

Goodies CD> Chapter 8. Sourcing Exercises --- Worksheets

Exercises: How to Conduct Advanced Research Online. Now it's your turn!

From Good to...Better to...Best...the quest for solutions and answers!

In this chapter you will put into practice what you have just learned. We suggest that you try different search engines and explore several different methods of posing your question. Experiment: compare search engine results and compare and contrast the top ranking when you rephrase or pose your query. For now, the goal is progress—from good to better to best—by simply seeking to apply a variety of different strategies. Using what you've recently begun to master, you can continue to come a more successful researcher.

Try practicing with a peer. You should each work on the exercise separately then jointly compare strategies and compare answers. Evaluate how you did and determine which of you got the best responses and why.

Remember, much of what you will be looking for will fall under the Deep Web category, so don't be afraid to re-visit sites that you know have strong industry-specific links.

You'll soon realize that investing a little bit more time when you venture across a great industry site with strong links, is well worth the investment, saving you time and energy later. Remember to always annotate the bookmarks you come across. Do not hesitate to turn to traditional resources methods including trade organizations and libraries. The best-kept secret is to always maintain and foster your network of industry insiders. Having an expert that is only a phone call or email away is a real advantage and time saver.

Sourcing Exercises

Before you begin the exercises it maybe helpful to take a quick refresher tutorial on how to conduct advanced research online. Go to any major Search Engine and type:
Boolean Logic Tutorial

I recommend www.searchability.com found at the URL listed.

List the URLs you used along with your notes on the Boolean Logic tutorial here:

Narrowing your Search at a Glance

The Thought Process and The Key Strategies at a Glance

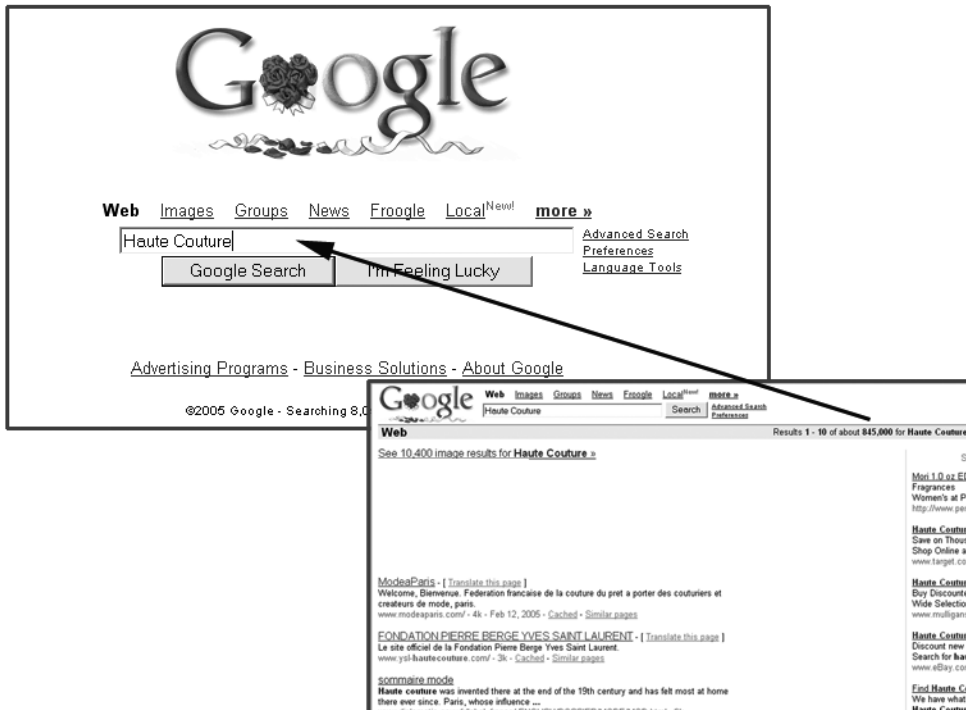
As you begin to take the challenge exercises and the Goodies CD> Chapter 8> Scavenger Hunt, you may find it helpful to review one more time the different ways to pose your query.

