

# Candidate 1 evidence



## Higher Fashion and Textile Technology

### Assignment

### Candidate workbook

(for use in session 2023–24)

You must use this workbook to present your assignment. The wording in this template must not be altered in any way.

There are spaces for your responses for each part of the assignment. You may complete the workbook by hand or electronically. You can add links, extra space or extra pages if needed.

Brief chosen for your assignment.

Develop a fashion/textile item influenced by **1960s** that is suitable for a **teenager**.

## Stage 1: Design (38 marks)

### Themes (2 marks)

Identify **two** key themes to investigate from your chosen brief.  
Explain why **each** theme is important for the brief.

Key theme	Explanation
Theme 1  1960's	The theme is 1960's and I need to research the trends and fashion staples of this time period. This means I will need to research the most common and popular colours, items, fabrics, shapes and design features so I can use this to influence my design. I need to find this to be able to take inspiration. This therefore allows me to use this research in my final item in order to successfully link back to the brief as 1960's is a key element.
Theme 2  Teenagers	I need to research trends and fashion movements, this is because teenagers will especially wear clothing that is linked to style, what's new and popular. I will therefore need to look into the dislikes and likes of teenagers to be able to make a product that fits the style and will be a design they will want to wear. This will ensure I fit the brief and create an item fit for purpose.

## Investigations (18 marks – each investigation is worth 6 marks)

Carry out **three** investigations into the key themes, using a **different** investigative technique for each.

Your investigations must include research into **each** of the following, in relation to your chosen brief:

- ◆ textile technologies
- ◆ consumer needs/choices
- ◆ fashion/textile trends

Your evidence for **each** investigation must include:

- ◆ details of the research technique and source(s) used (1 mark)
- ◆ an explanation of the relevance of the investigation (1 mark)
- ◆ the results of your research
- ◆ the main points from your research (4 marks)

You can present the evidence from your investigations in a variety of ways.

**Attach relevant evidence of your investigations here**

## INVESTIGATION ONE

**Research technique and source:** Visit to Mary Quant exhibition. Kelvin grove Art gallery

### **Explanation of investigation:**

I will visit the exhibition to allow me to gain valuable information on the trends of the 60's. Mary Quant was at the forefront of the trends therefore this is ideal in helping to get information on the popular trends linked to colour, fabric and style to name a few. I will then use this information to make a suitable solution that is inspired by the 60's so that I meet the design brief.

### **results of your research:**

#### **Background of the 1960's fashion/Mary Quant:**

In the 60's the fashion was very different and moved away from traditional clothing. It was far more exciting and there were lots of change during this era. Mary quant was particularly specialised in making clothes that made people feel good.

Some of her fashion trends and styles are still soaring, like the miniskirt. Although she did not invent the miniskirt, she played a massive part in making this piece fashionable and popular. Mary quant became a bold role model to many women from her work as a fashion designer. Quant made it her aim to design and make "relaxed ... suited to the actions of normal life." This appealed to many women as more women were working and needed clothes that were appropriate to wear, and Mary Quant wanted to make this fashionable too.

### Ginger Collection



In 1963, Quant launched her **Ginger Group collection**. This was mass-produced and available in 75 outlets across the UK. This collection sat at a lower price as Quant wanted to appeal to a wide market including those who couldn't afford it. This collection was also designed to be **interlinked**, so every piece could be matched with many others, allowing wearers to **make many outfits from only a few pieces in the collection**. This collection took a more modern and edgy take for wider cliental. The colours quant used were carefully thought out and weren't popular at the time. She used **ginger, mustard, prune and putty black**. These colours were used specifically to **stand out** amongst the more popular colours in her shop windows, where the unusual colours created interest. From the exhibition I could see that Quant used variety of shapes in her collection. Most of the pieces were **shorter in length**, with some maxi length pieces. There were many exaggerated **V-necks/ scoop necklines** and a number of the items also had **cut-outs**, like the pinafore dress. **Polo necks** were worn underneath. **Patterns** within this collection were mainly **stripes**, which again contrasted well and were eye catching. This was a theme and most of the collection had **edging, trims or pockets in contrast colours**.

