications in the unit that follows this one, and will help you in all your assignments right through final year. After briefly explaining various concepts and its possible applications, we shall introduce you to concepts like fashion press release, presentation skills. The Unit will end with examples of fashion press release, media invitations, press kits and creative presentation. In writing this Unit, we assume that not every body who is studying fashion understands nuances of communication skills. This Unit will help you to systematically improve your oral and written communication skills and apply in your business dealings and transactions.

In the world of fashion, designers have to engage with their suppliers, assistant designers, buyers, media among others. Post design approvals, when production starts, designers need to communicate design details to their teams and be able to give clarity to their teams about design details, production, cost, buyer requirements, if any. They will also need to speak with vendors suppliers for materials.

Similarly, they need to be adept at communicating with retailers, buyers, merchandisers and even floor supervisors. In this entire chain, clear communication with design details is dire to ensure that visual merchandising is as per the theme, sourcing is right and that floor managers are able to cater to their customers with right collection in time. This section will focus on developing clear communication (with no flowery language) with correct design details such as color, fabric etc to help fashion designers in effective communication.

6.1 OBJECTIVES

After going through this Unit, you should be able to:

- Demonstrate understanding of the nuances of communication in fashion
- Describe basic elements of fashion in writing – colors, textures and silhouettes
- Communicate effectively through written, oral and presentation skills in fashion context
- Apply writing skills effectively in different organizational and business purposes.

6.2 WHY STUDY COMMUNICATION SKILLS FOR FASHION

Communication Skills for Fashion is a unit that will help you to enhance your employability skills to seek appropriate employment in the industry and grow. It is important for you to revisit some of the principles of oral and written communication skills for fashion and its application.

This unit gives several opportunities to practice writing and presentation skills. The focus of this unit is also to stimulate students to learn ‘how to describe fashion with regard to look, color, textures, silhouettes and mood.

Most of us in the fashion domain work passionately on our collections and new designs, but communicating with clients, media are at times difficult. Crisp, clear and creative presentations are an important part of a fashion designer’s professional life. This unit will guide you to create content for professional presentations. With effective communication skills, you can work proficiently with your client, business houses, employers, buyers for business goals.

Being able to effectively communicate in a clear, crisp and concise manner is a skill in itself. If you are able to develop this skill, your customers, retailers, buyers and media will be able to relate with your design and respond. For example, if you use fashion jargon or technical language when communicating with clients, they may not understand. This unit will help you to simplify the fashion jargon and communicate in simple, basic ways that anyone can understand.

Further in the unit, few tips to write effective emails will be shared. Most of the communication today happens through emails. Email is a great and convenient method of communication, but the tone of an email can easily be misinterpreted. When sending email to a client, be sure that your message is

clear and that the client will not misunderstand. To instill trust and stay clear of miscommunications, make communication a priority and upfront at the start of the design process.

Check your progress 1

Q1. What is fashion jargon? Explain with examples.

Q2. Write five reasons how communication skills for fashion will help you effectively communicate.

6.3 Concepts and Definitions

6.3.1 Communication

The communication process begins with the **sender** that is the source of the message. The sender selects a combination of words / symbols presented in written, oral, visual forms. This is called **encoding**. The encoded message is sent to the **receiver** through various media **channels**. These channels could be fashion advertising, word of mouth, journalism, fashion shows etc. The receiver's task is **decoding** or interpreting / decoding the meaning of the message. **Noise** refers to the external factors that interfere with the transmission of the message or distort the fashion message. And when the receiver send back a response, or **feedback**, the sender will know whether the message has been understood.

There are five main types of communication:

- Written communication is the exchange of information by forming in words (paper / computer).
- Oral Communication uses voice to exchange information. Conversations, interviews, speeches, debates, are among the types of oral communication.
- Nonverbal communication means exchanging information through actions, gestures to convey

meaning.

- Visual communication is a powerful tool of communication and very dominant in fashion industry. It uses color, line, silhouette, illustration etc.
- Multimedia communication uses several methods of communication using information technology to communicate the message. For example, broadcast media, podcasts, videos etc.

