



GCE A LEVEL MARKING SCHEME

SUMMER 2025

**A LEVEL
DESIGN AND TECHNOLOGY - FASHION & TEXTILES
A601U10-1**

About this marking scheme

The purpose of this marking scheme is to provide teachers, learners, and other interested parties, with an understanding of the assessment criteria used to assess this specific assessment.

This marking scheme reflects the criteria by which this assessment was marked in a live series and was finalised following detailed discussion at an examiners' conference. A team of qualified examiners were trained specifically in the application of this marking scheme. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners. It may not be possible, or appropriate, to capture every variation that a candidate may present in their responses within this marking scheme. However, during the training conference, examiners were guided in using their professional judgement to credit alternative valid responses as instructed by the document, and through reviewing exemplar responses.

Without the benefit of participation in the examiners' conference, teachers, learners and other users, may have different views on certain matters of detail or interpretation. Therefore, it is strongly recommended that this marking scheme is used alongside other guidance, such as published exemplar materials or Guidance for Teaching. This marking scheme is final and will not be changed, unless in the event that a clear error is identified, as it reflects the criteria used to assess candidate responses during the live series.

GCE A LEVEL DESIGN AND TECHNOLOGY
COMPONENT 1: FASHION AND TEXTILES
SUMMER 2025 MARK SCHEME

Question 1

Fashion and architecture are two very different artistic fields. However, fashion designers often find inspiration in buildings such as the example below.

- (a) In terms of innovation, explain how architecture can inspire contemporary fashion.
- (b) Explain how 3D printing lends itself to architecturally inspired fashion design.

Q 1	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c	2a	2b	
1 (a)						2	2				4

Candidates should demonstrate knowledge and understanding of technical principles and awarded up to 4 marks.

No response or an inappropriate response – 0 mark

Responses should be based on:

Shapes seen in architecture inspire designers to create more sculptural shapes in clothing [1] that are more innovative and push at the boundaries of traditional clothing shapes [1]. More innovative shapes are arrived at which might not have been considered in the absence of looking at architecture.[1]. Fashion designers who are inspired by architecture use materials as building blocks to create wearable but innovative shapes in a similar way that architects use concrete, cement, and glass to construct buildings.[1] Both architects and fashion designers use geometry and balance to create form, structure and design lines [1]. Fashion is like architecture, its about proportions. [1]

Credit any other appropriate response.

1 (b)	✓						2	2			4
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Candidates should demonstrate understanding of technical principles and apply it to specific appropriate points and awarded up to 4 marks.

No response or an inappropriate response – 0 mark

3D printing allows products to be manufactured in one piece [1] with sculptural shapes first drawn on the computer then printed layer by layer [1] – additive manufacture [1]. It would be difficult to achieve complex 3D printed sculptural forms through traditional techniques and construction processes [1]. Architecture can inspire quite radical shapes for fashion design that can't be made in any other way [1] so the nature of 3D printing supports architecture inspired design concepts [1]. It allows for more sculptural, angled or curved shapes to be created [1]. The architectural shapes work because the item is often one piece only achievable through 3D printing [1].

Credit any other appropriate response.

Question 2

Flat felled seams have been used in the construction of the cotton twill jacket below.

- Using notes and sketches explain how to construct a flat felled seam.
- Describe **two** different reasons for using a flat felled seam in the construction of the jacket.
- A manufacturer is making a batch of 6,500 jackets.
Calculate the percentage (%) saving on the most economical width of fabric to manufacture the batch of jackets based on the following details for one jacket:
 - 1.65m of fabric at 115cm wide and costs £10.95 per metre
 - 1.40m of fabric at 150cm wide and costs £12.50 per metre
 Show all your workings

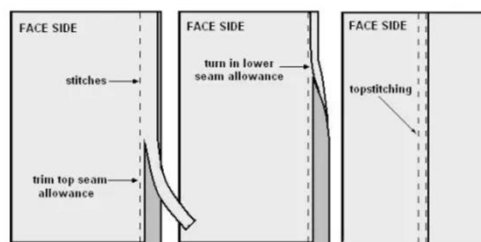
	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c	2a	2b	
2(a)						2			2		4

Candidates should demonstrate understanding of technical principles and design and make principles and awarded up to 4 marks.

No response or an inappropriate response – 0 mark

Responses should be based on:

With right sides together, use a straight stitch to join the two pieces of fabric together [1]. Press the seam allowance to the left and trim the left seam allowance to half its width [1]. Press the seam allowance towards the trimmed seam [1] and fold the untrimmed seam allowance so that it folds over the trimmed side. [1] From the wrong side, edge stitch the seam allowance in place.[1] Top stitching can be added from the right side.[1]



(Note: accept seams can be pressed to the right)

Assess the work as a whole and credit both diagrams and notes to explain the concept. Apply a best fit when awarding marks.