The design features used to add interest were **pleats, enlarged buttons** at the waist or front. The fabrics used were mainly **wool, cotton** and **knitted** items which was a key trend.

## Wet Collection

The wet collection was launched in April 1963 and displays Quant's innovative and experimental nature by using PVC, a futuristic plastic coated cotton. Due to how experimental this material was she came across a lot of difficulties when it came to mass production as the fabric could tear or melt in the sewing machine. She then collaborated with alligator rainwear and they solved a lot of these problems. The collection displays a bright new range of waterproofs in primary colours i.e. red, blues and yellow. From the exhibition I saw that Quant used a lot of **contrasting colours** in this collection, with the bold reds contrasting with the bright yellows and white, and the deep blue's standing out from the yellow. The images opposite illustrate this. Quant created these coats to join bold visual effects with functionality. She used **fastenings** like zips and buttons but made the **buttons** contrasting to the background colour. She also designed capes with **contrasting collars and cuffs**, creating varied shapes in the coat design. From the exhibition I found that this collection was very fun and vibrant. The colourways used were eye-catching with simple features like **linear stripes** at the waist or on the sleeves. The most common shape used within this collection was **A-Line** which allowed for movement when worn. This silhouette is a trend this was used in many of Quant's designs. The coats also had  $\frac{3}{4}$  length sleeves and had either peter pan, or upright stand collars.



## The Mini Skirt

Quant single handily made the miniskirt one of the most well-known and trendy staples to a girl in the 1960s that then lasted throughout the decades. The miniskirt was the undeniable statement of the woman's movement in 1960 and was questioned by many and was considered improper. The miniskirt stood for young women's freedom and sexual liberation. From the exhibition I can see that there is a clear distinction in the colours used for the mini skirt, as it was either bright vibrant colours like yellow, red and blue or more muted colours like black and white. Some of the skirts and dresses had an A-line shape that slightly came out at the bottom but was figure hugging at the waist, this was a common shape to find.



### RESULTS FROM INVESTIGATION:

From the exhibition I found muted tones, vibrant oranges and black and whites were the main **colours** I identified. To move this forward successfully I will consider using one of these colours in my final design to take inspiration from the 60s trends that I noted at the exhibition. I will use my next investigation to find out which colours the teenagers like, so that it will suit the target market therefore this will make the teens more likely to purchase the item.

From the information obtained from the exhibition I found that **contrast stripes, collars and fastenings** were very popular in the 1960s. I will therefore try to incorporate this into my design as it is not only linked back to the trends of the 1960s but is also an eye-catching design feature that will appeal to the teens.

From the exhibition it became apparent that buttons were a common fastening. **Buttons** not only meet the needs of my target group as a fastening as they are easy to get clothes on/off but are also an eye-catching design feature. I will consider taking this forward into my design.

Through many of Mary Quant's designs I see that the **mini skirt** was key trend in the 60s. I will incorporate this into my design to represent that era well. I will move this forward into my next investigation to see if this length will appeal to my target group.

From my first investigation it was apparent that **knitted cotton jersey, polyester and PVC** were commonly used in 1960s fashion. Therefore, I will consider caring one of these fabrics on in my design to successfully take inspiration from 60s fashion. I need to see which of these fabrics will suit the needs of my target group, teens, so will ask this in my next investigation.

From the exhibition it became apparent that the **A-line** shape was popular in dresses and skirts in the 60s fashion. I also found that it was common for Quant to use **darts** and **princess seams** to give her items shape and accentuate the female figure in a flattering way. From this I am confident I will use these disposals of fullness to make the dress appeal to the teenagers, making them feel confident and flattered in my item.

