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ENGLISH FOR FASHION



Editor: Wardimansyah Ridwan, S.Pd., M. Pd

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Tahta Media Group

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ENGLISH FOR FASHION

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FOREWORD

Praise be to God Almighty for His blessings and grace, which have made it possible to complete this textbook entitled *English for Fashion*. This book is designed as a contextual English learning resource, particularly for students and practitioners in the field of fashion.

The rapid development of the fashion industry requires human resources who not only possess technical skills but also strong international communication abilities. Therefore, proficiency in English has become an essential competence to support success in this field. This book is intended to meet that need by providing relevant, practical, and context-based learning materials.

The contents of this book cover the development of four language skills such as: listening, speaking, reading, and writing, as well as a focus on grammar tailored to communication needs in the fashion industry. Each chapter is equipped with examples, exercises, and activities that support both active and independent learning.

The author realizes that this book is not without limitations. Therefore, constructive feedback and suggestions are highly appreciated for future improvement. It is hoped that this book will be beneficial for students, lecturers, and anyone interested in the fields of education and fashion.

Author

PREFACE

This textbook, *English for Fashion*, has been developed to provide English learning materials that are specific and relevant to the needs of the fashion field. It is primarily intended for students in fashion-related study programs, design, and creative industries, but it can also be used by general learners who wish to improve their English skills in a fashion context.

The development of this book is based on a communicative and needs-based approach, where the materials are designed according to real-life situations commonly encountered in the fashion industry. These include describing designs, presenting collections, understanding work instructions, and interacting in professional environments.

Each chapter is systematically organized, starting from topic introduction, main material presentation, grammar focus, and followed by exercises aimed at strengthening students' understanding and skills. In addition, this book integrates technical vocabulary frequently used in the fashion industry.

The author hopes that this book will not only serve as a learning resource but also as a means to enhance students' confidence in using English actively and professionally. Finally, it is expected that this book will contribute positively to the development of students' competencies in both fashion and language.

TABLE OF CONTENT

FOREWORD.....	iv
PREFACE.....	v
TABLE OF CONTENT.....	vi
CHAPTER 1 INTRODUCTION TO FASHION DESIGN	1
A. Fashion Design	1
B. Vocabulary List	5
C. Grammar Focus (Introduction Self and Other)	7
D. Evaluation.....	12
CHAPTER 2 CLOTHING AND ACCESORIES.....	15
A. Clothing And Accesories.....	15
B. Vocabulary List	17
C. Grammar Focus (Countable and Uncountable Noun).....	19
D. Evaluation	23
CHAPTER 3 FASHION DESIGN PROCESS.....	26
A. Fashion Design	26
B. Vocabulary List	27
C. Grammar Focus (Simple Present Tense).....	29
D. Evaluation	32
CHAPTER 4 OUTFIT AND STYLE.....	35
A. Describing Outfit And Style.....	35
B. Vocabulary.....	37
C. Grammar Focus (Simple Continuous Tense).....	38
D. Evaluation.....	41
CHAPTER 5 FASHION SHOW AND EVENT	44
A. Fashion Show And Event.....	44
B. Vocabulary.....	46
C. Grammar Focus (Simple Future Tense)	47
D. Evaluation.....	51

CHAPTER 6 FASHION AND SUISTAINABILITY.....	54
A. Describing Outfit And Style.....	54
B. Vocabulary.....	56
C. Grammar Focus (Passive Voice)	57
D. Evaluation.....	60
CHAPTER 7 FASHION AND TECHNOLOGY.....	63
A. Fashion And Technology	63
B. Vocabulary.....	65
C. Grammar Focus (Present Perfect Tense).....	66
D. Evaluation.....	69
CHAPTER 8 FASHION MARKETING AND BRANDING.....	72
A. Fashion Marketing And Branding	72
B. Vocabulary.....	74
C. Grammar Focus (Modal Verbs).....	75
D. Evaluation.....	78
CHAPTER 9 CAREER IN FASHION INDUSTRY.....	81
A. Career In Fashion Industry.....	81
B. Vocabulary.....	83
C. Grammar Focus (Conditional Sentences).....	84
D. Evaluation.....	86
REFERENCES.....	89
AUTHOR PROFILE	90

CHAPTER 1

INTRODUCTION TO FASHION DESIGN

A. FASHION DESIGN

1. Read the text carefully and identify the vocabulary about fashion design!

What is Fashion Design?