6.3.2 Communication Skills for Fashion

The art of communication has surpassed the pen tip and its results have increased accordingly, reaching to that phenomenon so criticized but nevertheless practiced worldwide: manipulation. Fashion is worn, fashion changes, fashion communicates. We are part of a complex value system, part of a streak, with both creators and consumers involved. Fashion is essentially defined by the notion of "change." Its dynamic nature, its continuous transformation, adaptation, innovation lies in the multitude of creations (of all kinds, from fashion product to image and communication) on which it is based and which are appearing on the market at an increasing pace. The frequency of change, claimed to occur once a decade, is then reduced to a much shorter term, even dissolving into a continuous mix of styles and trends. The sequence of increasingly rapid launching of new products determines a much faster production pace and a continuous adaptation to the requirements of the market.

Fashion, itself, is an expression. And fashion industry is a long value chain starting from the primary level (raw material producers) to the consumers.

It is important for students of fashion to know the apparel manufacturing process as part of fashion and textile terminology. In the next section, we will learn more on basic fashion terminology to help you to communicate effectively.

Check your progress 2

- Q1. Describe the communication model with diagram and an example.
- Q2. Differentiate between written and oral communication.
- Q3. Define multimedia communication.
- Q4. Sequentially write down apparel manufacturing process.
- Q5. What is greige fabric?

6.4 Means of Communication

In this section, we will concentrate on learning the basic means of communication used for better and effective communication.

6.4.1 Mode of Communication

Communication has often been defined as the activity of conveying information (regardless of the means) from a sender to a receiver. "Inter human communication requires a practical and symbolic relationship, a mirror interaction between participants in a dialog in which they simultaneously or successively find themselves as senders and receivers who, by resorting to a sign system - defined by certain explicit or implicit rules (a common code) - and a means (channel) of communication, manage to converse, that is to exchange information, messages and significations"

In fashion, the conveyed message is the personal creation of each individual who manages to define him/herself in a different structure from the verbal one. The structure itself is a multitude of symbols brought together in a personalized harmony with a powerful sense of representation which often overpasses that of the linguistic representation. The image of man, as he defined it himself resorting to

elements from his surrounding environment, “from the first vine leaf to the ermine cape”, must be perceived through the complexity of sensation, feelings, ideas and connections it triggers.

Based on the way in which an individual or individuals take part in the communication process, Tran and Stănciugelu point out the following types of communication:

- **intrapersonal communication** (the communication with the inner self, used by one within one's consciousness);
- **interpersonal communication** (communication within a group, between individuals of the same group or organization. Organizational communication is included in this category as well);
- **mass communication** (addressed to the general public, used by specialized institutions and achieved through specific means).

Check your progress 3

Q1. Define mode of communication.

Q2. List types of communication.

6.4.2 Symbols and Communication

What was ‘in’ yesterday is ‘out’ today is the definition that fashion journalists prefer in order to illustrate the dizzying dynamics of the field. The pace of life is hellish and fashion submits itself to it bringing forth its very nature as the “Queen of change.” “What you wear defines how you present yourself to others, especially today when human contacts are under the pressure of speed. Fashion is an instant language, the language of the moment.” claims Miuccia Prada, defining fashion as a primer means of communicating what we are.

Fashion between symbol and communication Fashion represents a system of significations, with clothes as a textual form which can be read as any other written text. Understanding fashion is generally based on this assumption. The gender/class/race/age structure is “read” based on the shape of the garments, the designer’s signature, the habit of wearing the clothes and the price on the label. The visible form of the bodies is shaped by fashion trends and adapted in the fashion industry. The fashion mechanisms and

the complexity of the fashion communication language are matters of high importance to fashion providers, as well as to the consumers. Communication in fashion relies not only on PR, but also on an entire global communication network, including fashion areas to which the public has less access.

There are neither ad texts, nor slogans in fashion. Advertising relies on the visual impact as photography conveys the message. Due to this aspect, a fashion ad campaign needs to focus on the following:

- the persons involved in the campaign process - fashion photographer, stylist, makeup artist, hair-stylist, model, creative director, event organizers
- ad context – background, ambiance, clothing items and accessories, non-verbal– communication, emotional impact.

6.4.3 Fashion Journalism

Fashion journalism is a special type of communication it carried out as part of the fashion media communication. We have attempted to establish systematization and a definition of the main terms related to fashion journalism based on the classical definitions taken from general journalism and personal experience.

Fashion journalism is not a novelty in the present scenario. The oldest French fashion magazine, *La galerie des modes et costumes français*, dates back from 1778. Still, in 1829, at only 23 years and under the patronage of the young duchess of Berry, Emile de Girardin launches the most representative title, *La mode*.