## INVESTIGATION 2

**Research technique and source:** Questionnaire to my target group - 21 teenagers.

### **Explanation of investigation:**

I am carrying out a questionnaire with my target group teenagers so that I can find out what they like and do not like on their clothing. I will use the main themes identified in investigation 1 so that it links to the trends of the 60's. This investigation will help me to create a suitable item that the teenagers will want to buy and also wear therefore making it more successful and popular.

### **results of your research:**

#### 1. Which colour pallet would you prefer to wear?

[More Details](#)

- dark tones(black, ginger, mustar,, 9
- bright colours(red, blues and yel... 2
- Monochromatic (Black and white) 10



#### 2. Which item would you prefer to buy?

[More Details](#)

[Insights](#)

- jacket 1
- dresses 10
- skirt 10
- fitted cardigan 0
- top 0



### 3. what length would you prefer your dress/skirt?

[More Details](#)

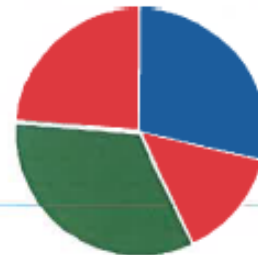
<span style="color: blue;">●</span> maxi	3
<span style="color: red;">●</span> midi	3
<span style="color: green;">●</span> mini	15



### 4. what type of fabric would you prefer on your clothing?

[More Details](#)

<span style="color: blue;">●</span> cotton	6
<span style="color: red;">●</span> PVC	3
<span style="color: green;">●</span> polyester	7
<span style="color: red;">●</span> leather	5



### 5. what style of collar would you prefer?

[More Details](#)

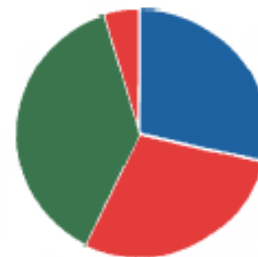
<span style="color: blue;">●</span> peter pan	5
<span style="color: red;">●</span> 2 piece collar	16



### 6. what length of sleeve would you prefer on clothing?

[More Details](#)

<span style="color: blue;">●</span> long	6
<span style="color: red;">●</span> short	6
<span style="color: green;">●</span> no sleeve	8
<span style="color: red;">●</span> 3/4 length	1



### 7. what kind of fastening do you prefer of clothing?

[More Details](#)

 Insights

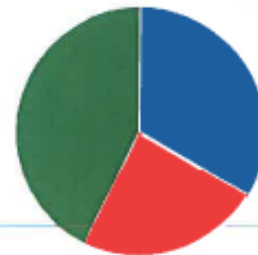
 zip	8
 buttons	13



### 8. what is your preferred fit for clothing?









[More Details](#)

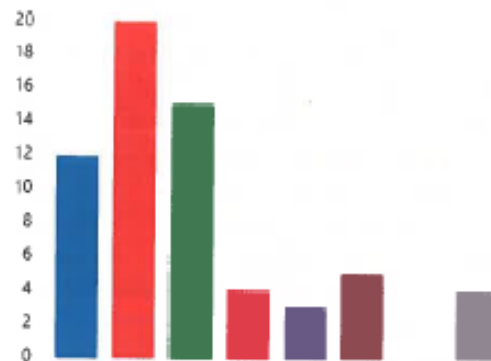
 bodycon	7
 loose	5
 a line	9



### 9. which design features/surface decorations do you like?

[More Details](#)

 patch pockets	12
 contrasting colours in zips and c...	20
 belts	15
 pleats gathers	4
 circles/stripes	3
 embroidery	5
 pin tucks	0
 applique	4



#### RESULTS FROM INVESTIGATION:

**DRESS-** From this questionnaire I found that **dresses** were the most popular clothing piece. As my target group expressed a particular interest in wearing a dress, I know that if I choose this type of clothing it would be popular and an appropriate final item for my target group and therefore would make a good choice as it also links to the 60's trends that I found out about in investigation one. I will therefore design a dress for my final item as it links to 1960s fashion and is most popular with my teenagers so will be more suitable for them as it meets their preferences.