Fashion design is the art of creating clothing and accessories that are not only functional but also visually appealing. It combines creativity, aesthetics, and technical knowledge to produce garments that reflect personal style, social trends, or cultural influences. Fashion design is more than just choosing

CHAPTER 2 CLOTHING AND ACCESSORIES

A. CLOTHING AND ACCESSORIES

1. Read the following text and identify the vocabulary about clothing and accessories!

Reading Text: What We Wear – Clothing and Accessories in Fashion

Fashion is a way we express ourselves. The clothes and accessories we choose to wear every day reflect our personality, culture, and sometimes even our mood. In the fashion industry, understanding different types of clothing and accessories is essential, not only for creating stylish outfits but also for communicating ideas effectively with designers, clients, or customers.

Clothing can be categorized into several types based on style, function, and formality. There are casual clothes, such as T-shirts, jeans, sneakers, and hoodies. These are typically worn for everyday activities. For more formal occasions, people may wear formal attire like suits, dress shirts, trousers, or evening gowns. In professional settings, such as offices, we often wear business wear, which includes blazers, dress pants, blouses, and skirts.

In the fashion industry, designers often explore outerwear like jackets, coats, and trench coats. These pieces are not only functional protecting us from cold or rain but also play a big part

CHAPTER 3 FASHION DESIGN PROCESS

A. FASHION DESIGN

1. Read the following text and identify the vocabulary about fashion design process!

From Inspiration to Creation: Understanding How Fashion Comes to Life

Fashion is a creative process that begins with inspiration. Designers often explore nature, art, culture, or social movements to collect ideas for their designs. They observe colours, patterns, and materials that can influence their concepts. To organize their ideas, they usually create mood boards filled with images, fabric swatches, and colour palettes that set the tone for their upcoming collection.

After gathering inspiration, designers move into the planning stage. They identify their target audience, select garment types, and begin sketching rough ideas. These sketches help visualize the overall concept. Then, detailed illustrations are drawn to show the style, cut, and features of each piece. At this stage, the designer also works closely with pattern makers who translate these sketches into technical paper patterns that guide the construction of the clothing.

Once the patterns are completed, the team creates a sample garment or prototype. This step is important to test how the design

CHAPTER 4 OUTFIT AND STYLE

A. DESCRIBING OUTFIT AND STYLE

1. Read the following text and identify all the vocabulary about outfit and style!

Exploring Outfit and Style Choices

Fashion is a form of self-expression. Every day, people choose outfits that reflect their mood, activity, or personality. Some people prefer a casual look, while others enjoy dressing up in formal or elegant styles. No matter the choice, the way people dress says something about who they are.

Today, fashion is more diverse than ever. Students are wearing hoodies and jeans to class. Office workers are dressing in tailored suits or smart casual outfits. Designers are creating clothes that combine comfort, style, and individuality. As we look around, we can see that everyone is making different fashion choices based on their lifestyle and preferences. Right now, people around the world are following new fashion trends. For example, many young people are wearing oversized shirts, wide-leg trousers, and vintage jackets. These items are not just stylish—they are also comfortable. In many countries, people are mixing modern and traditional elements in their outfits. For instance, some women are wearing batik skirts with white blouses, while others are combining jeans with cultural accessories like scarves or handmade jewelry.

students of fashion, it is important to observe trends, describe styles accurately, and express ideas with confidence. Right now, you are learning to do all of that in English and your fashion journey is just beginning.

B. VOCABULARY

English Vocabulary	Bahasa Indonesia
Fashion style	Gaya fashion
Casual	Gaya santai
Formal	Gaya resmi
Elegant	Gaya anggun
Vintage	Gaya klasik/lama
Modern	Gaya modern
Trendy	Gaya kekinian
Chic	Gaya modis dan anggun
Street style	Gaya jalanan/urban
Sporty	Gaya olahraga
Bohemian (Boho)	Gaya bohemian
Minimalist	Gaya minimalis
Edgy	Gaya berani/eksperimental
Preppy	Gaya rapi dan klasik
Punk	Gaya punk
Gothic	Gaya gelap dan misterius
Grunge	Gaya lusuh tapi stylish
Classic	Gaya klasik dan elegan
Glamorous	Gaya mewah dan mencolok
Sophisticated	Gaya canggih dan berkelas
Urban	Gaya kota / modern perkotaan

Layered	Gaya bertumpuk (multi layer)
Cultural	Gaya berdasarkan budaya
Feminine	Gaya feminin/lembut
Masculine	Gaya maskulin

Table 5.1 Vocabulary list of outfit and style

C. GRAMMAR FOCUS (SIMPLE CONTINUOUS TENSE)

1. Simple Continuous Tense

In the world of fashion, describing what someone is wearing or doing at the moment is an essential communication skill. Whether you are talking about a live fashion show, a class project, or a design presentation, you often need to explain what is happening right now. The Present Continuous Tense helps us describe actions that are currently in progress or temporary situations (Murphy, 2019) . This grammar structure is especially useful for fashion students who need to describe outfits, activities, or style trends as they happen.