- Key Word Search
- Phrase Search
- Image Search
- Natural Language Search
- The use of Operators and Limiters (AND, OR, NOT, *, (+), (-) and so on.

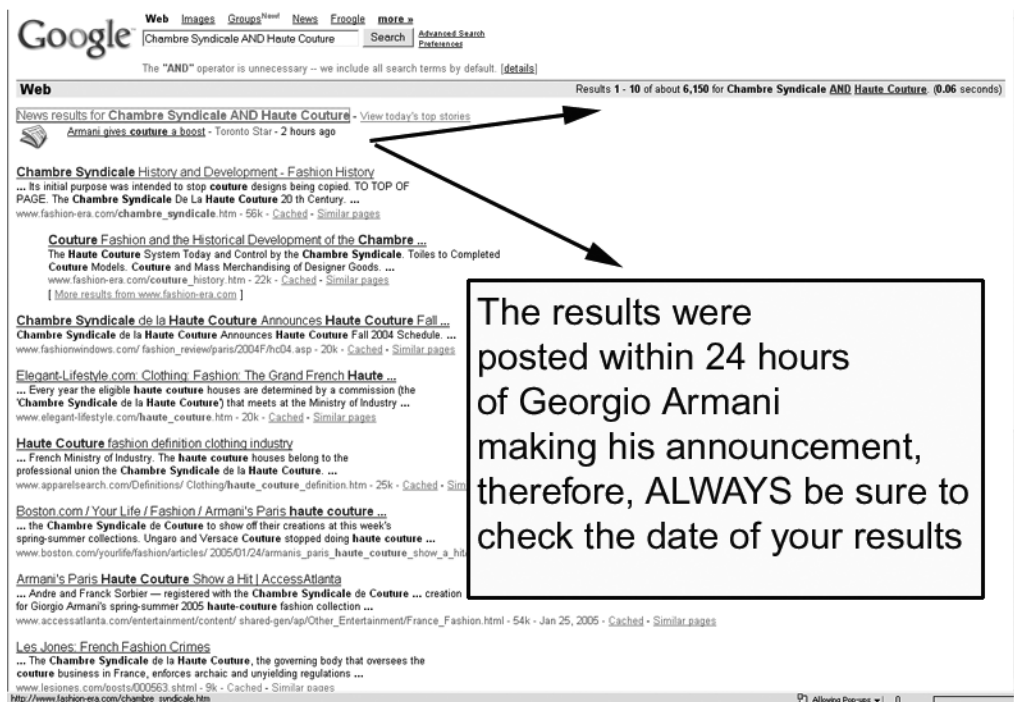
Let's begin by trying to find the list of the members of the official Paris fashion houses. Begin to jot down a list of questions or thoughts that may help you begin your query; such as the key word: "French Fashion" (but obviously this would be too vague and far too broad in scope). So, naturally, you may wish to use a more specific phrase that describes the French fashion such as: Haute Couture. Perhaps you know the name of known member of the elite French fashion and you wish type in the name of the House or Maison of Yves St. Laurent. Again, chances are this is far too broad and will possibly only result in taking you to retail related sites. However, a detailed search may lead you to the St. Laurent-Pierre Berrge Foundation (<http://www.ysl-hautecouture.com/>) which may provide you with more information.

The next strategy is to begin thinking about what other types of information you may have learned in other classes that pertain to French Fashion. Perhaps you are familiar with the organization that oversees French fashion — the Chambre Syndicale.

Let's have a look at the results from Google for Haute Couture below:



Now, let's see the results for **Chambre Syndicale AND Haute Couture**. (See figure 8-2, below.)



As you can see, the phrase “Chambre Syndicale” along with using the Boolean operator AND the key word “Haute Couture” results in your search being considerably more narrow with only 6,150 choices versus 845,000 results!

Finally, you will notice that timeline relevancy can mean EVERYTHING (see figure 8-3, below) when it comes to fashion. So, watch for the dates of your results.

The screenshot shows the Google News interface. At the top, the search bar contains the text "Chambre Syndicale AND Haute Cc". Navigation links include "Web", "Images", "Groups", "News", "Froogle", and "more »". Below the search bar are buttons for "Search News" and "Search the Web", along with links for "Advanced News Search" and "Preferences".

