

Candidate 1 evidence

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
1a)	<p>Colour - The vibrant yellow in the bird, the deep orange in the leaves, the bold red in the berries, the clear white in the snow.</p>
	<p>Shape - the curved shape of the overhead lights across the street, the pointed shape of the Christmas tree, the cube shape of the presents, the linear shape of the wood on the shed.</p>
	<p>texture - The pluffy texture of the bird, the crispy texture of the snow, the rough texture of the acorns, the smooth texture of the icicles.</p>
	<p>The vibrant yellow in the bird could inspire the designer to create a yellow raincoat with black cuffed sleeves and rims. This is perfect for a high street range as it shows a bold statement of street wear and allows the wearer to shine, just like how the bird pops out amongst the white background. This suits the winter collection as it keeps you dry whilst also creating a fashion item that will keep everyone's eyes on you.</p>

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	<p>The pure white in the snow could inspire the designer to make a knitted white sweater. This pure white colour reminds and links to a crisp winter memory with fresh snow and really emphasises the cold winter theme. This also is very warm and will keep the wearer cozy in the winter so they can wear the sweater out.</p>	
	<p>The bold red in the berries could influence the designer to make knee high red boots with a slight heel. This perfectly links to the bold appearance of the red through the berries as the shoes will become the focal point of any outfit, creating a large pop of colour. This is perfect for the winter collection as it adds some colour to it and red is typically found in Christmas colours, making people feel festive when wearing them.</p>	

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	<p>The curved shape of the overhead lights across the street could inspire the designer to create a blue shirt with a peter pan collar. The curved shape in the peter pan collar directly mimics the way the lights sweep down and meet back up. This also allows people to layer the shirt with jumpers and cardigans to accessorize and stay warm in the winter, becoming a staple of the winter collection.</p>
	<p>The cube shape of the presents could influence the designer to make a black vest top with a square neck line. This creates the pointed and structured look seen in the cubic shape. This keeps the heat in underneath more layers as it sticks close to the body (hugs) allowing the wearer to not get cold. This also creates a professional look and more high street than a normal neck line.</p>

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	<p>The fluffy texture of the bird could influence the designer to create a black fluffy hat. This mimics the warmth coming from the bird and feels similar to how the birds feathers would feel. This allows the wearer to feel comfortable and warm through the winter and the item can be paired with many other pieces in the collection. This also adds a different texture into the collection, therefore adding more visual impact.</p>
	<p>The smooth texture of the icsals could inspire the designer to create or leather pants that are black. This recreates that smooth feeling and the shiny ^{shiny} effect seen in the icsals. This base item can be matched with lots in the winter collection and adds to the high street look as it isn't just basic. The leather will keep the heat in and be suitable for the winter collection.</p>

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b)	<p>One way to make the collection more sustainable is by using recycled materials. This would be through using recycled the cotton or other materials to create a more environmentally friendly item. This will reduce the need of fresh materials being made more often, mainly use of what is already here.</p>
	<p>Another way to make the collection more sustainable is by putting it through the anti pilling process. This involves it being sprayed with anti-pilling liquids that stop the formation of balls collecting on the fabric. This therefore means the item will have a longer shelf life.</p>
	<p>Another way is by create resisting the items. This requires the items going through create resistant processes, like pressing it at a high heat. This will make the item harder to wrinkle and keep it looking presentable for longer. Less effort to wear</p>

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c)	<p>Using a fashion influencer to promote the range is relatively cheap. This is good as it will mean the company will be able to keep within their budget for promotions. This means that money not spent can be used in other areas of promotion aimed, ensuring that ^{high} awareness.</p>
	<p>Using a fashion influencer to promote the range reaches a wide audience. This is good because the influencer already has a large follower base before they post about the range. This means that lots of people will want to buy the items just because the influencer is wearing them, reaching a massive audience.</p>
	<p>Using a fashion influencer to promote the product ^{range} means the range will be connected to their image. This is bad as if the influencer gets cancelled and their actions are not respectful people will link the range to supporting this influencer and the range could dramatically drop on sales. This means that the range gets a bad reputation due to the influencer.</p>

