

Candidate 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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	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}	
	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 merry 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-	
	The green colour of the christmas	
	tree could inspire a green christmas hat	
	for the high street winter range	

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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	