In fashion, paradoxically, it is not the clothes that fascinate us. They are almost invisible, eclipsed by the even more fascinating backstage show. And its master of ceremonies is none other than the fashion journalist.

Based on a relatively traditional structure, as well as on personal experience, we structured and defined the elements of a fashion magazine as follows:

Editorial, pictorial, advertorial, portrait, brand profile, product presentation, fashion trends, critique (event, collection, styling), interview, news, shopping and trends pages, technical pages, humor and not to forget the latest instrument – the blog. There are examples for every section, provided especially from personal experience for a more precise portrayal.

6.4.4 Communication through Image

This section focuses on the strategies involved in Visual communication. It has been emphasized on the theoretical study of a related field more specifically that of fashion photography, a field that constantly supports the artistic fashion creation process.

Fashion photography is a type of photography that mainly highlights the clothing and items related to fashion. It highlights the beauty of the clothing, focusing on its details. The captured image should tell a story that is easily understood, regardless of who the viewer is. Bearing a commercial purpose or taken in order to illustrate certain themes in fashion publications, this type of photography requires more than the mastery of technical and theoretical knowledge of photography – it requires a degree of familiarity, knowledge and experience in the fashion field, and communication beyond the traditional meaning of the term.

Since the early years, fashion photographers have aimed to capture both the model, the clothes and style and their work has gradually evolved hand in hand with the development of fashion itself.

In the following we shall offer a classification of fashion photography as follows:

Fashion runway photography, photo catalog (or campaign), product photography, pictorial photography, photo book, beauty photography, street style photography, with example of works and photographers.

6.4.5 Event Planning

This section presents the general theoretical event planning, including a brief history of what we know as the fashion show and tracing and explaining the characteristics of a fashion event. All we need to organize an event is: planning, press conference, discourse planning, media files, press release, and the agenda and finally, in post - event - press monitoring and assessment. Establishing your event's budget is one of the most important parts of planning an event.

6.5 Writing for Fashion

6.5.1 Press Release and its format

A press release is an official communique of a fashion designer or an organization that conveys newsworthy information about your organization to the news media. In this section, you will learn how to write a press release for a fashion brand / designer's collection / new store.

Most of the written communication allows for creativity, press release is an official document of the organization and it follows a specific structure. And, importantly, this is always issued on the company's letterhead. Structure of the press release is as below:



FashionX Limited

K G Marg, New Delhi – 110001

Tel : 011 42929291

Write **Headline Here in 5 to 8 words**

Write **Strapline / Sub Head** here in 8 to 10 words

The Lead paragraph is the most important paragraph. This part answers the most important Ws of the press release. Your release follows an inverted pyramid style which means the most important information is at the top and the least important is the last paragraph.

Rest is the body of the press release that covers other important information that builds on the Lead paragraph. It also covers quotes of senior management or experts or chief guest (in case of event).

This continues to be part of the body. Dummy text here. This is dummy text and dummy text here to explain. Dummy text, Dummy text is here for explanation only. Dummy text is pasted here to explain. Only dummy text, dummy text, dummy text is here. Dummy text dummy text Dummy text dummy text Dummy text dummy text Dummy text dummy text. Dummy text dummy text Dummy text dummy text Dummy text dummy text Dummy text dummy text Dummy text dummy text Dummy text and dummy text is here for explanation only.

New Delhi

5 Feb, 2019

About FashionX Limited

FashionX Limited was established in the year 2011 as an e-commerce fashion company for plus size. Today, it has a turnover of Rs 520 crore per annum and serves more than 560 cities, towns and districts across India. It has won several awards and has been recognized as the best fashion ecommerce company of India by CII IT Forum of India.

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Headline and Strapline (subhead) combo

The headline is your key announcement. It's the most important information of the press release, and the hook that will encourage media to read further. So, make it a compelling one in about 5 to 8 words.

Strapline is the second most important information of the press release in about 8 to 10 words. It could be names of some important people slated to attend the event or a record profit etc. [Also called subhead]

For example, there are two combinations of a headline / strapline give. Which headline / strapline would lead you to read further? "*Launch of B2B app for Fashion Start-Ups' with a Strapline 'More than 200 Fashion Designers from Indian and Europe to congregate at the event,'*" or "*'Fashion Body Announces Event for a B2B App Launch' Launch Event to happen for the first time in New Delhi.*"

The first set is more compelling because it gives important information on **what** it is (*B2B app for fashion startups*), **who** will benefit (*fashion designers*), **who** will attend (*fashion designers*), **how many** (*200*) and from **where** (*India and international*).