**FIT AND LENGTH** - I found out in this investigation that my target group, teenagers preferred an **A-line** fit and also a **mini** length. This is ideal as it links back to the findings of investigation one, where many dresses had this fit and length. I will therefore use both these features in my dress so that it meets the design brief and is also popular with my target group making it more successful.

**COLOUR** - From the questionnaire I found that the most popular colour palette to my target group was **monochromatic**. I will therefore use this as I know it's what my target market preferred; this will make it more successful if sold.

**DESIGN FEATURES** - I found out in this investigation that 20/21 people voted that **contrasting colours in zips and buttons** was a preferred feature. This was also a popular feature in investigation 1 therefore I will be adding contrasting colours in zips or buttons to my final design. This is effective as I also know this is a trend from 1960 fashion as it was popular during that time due to Mary Quant, pulling inspiration from that era.

**FASTENING** - From the questionnaire I found that the most popular fastening was **buttons**. This conveys that my target group has an interest in buttons and would be likely to buy an item with buttons, making my design more appealing to teenagers. This also has strong links back to 1960 style.

**FABRIC** - from investigation 2 I found that my target group would prefer their dress made from **polyester**. Therefore, as this was the preferred choice, I will make it from this fabric so that it is more successful with the teenagers, and they will want to wear it.

**COLLAR AND SLEEVE** - from this investigation a **two-piece collar** and a **sleeveless** design would be more popular on the teenager's item. I will therefore include a design that has no sleeves and also incorporates a two-piece collar to meet the needs of the teenagers and make my design more appealing and interesting for them.

### INVESTIGATION 3

**Research technique and source:** interview with \_\_\_\_\_; Fashion and Textiles Teacher at my school.

**Explanation of investigation:** I will ask my teacher about the construction techniques and also the fabric that I plan on using for my solution design so that I will know if there is anything difficult that I need to know about and if the fabric and techniques are suitable to use.

*From both my investigations I am going to be making a dress for my design. Could you please answer the following questions to help me with my third investigation?*

**1) Would polyester be a good fabric to make my dress from?**

Yes, polyester has a number of positive features that will make it suitable for the dress. It has good ease of care and crease resistance so won't require lots of after care and ironing so saving time for the person wearing the dress. It is also pretty durable so will have good wear and tear. It has low warmth which would be ideal if wearing in the summer months as the person won't overheat. Elastane mixed with polyester will ensure it has good comfort as the wearer will be able to move more easily.

- 2) From my investigation my target group chose buttons as their preferred fastening. Would this be a suitable method of fastening the dress?

Buttons are a good fastening and suitable for a dress. You could have them up the front of the dress as a fastening, but it can also act as a design feature. You should ensure the buttons are positioned accurately for a good quality finish and so they are functional. The button can be covered in the same fabric of the dress or a contrast. This can be eye catching and give a professional finish.

- 3) The most popular fit was A line. However, I would still like the dress to have shape around the bust/waist, what is the best way to do this?

You should use some disposal of fullness like darts or princess seam. Both these techniques will provide shape around the bust and the waist.

- 4) What's the best way to attach a two-piece collar so it looks aesthetically pleasing and functional?

The collar should be cut well, and fusible interfacing attached to provide structure. The attaching of the collar should be done by using the notches to ensure it is in the correct position. Ensure the collar has been centred so it has a good finish.

- 5) I want my item to be of a good standard, I am considering using either a French seam or a plain seam with edge finish. Which would be better?

A plain seam with an edge finish, could be zig zag stitch, overlocked or using bias binding. The zig zag and overlocked edges are quite quick and will ensure all the edges are smooth and raw edges are covered to prevent fraying.

The bias binding is a more professional finish and can have a nice effect in the inside of the jacket especially when it is not lined, and seams are visible. This will take a little more time to carry out but may be an option that you prefer.

The French seam is very professional looking, and time needs to be taken when sewing to ensure all raw edges enclosed. It looks good and is robust and smooth.