The Present Continuous Tense (also called the Present Progressive) is used to describe:

- Actions happening right now
- Temporary actions or situations
- Changing trends and developments
- Actions happening around the present time, not necessarily at the exact second

Formula of Simple Continuos Tense:

S	+	to be	+	V ing	+	Complement
---	---	-------	---	-------	---	------------

This is the example of Simple ContinuousTense:

Affirmative (Positive)	Negative	Interrogative (Question)
I am designing a new fashion collection.	I am not designing a new fashion collection.	Am I designing a new fashion collection?
She is wearing a black leather jacket.	She is not wearing a black leather jacket.	Is she wearing a black leather jacket?
They are preparing for the fashion show.	They are not preparing for the fashion show.	Are they preparing for the fashion show?
He is sketching in his design notebook.	He is not sketching in his design notebook.	Is he sketching in his design notebook?
We are learning about fabric types today.	We are not learning about fabric types today.	Are we learning about fabric types today?

Table 5.2 Example of Simple Continuos Tense

2. Practice the conversation with your friend!

Sari : Hi Maya! What are you doing right now?

Maya : Hi Sari! I'm adjusting the sleeves on my design. The model is trying it on now.

Sari : That sounds exciting! I'm helping Lila with the stage decorations. We are arranging the backdrop at the moment.

Maya : Great! Is everyone getting ready?

- Sari : Yes, the makeup team is working on the models, and the photographers are setting up their equipment.
- Maya : Wow, everything is coming together! Is Mr. Danu checking the final outfits?
- Sari : Yes, he's reviewing them one by one. He's also giving some last-minute advice to the students.
- Maya : Awesome! I'm really nervous, but also excited.
- Sari : Me too. Let's do our best and enjoy the show!
- Maya : Look, the models are walking to the backstage now. Are they wearing the final outfits?
- Sari : Yes, they are. And the hairstylist is fixing their hair as they wait.
- Maya : I see Dika over there. What is he doing?
- Sari : He's adjusting the lighting with the technical team. They are making sure everything looks perfect on stage.
- Maya : That's great. Everyone is working really hard.
- Sari : Yes, even the media team is recording behind-the-scenes footage right now.
- Maya : By the way, are you presenting your design in the first round?
- Sari : Sari:
No, I'm not. I'm going on stage in the second group. Are you going first?
- Maya : Maya:
Yes, I am. I'm getting nervous!
- Sari : Don't worry, Maya. Your design is amazing, and you are doing a great job. Everyone is supporting each other.

Maya : Thanks, Sari. Let's make this show unforgettable!

D. EVALUATION

Multiple Choice (10 Questions)

1. She ___ designing now.

- a. is
- b. are
- c. am
- d. be

2. They ___ working.

- a. is
- b. am
- c. are
- d. be

3. I ___ drawing.

- a. is
- b. are
- c. am
- d. be

4. He is ___

- a. draw
- b. drawing
- c. draws
- d. drawn

5. We ____ preparing for the fashion show.

- a. is
- b. are
- c. am
- d. be

6. She ____ not working.

- a. is
- b. are
- c. is not
- d. am

7. ____ she wearing a dress?

- a. Is
- b. Are
- c. Am
- d. Do

8. They ____ not studying.

- a. is
- b. are
- c. are not
- d. do

9. I ____ not sketching.

- a. am
- b. is
- c. am not
- d. are

10. He ____ fixing the design.

- a. is
- b. are
- c. am
- d. be

CHAPTER 5 FASHION SHOW AND EVENT

A. FASHION SHOW AND EVENT

1. Read the following text and identify the vocabulary about fashion show and event!

Planning a Successful Fashion Show

Fashion shows are one of the most exciting events in the fashion industry. They provide a platform for designers to present their new collections, highlight upcoming trends, and express their creativity. Planning a fashion show is not an easy task. It requires teamwork, attention to detail, and excellent organization. In this chapter, we will explore the essential steps in preparing for a fashion show and how English is used in this context.

First, the team needs to decide on the theme of the show. A theme helps create a clear concept and makes the show more memorable. For example, the theme might be “Sustainable Fashion,” “Modern Elegance,” or “Cultural Fusion.” Once the theme is decided, the team will start working on the designs that match the concept.

Next, the organizers are going to choose the venue. A good venue must have proper lighting, a spacious runway, and seating for guests. It can be held in a hotel ballroom, an art gallery, or even an open space like a garden or rooftop. The team will contact the venue manager to check availability and pricing.