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2)	
<p>the jumpsuit Cotton has excellent absorbency. This is beneficial as it will be able to absorb up any sweat from the singer as they will be moving around the stage lots and dancing. This means they will be comfortable during their performance, and not feel sweaty.</p>	
<p>the jumpsuit Cotton has excellent breathability. This is beneficial as the singer will be very warm on stage and needs that extra airiness in the clothing. This will help them perform better as they don't get stuffy and over heat, also reduce how much they sweat.</p>	
<p>The jumpsuit has excellent strength. This is beneficial as it means the jumpsuit will not tear easily and the material will stay in-tact during multiple shows with lots of movement. This means it won't tear if it catches on anything, meaning the jumpsuit is good quality for the money.</p>	

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	<p>The jumpsuit has good durability. This is beneficial as the singer may have to wear this on many performances so will have to be able to withstand lots of movement and changes. This means the jumpsuit the will have a long shelf life.</p>
	<p>The jump suit has poor crease resistance. This is not beneficial as it means the singer will have to spend time before the performance ironing the item out. This means that this will take time away from them rehearsing and a more effort.</p>
	<p>The jumpsuit has a zip. This is beneficial as it can be zipped up and down very quickly. This means that if needed to change quickly between songs the singer can undo the jumpsuit with ease. This can also be partially zipped down if too warm, allowing more breathability into the item.</p>

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The jumpsuit has a two piece collar. This is beneficial as it gives a professional look to the jumpsuit and creates more detail and visual interest. The collar adds to the sharp and funky aesthetic. This is therefore suitable in the item as it frames the singer's face.

The jumpsuit has darts on the back below the waist line. This is beneficial as it pulls the waist line in more. This means the jumpsuit will appeal to the singer as it perfectly hugs their body and emphasises the dip in their waist, making the jumpsuit look more aesthetically pleasing on them.

The jumpsuit has button holes on the sleeve cuffs. This may be not beneficial as the buttons are tedious to get undone and are not able to do quickly. This may be bad if the singer needs to change quickly into another costume and may interfere with this process. This is therefore not a suitable feature for the jumpsuit.

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3) a) Applique could be used as a surface decoration on the unicorn backpack. This is where a separate design of material is attached onto the background fabric of the backpack by either using fabric glue or by stitching it by hand or machine. This has no safety issues for the child.

Embroidery could be used as a surface decoration. This is a design that is hand stitched or stitched through a machine with thin or thick string that goes straight onto the background fabric. This leaves a smooth finish and is comfortable for the child.

Fabric paint could be used as a surface decoration. This is where paint is brushed on, usually done by hand, to certain areas to give colour and detail. This paint will stay on the fabric and be water proof.

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b)	<p>Bespoke production is fairly expensive. This is unsuitable as it is unlikely that a parent is going to pay any more than average for their toddlers back pack as they are usually for wear and tear. This means the back pack will have low sales as it is too pricey.</p>
	<p>Bespoke production makes a usually one off item. This is unsuitable as children always want to be matching with friends and follow other people. This means it is not suitable as others will not buy the backpack as only one is made, made</p>
	<p>Bespoke production is usually made by hand. This is not unsuitable as it will therefore be timely to make and take ages to come into the store. This means customers will be unsatisfied when the backpack takes too long as these items are usually bought very close to when school or nursery starts.</p>

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c)	• Function	
	• the backpack needs to be fit for purpose, so be able to open and close easily and hold a fair amount of things.	
	It also means that the function of the straps and size need to be considered, to fit onto the child's back comfortably.	
	• Safety	
	• the backpack needs to be very safe for the toddler, therefore having no surface decorations that could be easily pulled off.	
	Also having no sharp points or edges on the rucksack, as to not allow for any scratches or injuries.	