Opening Paragraph or the Lead Paragraph

A release should begin with the dateline¹ or could end with a dateline (*as shown in example above*). The lead para should be a one-sentence summary of the announcement. Primarily should answer **5Ws** (who, what, where, when, why) and **1H** (how) in about **40 to 50 words**. Usually 'Why and How' are not as important as the other 4Ws. This can include information similar to what's in your headline and strapline, just with a bit more detail.

For example, "*New Delhi, March 31, 2019 – ABC Fashion body today announced its launch of B2B app for Fashion start ups with more than 200 fashion designers from India and around the world slated to congregate at this event. This is the first time an app to support B2B networking of fashion designers and vendors in the value chain will be on one platform.*"

To continue to draw the reader in let the the opening paragraph follow a KISS rule '*Keep it Short & Simple*'. It is important to note that dateline could be either before the lead para or at the end of the press release and above the boiler plate.

Body

This is the flesh of your announcement, where you can elaborate on the who, what, where, and why. Write short paragraphs that give all of the key details pertaining to your announcement, with the most relevant points first. This section should be no more than 3-4 paragraphs.

It is ideal to include a quote from senior officials of the company or an expert from within the company in one of the body paragraphs. This adds a face and authentication to the announcement.

Boilerplate

A boilerplate is a standard 40- 50 word paragraph at the end of the press release that is a standard explanation about your company like when was the company established, operations and brands. It could include your mission statement, key facts about your company that you want to highlight which could be awards that you have won, or the number of customers you have served.

Here's an example of a boilerplate :

About ABC Fashion Co.

ABC Fashion Co. is a first of its kind online B2B marketplace that allows fashion designers to connect with embroiders, fabric manufacturers, colourists from all over India. ABC is setting up offline coordination offices in 20 cities across India. Headquartered in New Delhi, ABC Fashion Co. is funded by the Fashion Design Body. For more information, please visit www.abcfashion.co.in

Contact Details

Finally, clearly mention name, email and mobile number of the person who has complete information on the announcement related questions that press may have, usually an in-house PR representative or a PR agency representative.

Check your progress

Q1. Write a boilerplate for Indira Gandhi National Open University

Q2. What is a headline and a strapline?

6.5.2 Press Invitation

Press invitation should be crafted carefully such that it inspires journalists to attend the event. Let us understand structure of the invitation and then let's write a successful invitation email.

The invitation letter must include all the details that the invitee needs to know. It is a formal communication with warm greetings. The following are some of the important points that you have to keep in mind while crafting an invitation letter for the press :

Clear subject for your event:

Writing a clear subject line that will make your email relevant to the target media list because this is one of the first things a recipient sees upon receiving the email.

For example, a subject line like “You are Invited or Invitation” is not at all appealing for one to know more unless the sender is personally known. However, a subject line like could be “*Press Conference : First Fashion B2B App Launch. 31st March, Taj Palace, New Delhi.*” This subject line captures the essence, clearly states invitation and shares date / place.

Such an invitation email is a perfect professional setting for the host organization.

Greetings and salutation

A formal salutation that is ‘Dear Mr *Surname*’ is advisable and first name to be used only if you have met the person earlier and know the person one-on-one. This could be followed by ‘Warm greetings from New Delhi.’

Body & contact

The five-Ws-approach is the best one for media people who are being inundated with a humongous amount of information everyday. The goal is to design an invitation that can be read easily, is specific, and communicates in one line about the event. Full details should be mentioned at the top of the email, followed by a brief explanation of what it’s for, why it’s relevant to the specific person, and what to expect if he / she attends. Complete contact information with email, mobile should be mentioned with the signature.

Check your progress 4

Q1. Draft a press invitation for the press conference organized to announce opening of India Fashion Week, 2019

[Hint : Ref FDCI.org for sponsors, designers participating, venue and dates]

6.5.3 Press kit essentials

A media kit is a package of information prepared by the company / organization to share news stories / information about your organization. These are prepared to provide important news, company backgrounder, facts, look book / catalogue, photographs etc.

It is a one-stop shop for all of the information that journalists would usually need. In the past, a media kit was often presented in a folder or a box, but it has become digital now.

Depending on organizations, contents of media kit may vary. But there are a few regular items as part of the media kit.