- 6) From my investigation I found that patch pockets were popular and therefore will be adding them to my dress. Is there any advice on how to attach them well?

I would ensure you have a good shape and when attaching make sure the topstitching is even and accurate so that the finish is good quality.

#### RESULTS FROM INVESTIGATION:

From investigation 3 I have found that **polyester** is a good material to use for my dress. This is due to its ease of care, crease resistance, durability and low warmth. I will therefore use this in my dress as it will be comfortable for my target market, teens, making them more likely to be pleased with the item.

My teacher informed me that **buttons** are perfect for my dress as they are not only functional but act as a design feature on my dress. This fastening is suitable for my dress if done to a high standard. I also intent to cover these buttons in a contrasting fabric which will be eye-catching.

My results from investigation 3 showed me **A-line shape** is suitable for this item if there is still shape around the bust/waist. Due to this I intend to include darts and princess seams to my dress. Both the A-line shape and the disposals of fullness will appeal to my target group as it will hug their figure, becoming flattering. Teens will therefore be more likely to purchase the dress due to the shape.

From investigation 3 I learned that a **two-piece collar** done symmetrically and to a good quality will give the dress a clean finish and a different design element. I was also informed that patch pockets will need to have a clean shape and good top stitching to ensure a smooth finish in order to meet the needs of my target group. After ensuring these design features have been properly added it will add visual interest and a professional look to the dress.

My teacher informed me that a **French seam** will give a very professional finish once all raw edges are enclosed. I will intend to use this as the smooth and robust finish meets the needs of my target market. They will also be more likely to purchase the dress with a good quality French seam finish.

## The solution (18 marks)

### Present an appropriate solution (4 marks)

You could present your solution as a description, a labelled diagram, a computer-generated image, samples of fabrics and components to be used with written commentary, or a combination of these.

You must provide enough detail to allow your solution to be clearly visualised.

**Attach evidence of your solution here**

See attached illustration

### Justify the features of the solution (14 marks)

You must identify **fourteen** features of your solution and explain why each is important in meeting the needs of the brief. Each point of justification must be based on evidence generated from the investigations.

Your identified features must include:

at least four design features of the solution

at least four properties and/or characteristics of the textile(s)

at least four construction and/or finishing techniques

Features	Justification
Design features of the solution (minimum of 4)	<p><b>Colours - black and white:</b> From investigation 1 I found that many of the dresses at the exhibition used black and white within the design. As this was common, I asked the teenagers in investigation 2 about colours choice and they selected Monochrome. I am therefore using black and white within my design so that it reflects the trends of the 60s and appeal to the teenagers so they will want to wear the dress.</p> <p><b>Contrast colours:</b> In many of the designs at the Mary Quant exhibition, the items included eye catching contrast colours. This was carried out by using contrast panels, buttons or collars. I am therefore using this design feature on my dress by making the collar, buttons and waist band in contrast colours (black and white). This links to the findings of the investigations, trends of the 60's and the preferences of my target market all ensuring that this will appeal to the teens and be eye catching when worn.</p> <p><b>Length - mini:</b> At the exhibition, many of the designs had mini length. The teenagers selected this as their top choice in investigation 2 therefore I know by using this length that it will ensure they will want to wear the item more and it will be more popular with them. It also ensures that i am taking inspiration from the 60's trends so will help me to meet the design brief.</p> <p><b>Shape - A-line:</b> A-line was a popular dress shape for my target market, teenagers. This also resembles many dress shapes in 1960s fashion as A-line was common. Since A-line proved to be a popular choice in investigation 2 I know this will be a suitable choice for my target group and they will be more likely to purchase the item as it meets their needs.</p> <p><b>Covered buttons:</b> From investigation 3 my teacher informed me that buttons are suitable as a fastening for my dress. She also said covering the buttons in fabric will allow me to give my buttons a contrasting colour, adding visual impact into my dress and providing a more professional finish. I will incorporate these into my dress as they suit the needs of the teens as will allow them to dress easily and will appeal to them, as found in investigation 2.</p>