Credit other appropriate responses.

Credit can be given for a faux flat fell seam up to a maximum of 2 marks.

2(b)							2	2			4
Candidates should demonstrate knowledge and understanding and awarded up to 4 marks based on: No response or an inappropriate response – 0 mark Responses should be based on: Flat felled seams are much stronger seams [1] as they have more rows of stitching holding the seam firmly in place [1] less likely to come undone through wear [1] Flat felled seams are aesthetically pleasing [1] as the top stitching which is a key feature stands out [1] and highlights the seam placement [1] particularly if a contrast thread is used [1]. Flat felled seams are used when extra durability is needed [1]. <i>Credit any other appropriate response.</i>											
2(c)		7						7			7
Candidates should demonstrate knowledge and understanding and apply it to technical principles and awarded up to 7 marks. No response or an inappropriate response – 0 mark Responses should be based on: • $1.65 \times £10.95 \times 6,500$ (length per jacket x cost x quantity) [1] • £117,438.75 (cost at £10.95) [1] • $1.40 \times £12.50 \times 6,500$ (length per jacket x cost x quantity) [1] • £113,750.00 (cost at £12.50) [1] • Difference in costs between 2 widths $£117,438.75 - £113,750.00 = £3,688.75$. [1] • $\frac{3688.75}{113750} \times \frac{100}{1}$ (formula to calculate percentage saving) [1] • Correct answer: % saving 3.24% [1] <i>Accept other methods of calculation.</i> <i>All calculations need to be shown for full marks.</i>											

Question 3

Viscose is classified as a regenerated fibre.

- (a) Viscose is considered a sustainable fabric based on the cellulosic fibres it is derived from. Explain why some might disagree with its 'green' credentials.
- (b) Explain why viscose is considered an alternative to silk.

Q 3	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c	2a	2b	
3 (a)	✓					3			1		4

Candidates should demonstrate knowledge of technical principles and awarded up to 4 marks.

No response or an inappropriate response – 0 mark

Responses should be based on:

Viscose is made from cellulosic fibres which are renewable and therefore sustainable [1].

Viscose is also biodegradable [1]. Sources include wood pulp [1] (pine, beech, and eucalyptus) and cotton linters [1]. Production processes involve water waste and due to the saturation of chemicals, causes an imbalance in local ecosystems [1]. Wood may be sustainable but does not necessarily come from sustainable forests [1]. Deforestation is an environmental issue [1]. The production of viscose consists of a high use of toxic chemicals which means it cannot be truly considered sustainable [1]. Manufacturing processes are being developed to reduce the environmental damage [1].

Credit other appropriate responses.

3(b)	✓					1			3		4
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Candidates should demonstrate knowledge of design and make principles and awarded up to 4 marks.

No response or an inappropriate response – 0 mark

Responses should be based on:

Viscose is a soft, lightweight fabric which has a similar feel to silk [1]. In comparison to silk it is cheap to produce [1]. It feels like a luxurious fabric as silk is, but doesn't cost anything near as much [1]. It drapes well [1] is extremely light, airy and breathable [1]. Although it looks like silk, it gives a soft feel like cotton [1]. The perfect option to get luxury at a low price [1].

Credit other appropriate responses.

Question 4

The template for a circular skirt is shown below.

- (a) (i) When the two side seams are joined the waist measurement will be 70cm. Calculate the maximum length of the skirt if it is cut from fabric 150cm wide. The template would be laid on fabric that is folded along the straight grain. Show all your workings.
- (ii) The designer wishes to shorten the skirt to 45cm and then add a frill that will be gathered on a ratio of 3:1. Calculate the length of the strip of material needed to form the gathered frill. Show all your workings.
- (b) Gathers are used to enhance fashion and textile products. Explain why gathers are used when fitting clothing to a body.

Q 4	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c	2a	2b	
4 (a)(i)		4				2	2				4

Candidates should demonstrate knowledge and understanding of technical principles and and its application in this context to be awarded up to 4 marks.

No response or an inappropriate response – 0 mark

Responses should be based on the equation $c = 2\pi r$

• $r = \frac{\text{circumference}}{2\pi}$ [1]

• $r = \frac{70}{2 \times 3.142}$ [1]

• $r = 11.14$ (accept 11cm) [1]

Length of skirt is half the width of fabric less the radius.