On the left side, there is a "News" section with a "Top Stories" menu. The menu options are: "World", "U.S.", "Business", "Sci/Tech", "Sports", "Entertainment", and "Health". Below the menu are links for "News Alerts", "About", and "Google News".

The main content area displays three news snippets:

- Armani gives couture a boost**
Toronto Star, Canada - 2 hours ago
... the **Chambre Syndicale de Couture** to show off their creations at this week's spring-summer c...
stopped doing **haute couture** ...
Armani re-invents glamour London Free Press
all 30 related »
- Ladylike Lagerfeld**
Sydney Morning Herald (subscription), Australia - Jan 25, 2005
... as part of the off-calendar shows for several years, this season was her first with the official "**Hau Syndicale de Couture**. ...
- COMING SOON: HAUTE COUTURE**
British Vogue, UK - Jan 24, 2005
... of the governing body of French fashion, the **Chambre Syndicale**, expects **Couture ... Haute couture** is not ju...
irreplacemable way ...

Below the snippets, there is a link for "Opportunity in a vacuum" from Concord Monitor, NH - Jan 25, 2005, with a truncated snippet: "... the **Chambre Syndicale de Couture** to show off their creations at this week's spring-summer collections. Unga couture ...

Finally, a word of caution: the results I garnered on a given day in January 2005 may be vastly different from your results at some point in the future. Remember, the web is NOT static but is very organic. While my results were the most up to the minute for the time, your results will vary.

Now that you have had a quick refresher on how to search and how to narrow your search you are ready to tackle some of the typical search scenarios in which, as a fashion professional, you may find yourself. So, let's begin!

Designers often find themselves, particularly after gathering some strong solid research, looking for ways to cut costs. Since fabric is the most costly single expense in garment production, finding the right fabrics at the right costs are crucial. Many of the next few exercises were designed to train you to seek out the best resources available today.

Sourcing Exercises

Exercise 1

Find a leading novelty button company.

Exercise 2

Find an embroidery lace for women's lingerie.

Exercise 3

Find a leading zipper supply company.

Exercise 4

Locate five different stores and their corporate buying offices.

Exercise 5

Find out how the leading retail stores view apparel sales for the next year.

Exercise 6

Use two different trade sources to identify a leading men's wear house for the upcoming fashion season.

Exercise 7

Find a supplier of velvet fabric.

Exercise 8

Make a list of 5 different trade shows in the next 90 days. Identify the locations, major focus of the show and how to submit an application to show and market merchandise.

Exercise 9

Find trade shows scheduled featuring yarns or knitting equipment.

Exercise 10

Find a web site on computer systems for pattern grading for fashion.

Exercise 11

Find a web site that will show you what your favorite fashion designer is currently showing on the runway.

Exercise 12

Find a web site that will give you research on ethnic prints from Africa.

Exercise 13

Find some research on dress designs of the 1920s, 1930s and 1950s.

Exercise 14

Find information on fashion from the Middle Ages (Gothic).

Exercise 15

Find information on one of the natural and on one of the synthetic fibers.

Exercise 16

According to “Beyond design: the Synergy of Apparel Product Development,” by Sandra J. Keiser and Myrna B. Garner, the US Census Bureau expects the Asian-American population to double to 23 million by 2020. In addition, the Asian-American spending power has increased by 102% in the past decade according to the Selig Center for Economic Growth.

Even the Lifestyle Monitor by Cotton Incorporated reports that women in this demographic like to shop more than the general population as a whole and they are offended by the lack of advertising messages and images that tend to neglect this market.

Part 1: Much of this population falls into the petite market category. Find three websites that relate to demographics and three sites that relate to psychographics on this market.

Part 2: Determine whether other cultures are experiencing an unusual growth rate and whether need to be targeted by the petite market.

Exercise 17

Production vs. Mass Customization vs. Vast Customization

What is the main difference between production, mass customization, and vast customization? Where is the best place to search? What might be the best ways to pose this query? How might I find a presentation explaining the difference? Are there any online industry exchanges that may have this information?