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4a)	• Concept Generation
	• Concept Generation is where the team
	with gather to discuss ideas for the
	wetsuit. Mood boards will be created
	to explore ideas and track them, ideas
	are written down and stored. This means that
	the team will collect a wide variety of ideas to later go on and
	explore.
	• Concept Screening
	• Concept screening is where the team gets
	together to discuss the ideas that were made
	and positive comments and negative comments
	are made about each idea. This means
	that sketches are now made of the
	best ideas and stored, therefore the idea can
	come to life a bit more.
	• Prototype production

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b)	<p>Bonded fabrics are strong. This is good as it means the wetsuit will last for a long time and through harsh conditions, this ensures good value for money. Therefore this material is suitable as you don't have to worry about it breaking.</p>
	<p>Bonded fabrics are waterproof. This is good as the fabric will be layered with the waterproof fabric. This means that it is perfect for the wetsuit as the water will not instantly enter and can keep semi-dry. Perfect for wet conditions.</p>
	<p>Bonded fabrics are warm. As the fabrics are layered this keeps your body heat in and therefore keeps you warmer for longer. This means the wearer will be comfortable in the wetsuit and not get too cold.</p>

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c)	<p>The benefit for consumers of including care labels is they will know how to properly wash the wetsuit. This therefore makes the shelf life of the wetsuit longer as the item is being cared for and washed properly, so the customer can use it more.</p>
	<p>Another benefit is it will be more environmentally friendly. This is because on the care label it can tell you how cold it can be washed therefore being less damaging to the environment and will make the consumer feel OK and not guilty to wash it.</p>
	<p>Another benefit is the consumer will know what fabric the wetsuit is made out of and will therefore not have any allergic reactions to the materials. They can read the labels before use and ensure it will be OK on their skin. This satisfies consumers.</p>

Candidate 2 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1.	<p>a) The layer of snow ^{on the} parade rooftop could inspire a belt for the high street winter range as the long strip of snow seen in the picture could reflect the shape of a belt and would be useful in the range to add more interest to an outfit and help the clothing appear more cinched in at the waist, this will make people more likely to buy it.</p>	
	<p>The triangular shape of the christmas tree could inspire a pair of shoes that are pointed at the toe, for the high street winter range, as it will reflect the shape of the tree and it will be ideal for attending a formal christmas party, many people like this style of shoe especially for formal wear, so this will make more people want to buy it and the brand will make more money.</p>	
	<p>The round shape of the berries on the saucer could inspire beadwork on a skirt for the high street winter range as this will add interest to the skirt</p>	

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	<p>that could be worn to a formal christmas party to stand out, this is appealing to customers so they are likely to buy it</p>	
	<p>The lines on the wood cabin could inspire shirring for a formal christmas party dress for children for the high street winter range because the disposal of fullness ^{from the shirring} will make it appear more smart and the shirring will ensure that the dress fits the child well and is comfortable to wear and move in.</p>	
	<p>The soft texture of the whipped cream on the hot chocolate could inspire a soft winter jumper for the high street winter range this will be beneficial to the customer to choose as it will provide good insulation to keep them warm and the soft texture will allow them to feel more comfortable, therefore it is a practical item that many customers would want to buy.</p>	

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	<p>The fluffy texture of the birds feathers could inspire a fluffy pom pom for the top of a hat for the highstreet winter range, this will represent the fluffiness of the bird and be an interesting design feature for the hat and customers would want to buy it so they can stand out.</p>	
	<p>The spiky texture of the christmas tree could inspire a pair of velvet heels for the high street winter range this would represent the spiky texture of the tree and it will help add interest to the heels and they could be worn to a christmas party; the velvet will also add another layer to the heels which will make them warmer therefore being more practical for use in the winter and people would want to get them.</p>	
	<p>The white colour of the snow on the ground could inspire a white knitted sweatshirt for the highstreet winter range</p>	

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	<p>This will be a practical item for the customer to have as it will be very insulating to keep them warm during the cold winter months, this type of clothing tends to be worn a lot during cold seasons so can be a popular customer choice in the color ^{range}.</p>	
	<p>The brown colour of the cookies could inspire a pair of brown boots for the high street winter range this will be a good item to include in the range as it contrasts with many colours so customers would wear it a lot with lots of different outfits so will be a good value for money, and mud/stains are less likely to appear on a brown colour as its dark, this is useful as the boots will be worn outside often in wet conditions, so it is a practical item to have.</p>	
	<p>The green colour of the christmas tree could inspire a green christmas hat for the high street winter range</p>	