- Information brochure / Annual report / Catalogue
- Bio / profiles of important people in the organization
- Press release with relevant quotes
- Images of the collection, senior designers
- Other interesting facts
- Samples of your product / fabric swatches / miniatures

6.6 Making Creative Presentations

6.6.1 Drafting creative presentations

Preparing for a presentation for the jury / final selection process to present at the India Fashion Week. As a fashion designer, you were convinced that your designs were relevant to the client brief and innovative. Your work was good but the committee did not select you. Why? Did you work hard on presentation of your ideas as well as your collection? This section will focus on developing professional creative presentations so next time whether it is your classroom or your client, go well prepared and present the best.

Most common tools are Microsoft's PowerPoint, Prezi and Google Slides that are used to create presentations, you could generate more interest in these conventional tools with simple things such as including pictures, movements, impactful fonts and at times minimal (depending on the theme) etc. Let us apply some tips to grab your audience's attention and effectively communicate your idea.

1. Draw attention with the most interesting statistic on the opening slide or the slide after title.

"72% North Indian women buy outfit in Red or shades of red for wedding"

"Tweens don't buy layered clothing for the fear of looking overweight"

2. Large visuals for a design presentation will give a fillip (unless it is a bad, pixelated visual)

Be ruthless while designing and keep asking yourself 'Why?' It's a game-changer for the quality of presentations.

3. Black and white and just a dash of bright color. Adding a bright color to a black and white colour scheme could draw attention to your presentation. But maintain a balance throughout.

4. A minimal design composition will instill calm, keep attention of audience on the content and your collection. Slide design should not be loud such that it takes away the attention from your collection.

5. **Add your hand illustrations**

Hand illustrations add originality and a desired visual element to the slide backgrounds. You can choose the best ones that match the theme.

6. **Thick and bold fonts**

Do pay attention to titles on slides. You could try to place letters vertically along the slide or horizontal but bleed over the edges. Try fonts that have strong corners.

7. **Pathway transitions could be interesting to explore. Create interesting transitions instead of just sliding in one direction.**

8. **Tell your story**

Not everyone knows the story behind your inspiration and the uniqueness of your process. It will be interesting to show your effort by presenting short videos / pictures of your work in various stages, from initial sketches to final designs, before showing the final design solution. Remember – You must focus on 'WIIFT' – What's in it for Them (your client / audience). Because your presentation isn't about you.

9. Using quotes between slides that goes with your theme / story / inspiration could be a good breather between your design slides. You could use them to create new sections of information within the presentation.
10. Be attentive and listen to all questions and comments carefully with an open mind. It is very important to address every question from every committee member. Don't ignore the youngest one or the softest one. If you disagree with something, reason it out but do not push it.
11. Incorporate Music. Or Video : A video that documents your research or some interviews of what customers want or a trend video could be very interesting to get the committee focused on to your work.
12. Brainstorm, Revise and Revisit : Spend good time brainstorming all the out-of-the-box ideas you have and map it with your audience. Hash out all the ideas and revise them. Think in "what ifs."

Remember, your presentation is story of your work. May be create a video presentation of your story, process and ideas and invest enough time preparing for a good presentation.

6.6.2 Using technology

PowerPoint is the most common tool for making presentations, but technology has given way to several platforms that help us in creating interesting presentations. PowerPoint is certainly an effective tool however, there are several new presentation solutions on the internet that have templates to engage your audience and communicate key ideas.

This section will discuss technology to make your presentation interesting and some alternate platforms.

Presentation tools :

1. Prezi

Prezi is a template-based, zooming, online presentation tool which is very visual and can be edited by others online as well as downloaded. It creates presentations with unique movement between slides. It zooms in and zooms out. The presentation is mapped on a track as fed in by the designer. When one switches slides, it doesn't simply advance to the next one; it takes the viewer through the presentation track to the key point. You can arrange content under different sections and create an overview so your audience can see your entire presentation plan. This method keeps the presentation organized and your audience engaged. (*source : www.prezi.com*)

2. Visme

Like Prezi, Visme is also a cloud-based presentation tool to create visually heavy presentations. It has a drag-and-drop tool to create presentations. Visme also offers a built-in analytics system, so you can see who has viewed your presentation and who finished it. You could even create your own narrated slides. Adding an audio narrative can turn a presentation into an experience. [Source : Visme.com]