Features	Justification
<p>Properties and characteristics of the textile(s) (minimum of 4)</p>	<p><b>Polyester is my chosen fabric from my investigation results. The following information on properties of polyester come for my teacher interview in investigation 3:</b></p> <p><b>Crease resistance:</b> In investigation 3, my teacher informed me that polyester had excellent crease resistance. This is ideal as I know that it will not require lots of ironing and will keep a good appearance while it is worn. This will be good for the teenagers as it will save them time and keep them looking smart throughout the day.</p> <p><b>Low warmth:</b> My teacher informed me in investigation 3 that polyester had low warmth. This would be suitable for the wearer in the summer months as it will be cooling to them. This would increase their comfort when wearing the dress as they won't get too hot and stuffy.</p> <p><b>Ease of care:</b> It was revealed in Investigation 3 that the fabric is generally easy to care for. This means it will be popular with my target group as they most likely will not want to spend a lot of time washing or taking care of their clothing so is more convenient for them.</p>
	<p><b>Durability:</b> Finally, investigation 3 highlighted that polyester has excellent durability. This means that the dress will withstand lots of wear and tear, lasting for a long time. This is beneficial as the dress won't have to be rebought often, which is suitable as teenagers don't have much money, therefore this is cost effective for them.</p>
<p>Construction/ finishing techniques (minimum of 4)</p>	<p><b>Buttons:</b> In the questionnaire from Investigation 2, buttons were the most popular fastening amongst my target group. This means it will be a suitable choice of fastening as it appeals to the target group. As stated in Investigation 3, buttons can be placed on the front of the dress to act as a fastening for the dress or as a design feature on the waistband, therefore this is a good choice of fastening as they are easy to use to get dressed/undressed and provide options for the fashion of the garment.</p> <p><b>Seams:</b> From investigation 3 my teacher stated that a <b>plain seam with an overlocked edge finish</b> would ensure a clean finish and prevent the seam or fabric from fraying. When carried out to a good standard, this type of seam is robust and appropriate for the dress. The seam will appeal to the teenagers as it will be smooth and well finished so will be long lasting and wear well so that it will be good value for money and keep a good appearance for the teenager.</p> <p><b>Two-piece collar:</b> From investigation 3 I found that two-piece collar can stand on its own without folding or collapsing with its own weight and if attached properly at the notches will frame the face and become an effective construction technique. This will give my dress a clean finish, creating an interest point for the teens. Through investigation 3 I am</p>

Features	Justification
	<p>confident this is a construction technique I will be adding to my dress as it adds a structural element that will appeal to my target group.</p> <p><b>Patch pockets:</b> From Investigation 2, most respondents preferred pockets as an embellishment. Also, from my research when visiting The Mary Quant Exhibition, some of the items had pockets. Therefore, I know this is an appropriate construction technique and will be popular among my target group whilst being useful for them as it is not only a nice design feature, but the teenagers can use them as a place to store small items.</p> <p><b>Disposal of fullness:</b> From investigation 1, I found that darts were used on the clothing to provide shape on the garment. In investigation 3, my teacher informed me that darts would give a good shape and fit for the dress design. I have therefore decided to use this within my dress so that it gives a nice shape and silhouette for my design so will appeal to the teenagers as it will show off their figure more.</p>

## Stage 2: Evaluation (8 marks)

### Testing (3 marks)

You must produce evidence of carrying out **one** test to provide relevant information about your solution.

Your test must include:

the technique and source(s) used to gather the information (1 mark)

clearly presented results (2 marks)

Aim What information will you collect?	Technique How will you collect the information?	Source Where will you find the information?
I plan on gaining information on whether my dress design meets the needs of the teenagers and if they like it. I will find out if any changes are required so I can change design aspects to make it more suitable.	Sensory test and questions to gain feedback	10 teenagers from my school that answered questions in investigation 2.

You can present evidence from your test in a variety of ways, such as a written report, graphs, charts, tables, notes from an interview, photographs or any other relevant format.