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	<p>as it is a bright colour that will stand out and be appealing to customers, it is also a colour commonly associated with christmas so more people would want to buy it to and fit well with the theme of the season and the range.</p>	
	<p>b) the fashion brand could use recycled fabrics for the collections this will not need the use of new materials which could save the brand money and it will stop other fashion products from ending up in landfills and polluting the earth</p>	
	<p>or • The fashion brand could use natural dyes dyes dyes, This will reduce the amount of harmful chemicals that pollute water systems and rivers/lakes.</p>	
	<p>c) a fashion influencer will have a large following, this is good for the</p>	

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	brand as their items will be promoted	
	to a larger audience and more	
	people will be made aware of it and	
	want to buy from it	
	a fashion influencer is expensive to pay	
	to promote products, this is bad for	
	the brand as they may lose money	
	If the fashion influencer receives bad	
	press, this will be bad for the brand	
	as people will not want to be associated	
	with products they promote and will	
	not buy from the brand, causing them	
	to lose money	

Candidate 3 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1a	<p>Three key features that the designer could use to inspire the high street winter range are colour, texture and shape.</p>	
	<p>The green colour of the Christmas tree in image six could be used to inspire dark green buttons on a trench coat for the high street winter collection. This would provide a contrasting colour and a decorative feature and reflect the green tone of the Christmas tree.</p>	
	<p>The white colour of the snow in image 2 could inspire the designer to create a bright white cashmere turtleneck jumper for the high street winter collection. This would be a</p>	

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	glittering colour against the skin and reflect the white tone of the snow.	
	The red colour of the leaves in image 3 could inspire the designer to add a burgundy zip to an outdoor jacket for the high street winter collection. This would provide a pop of colour and a decorative feature to the jacket and reflect the warm red colour of the leaves.	
	The triangular shape of the christmas tree in image 5 could inspire the designer to create a v-neck wool jumper for the high street winter collection. This would be	

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	<p>flattering for a person to wear as it accentuates the bust and reflects the pointy triangular shape of the Christmas tree.</p>	
	<p>The straight shape of the path in image 5 could inspire the designer to create straight-leg outdoor trousers for the high street winter collection. This would be a flattering and comfortable for a person to wear and reflect the straight, rectangular shape of the path.</p>	
	<p>The glossy texture of the birds fur in image 1 could inspire the designer to create a pop pom-pom on a wool hat for the high street winter collection. This would add a decorative</p>	

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feature to the hat and keep the wearer warm in the cold winter months, as well as reflect the gluggy texture of the birds fur.

The smooth texture of the whipped cream in image 4 could be used to inspire luxurious cashmere socks for the winter high street collection. This would feel soft against the wearers feet and keep them warm and reflect the smooth, silky texture of the whipped cream.

b The fashion brand could use natural dyes when making its items. * Chemical dyes are toxic and ~~etc~~

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	<p>often end up in peoples drinking water which can cause cause health problems and it is also very damaging to wildlife. The company should use natural dyes instead that won't pollute the water which would make it better for the environment.</p>	
	<p>* for the high street winter collection</p>	
	<p>The fashion brand could make items for its high street winter range out of materials that are not synthetic. When washing garments that are synthetic like nylon, micro-plastics come off the clothes and go into the ocean which is very harmful for wildlife</p>	

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	and humans to drink.	
	Instead, the fashion brand could make their items out of natural fibres that do not shed micro-plastics which would make it safer for the environment.	
	C Fashion influencers have a wide audience. This is suitable for promoting the high street winter collection as the lots of people will see the high winter range being promoted and be more likely to buy it.	
	Fashion influencers have a loyal fanbase. This is suitable for promoting the high street winter collection because people who love the influencer may buy it just because they spoke about it which creates sales.	