QUADRANT 3 – Exercises

Unit 1 – Questions

1. During the industrial revolution, apparel production was mechanized with sewing machines.
True / False

2. After the introduction of the sewing machine, there was rapid growth of the ready to wear apparel business.

True / False

3. The _____ was a crucial event in the chronological development of men's ready to wear apparel.

4. After the American Civil war, _____ measurements were considered to create the commercial sizing for men's apparel.

5. During the 1920s, generally, women's apparels continued to be _____.

6. During 1920s, factors such as the rise of the advertising industry contributed to the success of the women's ready-made apparel industry.
True / False

7. The main purpose of the first large scale scientific study technique of women's body measurements for pattern making and garment construction was to find out _____ of a female body.

8. What are the advantages and disadvantages of RTW apparel?

9. What are the problems that can arise if there is no single way of taking measurements.

10. What are the reasons for the growth of the e-tailing industry?

Unit 1 – Answer Key

1. **True**
2. **True**
3. **The American Civil War**
4. **military**
5. **made-to-order**
6. **True**
7. **key measurements**

8. What are the advantages and disadvantages of RTW apparel?

9. What are the problems that can arise if there is no single way of taking measurements.

10. What are the reasons for the growth of the e-tailing industry?