CHAPTER 6 FASHION AND SUSTAINABILITY

A. DESCRIBING OUTFIT AND STYLE

1. Read the following text and identify all the vocabulary about fashion and sustainability!

Sustainable Fashion in Today's Industry

Sustainable fashion is becoming a major topic in the global fashion industry. It refers to clothing that is designed, produced, and used in ways that protect both the environment and workers' rights. As environmental awareness grows, more designers, companies, and consumers are trying to make fashion more sustainable.

In fast fashion, large amounts of clothing are made quickly and sold at low prices. However, this model creates problems. Millions of garments are produced every day, and many are thrown away after being worn only once or twice. Natural resources such as water and cotton are overused, and chemical dyes are often released into rivers. As a result, pollution is increased and waste is created on a massive scale.

To reduce this impact, new approaches are being developed. For example, organic cotton is used instead of conventional cotton. It requires less water and fewer chemicals. Recycled materials are also used to make new garments. In many factories, cleaner energy is used and harmful substances are reduced. In addition, ethical

CHAPTER 7 FASHION AND TECHNOLOGY

A. FASHION AND TECHNOLOGY

1. Read the following text and identify all the vocabulary about fashion and technology!

Fashion Meets Technology: A New Era of Style

In recent years, technology has significantly transformed the fashion industry. From design to production, marketing to retail, every aspect of fashion has been influenced by innovative tools and digital solutions. The integration of technology is not only changing how clothes are made but also how people experience and engage with fashion.

One of the biggest changes in fashion design is the use of Computer-Aided Design (CAD) software. Designers no longer need to sketch by hand; they can now create detailed digital illustrations of garments. These tools help them visualize patterns, colors, and fabrics more accurately, making the design process faster and more efficient. With 3D modelling, designers can also create realistic virtual samples of clothing before producing the physical version.

Another major innovation is 3D printing. Some designers are using 3D printers to create entire garments or fashion accessories. This technology allows them to produce complex shapes and unique textures that would be difficult to achieve with traditional

CHAPTER 8 FASHION MARKETING AND BRANDING

A. FASHION MARKETING AND BRANDING

1. Read the following text and identify all the vocabulary about fashion marketing and branding!

Understanding Fashion Marketing and Branding

In today's competitive fashion industry, marketing and branding play a crucial role in a brand's success. Fashion is not just about designing clothes; it is also about how those clothes are presented, promoted, and perceived by the public. Fashion marketing and branding help create an emotional connection between the product and the consumer, shaping the way people see, feel, and talk about a brand.

Fashion marketing involves all the activities that promote fashion products to the target market. This includes advertising, social media campaigns, influencer collaborations, events, and visual merchandising. The goal is to reach the right audience and convince them to buy a product by highlighting its features, quality, and uniqueness. Successful fashion marketing uses storytelling and creativity to communicate a brand's identity and values.

Branding, on the other hand, is about building a strong identity and consistent image that sets a fashion brand apart from

CHAPTER 9 CAREER IN FASHION INDUSTRY

A. CAREER IN FASHION INDUSTRY

- a. **Read the following text and identify all the vocabulary about career in fashion industry!**

Exploring Careers in the Fashion Industry

The fashion industry is one of the most dynamic and creative fields in the world. It offers a wide range of career opportunities beyond just designing clothes. While many people may think of fashion designers as the face of the industry, there are numerous other professionals who work behind the scenes to bring fashion to life. One of the most well-known careers is that of a fashion designer. Designers are responsible for creating new clothing styles and collections. They often begin by sketching their ideas, choosing fabrics, and overseeing the production of sample garments. Some designers work for major fashion houses, while others start their own brands or work as freelancers.

Another essential role is the fashion illustrator, who helps visualize the designer's ideas through drawings. Their illustrations are often used in presentations, lookbooks, or promotional materials. Meanwhile, pattern makers play a technical role by transforming a designer's sketch into patterns that can be used to cut and sew garments. In the production side, garment technologists ensure the quality and functionality of the clothes. They test fabrics and monitor

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ENGLISH FOR FASHION

English for Fashion is a textbook designed to help students and professionals develop English skills in the context of the fashion industry. It integrates the four language skills listening, speaking, reading, and writing with practical topics such as describing designs, presenting collections, and communicating in professional settings.

The book also focuses on essential grammar, including passive voice, modal verbs, conditional sentences, and present perfect tense, along with relevant technical vocabulary. Each chapter is supported by exercises that encourage active and meaningful learning.

Overall, this book aims to enhance learners' ability to communicate effectively and confidently in the global fashion industry.



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