Exercise 18

Image Search Engines Revisited

For example, you recognize that Greco-Roman influences are becoming more and more evident on the runways. Where can you turn? Perhaps you start with a natural language query of “what is the name of the gown worn by ancient Greek woman?” The first result offers you only text information of an item known as chiton, and may not offer you a visual image of what this item looks like.

Therefore, why not take that newly found term, CHITON, and go to a search engine that offers image solutions and type in the keyword CHITON. Voila! There you go...several great thumbnails of images scattered throughout the web of what a chiton actually looks like. This beats scrolling through endless results on a text request that may or may not locate an image for you to review.

Image search engines are terrific for most fashion professionals who are essentially visual by nature. The only recommendation is to be sure that you have cross-referenced your results with a reliable text reference site. The rule of thumb is that old adage: “out

of the mouth of two or more witnesses.” It is worth the extra time and effort to be sure your image results are accurate.

Now find a website that has accurate legal information on the lawful use of images—you may also find articles on copyright law.

Exercise 19 – Historical Searches

- 1) Western Costume Timeline
- 2) History of Haute Couture
- 3) When were the following invented?
 - a) The zipper
 - b) The sewing machine
 - c) Velcro
 - d) Nylon
 - e) Tencel®
- 4) Find the history of the following:
 - a) The bra
 - b) Purse
 - c) Men's suits
- 5) Find a site that specializes in regional historic costume of any country in Latin America.

Exercise 20 – more fashion scavenger hunts!

Locate the following stores

- 6 major department Stores
- 2 specialty stores
- 5 boutiques

Shoes

- 35 shoe brands/firms
- 1 popular priced shoe brand
- 1 moderate priced shoe brand
- 1 better priced shoe brand
- 1 designer priced shoe brand
- 1 designer men's shoes

Women's Clothing

- 1 petite designer label
- 1 plus size swimwear label
- 1 contemporary dress label

Juniors

- 1 junior swimwear label

Children's Wear Labels

- 15 children's wear brands or labels

Men's

- 1 designer men's wear suit label
- 3 men's shirt labels
- Sweaters
- 25 sweater brands

Handbags

- 5 designer handbag labels

Accessory Brands

- 15 accessories labels

Millinery

- 15 millinery labels

Lingerie or Underwear

- 15 underwear or lingerie bands

Outerwear

- 15 coat or outerwear brands

Vintage

- 5 vintage clothing sites

Production Hunt - Locate the following:

- Two textile jobbers
- Two knitwear jobbers
- Two woven jobbers

Exercise 21

General Computer and CAD related exercises.

Find articles or information on the following topics:

- Find the definition and distinction between the terms CAD and CAM as they apply to fashion.
- Latest emerging technologies in CAD/CAM
- A tutorial on Search Engine Math.
- A website that specializes in virus and spam protection.
- A list of suppliers for proprietary CAD software
- Three major suppliers for computer hardware.
- One URL that specializes in evaluating computers and/or software.
- The leading image-editing software.
- How much data can be stored on a CD?
- What other alternative does a designer have for storing back-up copies of their work?

Bonus – go to the GOODIES CD> Chapter 8>CAD FOLDER SUPPLIERS

Exercise 22 – Non-Fashion Exercises

Search Engines

- 1) Locate three Shopping Bots
 - a) Find one that offers specials for technology related items
 - b) Find one that specializes in clothing

Travel Exercise

- 1) Find five online sites that specialize in discount travel.
- 2) Get price fares from Fort Lauderdale to Las Vegas for June of this year for seven days. Now, access all five site results to compare and contrast in order to evaluate which has the best prices.
- 3) Find the name, number and website for five train companies (globally not just in the U.S.A.)
- 4) Find one site that provides FREE info on packing.
- 5) Find one site that has currency exchange information. Be sure the site gives you the following:
 - a) The exchange rate between the U.S. dollar and the English Pound
 - b) The Yen to the Euro
 - c) Euro to the U.S. dollar.
- 6) Find three URLs that specialize in travel-specific clothing.
- 7) Find three URLs for luggage companies that specialize in carry-on style bags. Compare and contrast features within the following price points: popular, moderate and better. In each category of price which brand appeared to have the best features?
- 8) Locate several FREE websites that provide you with things to do in the following cities:

Paris	Frankfurt
London	Dublin
Miami	Hong Kong
New York	
Milan	

Exercise 23 – Museum Exercise

- 1) Locate 20 major museums in the US that specialize in ART and 20 Major museums in the world (be sure to not select museums on war, technology or other non related sites).