• $75\text{cm} - 11\text{cm} = 64\text{cm}$ [1]

Accept other methods of calculation.

All calculations need to be shown for full marks.

4(a)(ii)		4						4			4
Candidates should demonstrate knowledge and understanding of technical principles and its application in this context to be awarded up to 4 marks. No response or an inappropriate response – 0 mark Responses should be based on: To calculate the circumference of the hem for the new length skirt, the radius from the new pattern template is needed which includes the radius from the waist line: • new length (45cm) + 11cm (radius from waistline) = 56cm [1] • circumference = $2\pi r$ • $c = 2 \times 3.142 \times 56\text{cm}$ [1] • Circumference is: 352cm [1] • (Gathered on a ratio of 3:1) $3 \times 352\text{cm} = 1,056 \text{ cm or } 10.56\text{m.}$ [1] <i>Accept other methods of calculation.</i> <i>All calculations need to be shown for full marks.</i>											
4(b)								4			4
Candidates should demonstrate knowledge and understanding of technical principles to be awarded up to 4 marks. No response or an inappropriate response – 0 mark Responses should be based on: Gathers are used to add fullness and shape in clothing [1]. It is an effective and decorative way of distributing fullness in a given area [1]. It is used to manage and disguise a source of fullness [1] such as on a cuff [1] a sleeve head [1] pinch in a waist on a skirt (or trousers) into a waistband or bodice.[1] Gathers are formed by drawing in a given amount of fabric along a line of stitching to create a soft, drapey effect [1]. Gathers help to create a 3 dimensional shape that allow clothes to fit the body [1]. <i>Credit any other appropriate response.</i>											

Question 5

Many fashion and textile products, like the train case below, are made from vegan leather. The vast majority of vegan leather is produced from polyvinyl chloride (PVC) and polyurethane (PU), both petroleum-based plastics.

- (a) Discuss the long-term impact of petroleum-based, vegan leather products on the environment.
- (b) Vegan leather can be made from organic materials such as plants, fruits and fungi. Discuss how advertising vegan leather products made from organic-based materials could broaden their appeal.

Q 5	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c			
5 (a)	✓					2	3				5

Candidates should demonstrate knowledge and understanding of technical principles and awarded up to 5 marks.

No response or an inappropriate response – 0 mark

Responses should be based on:

Vegan leather is manufactured using synthetic fibres [1] and is therefore not sustainable [1], is non-biodegradable [1]. When disposed of, will add to the environmental issues that are associated with all other plastics [1]. Although polyurethane is more eco-friendly than other plastics, it still won't break down, therefore it is the same as other plastics [1]. Plastic is derived from oil, that in itself is of concern [1]. The planet's resources are limited and creating 'new fabrics' instead of utilising existing fabrics could well be the biggest reason to oppose vegan PU leather [1]. The production of vegan PU leather involves a complex process that requires the use of chemicals [1]. PVC and PU are petroleum based plastic meaning it can take thousands of the years for this faux leather to break down in landfill [1].

Credit other appropriate responses.

5 (b)	✓						5				5
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Candidates should demonstrate knowledge and understanding of technical principles and awarded up to 5 marks.

No response or an inappropriate response – 0 mark

Plant based vegan leather is more sustainable than PU vegan leather [1]. This might have a wider appeal as its overall environmental impact would be greatly reduced [1]. Vegans willingly make the decision to buy vegan leather products as it is close to their principles [1], and its cruelty-free [1] but many may not be aware of the issues around sustainability [1]. Other consumers may feel vegan leather is a gimmick but a plant based vegan leather product that is altogether more sustainable [1] might pique their interest and encourage them to reject traditional leather goods [1]. Advertising the more organic nature of plant based vegan leather might broaden their appeal beyond those who currently buy vegan leather goods [1]. The differences are not widely advertised therefore people do not know the difference to make an informed choice [1].

Credit other appropriate responses.

Question 6

Discuss what the following symbol means and how it applies to fashion and textiles.

Q 6	Science	Maths		AO3		AO4					Total
								2a	2b	2c	
	✓								5		5

Candidates should demonstrate understanding of design and make principles and awarded up to 5 marks.

