

**Specification of Competency Standards**  
**for the Fashion Industry**  
**Unit of Competency**

Functional Area - Design

Title	Develop fashion range
Code	108086L5
Description	Develop a fashion range for a fashion line or collection of a particular season. This applies to individuals who are required to provide a breakdown of fashion product items to enable the look to be worn with sufficient combinations as well as to generate promising sales.
Level	5
Credit	5
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• identify the typical process of fashion range development</li> <li>• explain the key dimensions of a fashion range</li> <li>• apply specialised techniques for developing an appropriate fashion range for the target market</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• interpret design concepts and details of the line or collection</li> <li>• interpret data from target market demographics (e.g. income level, age, clothing needs), trend research and sales analysis to establish guidelines for the selection of fabric, colour, size, etc.</li> <li>• create a range plan which may include a flat drawing of every product in the line, the proportion of different product types (e.g. top: bottom), fabrics and colourways for each product (sometimes also including sizes and prices)</li> <li>• collect and analyse views of related parties (e.g. merchandising personnel, client) on the range plan</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• ensure the fashion range is developed by incorporating the core design concepts and the commercial considerations of the client base</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Creation of a fashion range for a line of a particular season based on the selected line concept and profiles of the target market.</li> </ul>
Remark	