**Attach relevant results of testing here**

**Rating for test:**

- 1- Poor
- 2- Reasonable
- 3- Ok
- 4- Good
- 5- Excellent

	FIT	DESIGN FEATURES	COLOUR	LENGTH	FASTENING
1	5	3	5	4	5
2	5	5	3	5	5
3	4	5	5	3	4
4	5	4	4	3	5
5	4	4	5	5	5
6	3	5	4	5	5
7	5	5	3	4	5
8	5	4	5	5	4
9	5	5	4	5	4
10	4	4	3	5	5

**1. would you buy my dress?**

Yes 8 No 2

**2. do you like the design?**

Yes 9 No 1

**3. would you make any changes to my design?**

Yes 2 No 8

**4. If yes, what changes would you make, if any?**

Comment: I would change the colours and make it a bit brighter. I would switch the black and the white to make the white the more prominent colour, this would make the dress more wearable in the summer months and overall, more appealing to me.

Comment: I would alter the length of the dress to make it shorter as the mid-thigh length is unappealing to me.

## Evaluation of the solution (3 marks)

You must evaluate your solution, with reference to the results of the testing you carried out.

### Evaluation

I think I have met the design brief by making a dress inspired by 1960s fashion. The whole dress is made up of construction techniques, design features and a fabric that was found to be popular and commonly used in the trends of the 60s. Examples of this can be seen through my dress in the mini length, two-piece collar, waist band, patch pockets, A-line shape and furthermore. Overall, it is clear through my dress the direct inspiration to these trends, found through my research at the Mary Quant Exhibition. From the sensory test I found that almost all testers would buy my dress. As a result of this I know my dress is suitable for the use of teenagers and has successfully pleased my target group. The majority of the testers liked my dress design which is a great result. As well as the teenagers finding the 1960s trends throughout my dress aesthetically pleasing, this shows that the different components of the 60s trends were successfully designed together and applied to the item making a clear link to the 60's and to more appealing to the teenagers.

I found from my sensory test that the rating of the fastenings on my dress were positive. As well as this, most of my respondents preferred buttons as a fastening in my questionnaire so I have used the information for this investigation well within my design. My teacher informed me in investigation 3 that buttons were a good fastening and allow ease of dressing. Therefore, I know I have been successful in the choice of my fastening on my dress and will be suitable for my target audience, teenagers.

From the sensory test the rating of the fit was positive. Also, the overall length of the dress was positive. So, my choice of making a dress was appropriate and will be popular. This was excellent as it shows I took the teens views and opinions into consideration throughout the development of my design, this can be seen particularly in investigation 2 as this length and shape were the most popular result in my questionnaire. This means that my final dress will be a success with my target group as I made use of the information gathered in my investigation to create an up-to-date dress inspired by 1960s fashion that will appeal to them.

### Amending the solution (2 marks)

You must suggest two adaptations, improvements or further developments that might be made to your solution.

Each point of justification must be based on evidence generated from your testing.

Amendment	Justification
Length	<p>From the test I found out some of my teens weren't keen on the length. Giving feedback that they would prefer the dress to be shorter in length. I did use the information in investigation 1 and 2 and incorporated mini length but made the design slightly mid-thigh and the teenagers prefer it shorter.</p> <p>However, from the table of results the length is voted highly from majority of the teens, most are happy with the length so I may look into investigation this feature further but as the majority like the length of design I may be changing something which will then not appeal to the other who were happy with the original length/design.</p>
Colour	<p>From the ratings I found that the teens didn't love the monochromatic colour scheme like I thought they would, as I took the results from investigation 2 and this was the most popular choice. A couple of the teenagers expressed that they would have been more likely to purchase my dress if the colours were slightly brighter.</p> <p>Therefore, I would need to complete further investigations to collect more specific information on what colours the teenagers would prefer to wear, this will ensure I find the correct colours that will appeal more to my target group and my item will be of a success.</p>