No response or an inappropriate response – 0 mark

Responses should be based on:

This is the Kitemark [1] issued by the British Standards Institute [1]. The Kitemark certification confirms that a product or service's claim has been independently and repeatedly tested by experts [1], meaning that you can have trust and confidence in products and services that are BSI Kitemark certified [1]. The Kitemarks aim is too help consumers with making informed decisions [1]. The British Standards Institution (BSI) is a service organization that produces standards across the textile industry [1] BSI Kitemark is awarded for product standards in soft furnishings eg curtains, duvet covers, sofa covers [1] and companies must ensure that their products are durable, can withstand a reasonable amount of wear and tear [1], or withstand a reasonable amount of surface abrasion before pilling occurs [1]. The BSI Kitemark for quality fabric allows the retailer to prove to their customers that the fabrics used in their products have been produced with great care and skill [1], in an environment with rigorous process control, ensuring the fabric is manufactured to the highest standards [1]. Kitemarks can also be found on electrical equipment [1] such as sewing machines found in school workshops and industry [1].

Credit any other appropriate response.

Question 7

Many fashion and textile products are manufactured according to seasonal need.

- (a) Manufacturers follow a critical path to ensure seasonal needs are met. Evaluate the importance of a critical path to fashion and textile manufacturers.
- (b) Analyse how an environmental management system (EMS) could support manufacturers in reducing their carbon footprint.

Q 7	Science	Maths		AO3		AO4					Total
				2a	2b	1b	1c	2a	2b	2c	
7(a)					4					2	6

Candidates should show knowledge and understanding, clear evidence of appraisal and/or making judgements and **apply** this to technical principles to be awarded up to 6 marks.

Responses should be based on:

- A critical path is a process intended to identify and prioritise which tasks are critical within the manufacturing process
- A critical path is a production management system that tells you what and when all consecutive steps occur
- This could relate from research and design, choosing fabrics, through to fittings and samples
- It relates to understanding and controlling a timeline
- It involves all the processes of getting a clothing product to market. If there is a delay in one part of the process it will delay all of the other processes unless time is gained elsewhere
- Delays mean seasonal products might not get to market on time to maximise sales
- A management system needs to be in place to know where everything is coming from and how long it will take to arrive
- Factories might not be able to start production until everything is in place
- Manufacturers need to establish lead times for all fabrics and trims

Credit any other appropriate response.

Band	Marks	AO3 2b	Marks	AO4 2c
2	3 - 4	Good evaluation of the importance of a critical path to manufacturers. A thorough discussion, which appraises and/or makes judgements in the context of this question. Generally well considered, relevant wider issues used as a context for the discussion.	2	Applies a sound knowledge and understanding of technical principles relating to a critical path in the context of this question.
		There is a line of reasoning which is generally coherent, mainly relevant and with some evidence and structure.		
1	1 - 2	Limited evaluation of the importance of a critical path to manufacturers. Little evidence of appraising or making judgements in the context of this question. Few issues are identified.	1	Applies a basic knowledge and understanding of technical principles relating to a critical path in the context of this question.
		There is limited evidence of relevant examples or structure.		
	0	No response or work that is worthy of a mark.		

Q 7	Science	Maths		AO3		AO4					Total
				2a	2b	1b	1c	2a	2b	2c	
7(b)				4			2				6

Candidates should provide evidence of either deconstructing information, find connections and/or logical chains of reasoning and **apply** it appropriately to design and make principles to be awarded up to 6 marks.

Responses should be based on:

- An environmental management system is a framework designed to help manufacturers monitor, control and continuously improve their environmental performance and in turn reduce their carbon foot print
- An EMS can also guide manufacturers on improving operating efficiencies
- It supports manufacturers in being able to demonstrate real action is being taken regarding the environment - ongoing action and review is essential
- An EMS helps control manufacturers environmental performance in a holistic manner. For example risk assessments will be undertaken to help identify the context of the environmental impact, controls can then be put in place to help manage these risks, with strategies designed to reduce them
- By implementing an EMS, manufacturers will consider all environmental issues that are relevant to its operations. This includes resource use, energy and water consumption, waste generation, carbon emissions, and effective reduction on the impact of local biodiversity
- All aspects of a manufacturing outlet are taken into consideration
- If an EMS is implemented effectively, it can place environmental concerns as a key value within an organisation

Credit any other appropriate response.

Band	Marks	AO3 2a	Marks	AO4 1c
2	3 - 4	Good analysis of how an EMS supports manufacturers in reducing their carbon footprint in the context of this question. A generally sound discussion, which deconstructs information and demonstrates logical reasoning throughout. Generally well-considered, relevant issues used as a context for the discussion.	2	Applies a sound knowledge and understanding of design and make principles in the context of this question.
		There is a line of reasoning which is generally coherent, mainly relevant and with some evidence and structure.		
1	1 - 2	Limited analysis of how an EMS supports manufacturers in reducing their carbon footprint in the context of this question. Little evidence of logical reasoning. General discussion is limited.	1	Applies a basic knowledge and understanding of design and make principles in the context of this question.
		There is limited evidence of relevant examples or structure.		
	0	No response or work that is worthy of a mark.		