- 2) Find ten museums that specialize or have a section devoted to costume (these can be repeats from above list). These can be from all over the world not just the U.S.
- 3) Find two museums that specialize in SHOES and two that specialize in Textiles.

Exercise 24 – Career Exercise

Locate a list of job opportunities online for the list below.

The jobs can be anywhere in the world. Next, from the job titles below, select three that interest you and attempt to locate a position for one of these jobs in your area.

- Artist
- Assistant Print Designer
- Buyer
- CAD artist
- CAD Designer/ Engineer /Operator
- CAD/CAM Designer
- Colorist
- Converter
- Decorative Artist or Designer
- Design Editor
- Designer
- Design Assistant
- Design Director
- Design Technician
- Fabric Development Specialist
- Fashion Designer
- Freelance Artist
- Graphic Artist /Designer
- Jacquard Designer Knit or Woven
- Knitwear Designer
- Lace Designer
- Marketing
- Print Artist /Designer
- Product Development Designer/Specialist
- Repeat Artist
- Sales Rep
- Sketcher
- Stylist
- Sweater Designer
- Technical Artist / Designer/or Assistant
- Textile Technologist
- Textile Stylist
- Textile / Designer /Artist / Trainee
- Tie or Print Designer

- Wallpaper Designer
- Woven Designer
- Visual Display
- Your choice...

Company Research

Now is the time to do your homework (before you have your first interview for a job) about the companies to which you will apply. To the recent college grad, searching for the right job can often be daunting. Now, thanks to the Internet, you have your own career advisement center only a few clicks away.

- 1) Begin now to think about the following considerations:
 - a) How can you find out about the company prior to the interview?
 - b) What do you think the company policies might be? How rigid or structured is the company? Is it a large company or a small company?
 - c) What kinds of advancement do think there is within the company?
 - d) How many offices or locations are there? Where are they located?
- 2) Where do you start? What kinds of information are you going to be searching for?

We suggest you start this section with the following links:

www.careerbuilder.com and www.Hoovers.com

Next be sure to annotate your results and findings below:

Exercise 25 – Other Career Considerations

Let's assume the job you wanted was NOT within your local area and would involve moving. This means you need to determine whether the salary and the cost of living in this new location are compatible with your budget and your goals. So, let's take a look at some other considerations.

- Where do you begin to search for housing?
- Where can you find prices on what the housing market in that area has done within the last 12 months?
- What is the general cost of living in this region?
- Do you need to consider schooling—either for minor children or perhaps even continuing education for yourself...what opportunities are available?
- Is there public transportation available if you need it?

In our next and final chapter you will have the opportunity to conduct several real-world case studies. Using everything you have mastered thus far, go to our GOODIES CD and refer back to reference aids on the *Goodies CD*> *Chapter 7 >URLs at a Glance and Chapter 8>CAD FOLDER SUPPLIERS*

Your list of favorite web sites

Name	Web Address	Area of Specialization	Additional Comments
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- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Did you enjoy surfing the web? It wasn't that difficult, was it? You went to India for cotton, Hong Kong for buttons, New York for forecasting and Milan for inspiration from "your" favorite designer or into the past for insight into the gown from the Renaissance... all without leaving your desk. Is it any wonder that in this ever increasing "cost-conscious" world—the trend for sourcing—will be done more and more online?

Okay, you have completed the exercises and you are expecting us to now direct you to the Goodies CD for the answers right? Well, by now you should have discovered that the Internet truly is organic, and ever changing therefore the solutions we found when the text was written may or may not be the best solutions for you today. The goal of the book was to teach YOU how to find answers and how to rank and evaluate them.

So, how did you do? Do you feel your responses were good, better than average or the best available? Challenge yourself, try the exercises again in week or even in a month and compare results.