3. Canva

Canva is an online platform that provides templates for a wide range of presentations with infographics. It's a simple drag and drop tool to create impressive presentations. You just need to fill the professionally designed templates and the tool supports with images stock, photo filters to fonts. There are endless possibilities to put together stunning and engaging presentations. You can upload your own images or choose from more than 1 million of Canva's stock images. (www.canva.com)

4. Haiku Deck

Haiku Deck is a platform that helps designers to create professional creative presentations with high-quality images. It provides instant access to 40million+ royalty-free Creative Commons license images that match your ideas. What differentiates Haiku Deck from other presentation tools is its stock of images and fonts. It makes it easy to create simple, powerful presentations that are accessible on any device. It easily imports photos from your G Drive, Facebook, and share instantly to any social network or connected device. Sizing, formatting, and attribution are all handled seamlessly. (Source : <https://www.haikudeck.com>)

5. Pitcherific

Pitcherific is a template-based program that is not only a presentation solution, but also a platform for building and practicing your presentation. When you start building your presentation here, the tool prompts you to write down each part of your speech. At least the outline of your talk, for example, includes an opening, challenges, issues, solutions and closing. Pitcherific has a interesting feature that guides the designer on character count and a time clock. (<http://pitcherific.com>)

6. Powtoon

“Captivate... Engage... Explain! Amazing videos and presentations created with Powtoon!” is the branding statement for powtoon.com. Powtoon is an animation-based presentation and video platform for creating short videos / presentations about your design, brand or product. The ease of editing presentations and videos, adding voiceover, makes it a tool used by several students also.

Powtoon offers a free version too.

7. Creedo

Creedo makes your presentation listened to and remembered. It's entirely possible with the help of Creedoo. Ask questions to and poll your audience, then get their responses in real time. This tool also gives you the option of creating additional back slides that connect to any of your main slides, so that if you need to go more in depth into a topic. (www.creedoo.com)

8. Stop-motion

The stop-motion technique can make your presentation unforgettable. There are lots of ways to use stop-motion for example, create titles that move into place.

6.6.3 Sharpen your delivery and make your presentation interesting

- **10-20-30 Rule** – This is a slideshow rule offered by Guy Kawasaki. This rule states that a presentation should have no more than 10 slides, last no longer than 20 minutes and have no text less than 30 point font. You may have a game changing, earth shattering idea but spell it out in a few minutes, a couple slides and a several words a slide.

- **Slow Pace** – Nervous and inexperienced speakers could start rattling without a pause. Consciously slow down pace of your speech down and add breaks / pauses for emphasis.
- **Eye Contact** – Maintain eye contact with everyone in the room. Do not focus all your attention on the decision makers or front rows only.
- **Don't Read** – This one is very critical. There is no need to memorize the speech. Note down important points in the notes section of the slides. If you read, you will appear to be in confident.
- **Reach much earlier** – Set up and get ready. Don't fumble with PowerPoint or allow projector challenges interrupt or dampen your presentation. Come early and run through your slideshow and make sure there won't be any glitches. Well preparedness could remove a lot of speaking anxiety.
- **Practice, practice, practice** – Practice your speaking skills in front of an audience. Inject your passion and enthusiasm for the subject into your presentations.

6.8 LET US SUM UP

In the world of fashion, designers have to engage with their suppliers, assistant designers, buyers, and media among others. Post design approvals, when production starts, designers need to communicate design details to their teams and be able to give clarity to their teams about design details, production, cost, buyer requirements, if any. They will also need to speak with vendors / suppliers for materials.

Crisp, clear and creative presentations are an important part of a fashion designer's professional life. This unit will guide you to create content for professional presentations. With effective communication skills, you can work proficiently with your client, business houses, employers, buyers for business goals.

It is important for students of fashion to know the apparel manufacturing process as part of fashion and textile terminology. In the next section, we will learn more on basic fashion terminology to help you to communicate effectively.

A press release is an official communique of a fashion designer or an organization that conveys newsworthy information about your organization to the news media. In this section, you will learn how to write a press release for a fashion brand / designer's collection / new store.

Most common tools are Microsoft's PowerPoint, Prezi and Google Slides that are used to create presentations, you could generate more interest in these conventional tools by simply including images, creating slide movements, fonts, title placements, color, music or video to grab audience's attention and effectively communicate your idea.

1.9 CHECK YOUR PROGRESS: THE KEY

1. Read Section 6.1
2. Read Section 6.3.1 & 6.3.2
3. Read Section 6.4.1