Question 8

Evaluate how recent advances in material technology has positively affected the clothes we wear. Include specific examples in your response.

Q 8	Science	Maths		AO3		AO4					Total
				2a	2b	1b	1c	2a	2b	2c	
	✓				6					3	9

Candidates should show knowledge and understanding of wider issues, with clear evidence of appraisal and/or making judgements **and** apply this to designing and making principles to be awarded up to 9 marks.

Responses should be based on:

- Smart materials developed as a result of advances in technology change by exposure to stimuli such as light, temperature, moisture, electric or magnetic fields
- Modern materials are developed through the invention on new processes such as engineered fabrics or manmade materials
- Microencapsulated particles that improve well being - for example anti stress or calming inducing properties
- Integration of electronic devices that monitor performance for sport or health reasons
- Smart materials appear to think and have a memory as they revert back to their original state - outlast fabric - a personal micro climate
- Thermo regulating fabric to control temperature as when needed
- Smart and modern materials include conductive polymers, colour changing liquid crystals and motion control gels
- Developments in fibre technology with fibres engineered with specific properties to meet a specific need
- Microfibres that wick away moisture for example Coolmax, - easy maintenance but feel good close to the skin
- Smart materials might change in appearance but not in texture/ how they feel
- Advances in conductive threads which can be integrated seamlessly into fabric - various purposes and benefits
- Engineered aramid fibres - Kevlar, Nomex, in safety apparel
- Biomimetic fabric that imitate nature - fast skin, stomatex
- Gortex - laminated with hydrophillic membrane
- Phosphorescent (glow in the dark) and reflective textiles - safety
- Fabric that protect against bacteria for example Rhovyl, Purista and Chitopoly
- Fabrics that give UV protection

Accept other appropriate responses.

Band	Marks	AO3 2b	Marks	AO4 2c
3	5 - 6	Excellent evaluation of recent advances in material technology that can positively affect the clothes we wear. Well considered, relevant wider issues used as a context for the discussion.	3	Applies a thorough knowledge and understanding of design and make principles in the context of modern material technology.
		There is a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.		
2	3 - 4	Good evaluation of recent advances in material technology that can positively affect the clothes we wear. Generally well considered, relevant wider issues used as a context for the discussion.	2	Applies a generally sound knowledge and understanding of design and make principles in the context of modern material technology.
		There is a line of reasoning which is generally coherent, mainly relevant and with some evidence and structure.		
1	1 - 2	Limited evaluation of recent advances in material technology that can positively affect the clothes we wear. Few issues are identified.	1	Applies a basic knowledge and understanding of design and make principles in the context of modern material technology.
		There is limited evidence of relevant examples or structure.		
	0	No response or work that is worthy of a mark		

Question 9

Some people believe that if fashion and textile products last a long time, then they are sustainable - durability is sustainability.

Discuss this statement with reference to fashion and textile products.

Q 9	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c	2b	2c	
							5		4		9

Candidates should demonstrate knowledge, and apply knowledge and understanding to technical principles, and application of design and make principles to be awarded up to 9 marks.

Discussion should be based on the following points:

- Fast fashion, mass produced, not meant to last, just meets current trend - throwaway society - not sustainable
- Resources are used and generally wasted - end up as landfill - not sustainable
- Poorly made clothes and textile products that don't last and are generally not recycled, also end up as land fill - not sustainable
- Well made products which will withstand the test of time, use up less resources as new items are not required - more sustainable
- Durable products must be made from good quality materials as well as being well made if they are to last - moving towards sustainability
- If a product lasts, doesn't need replacing as often, leads to less waste including packaging
- Products made to have a longer lifespan are more likely to be reused, recycled or upcycled
- Synthetic materials tend to be stronger and can be engineered to withstand wear and tear to ensure they last but are from a finite resource that is not sustainable
- Products that are durable and long-lasting move towards sustainability but processes involved in manufacture may not be - they go some way towards sustainability
- Materials used, they are strong enough and are kept in supply chain - circular economy - this is more sustainable
- Long lasting durable products only put off being recycled or ending up in landfill, they don't solve the environmental issues, merely delays the inevitable
- Making products that last is only part of the sustainability issue without repair, re use and recycle they only extend the linear model

Credit any other appropriate response.

Band	Marks	AO4 1b and 1c	Marks	AO4 2b and 2c
3	4 - 5	Demonstrates and applies a thorough knowledge and understanding of technical principles in the context of durability versus sustainability. Well considered, relevant wider issues identified.	3 - 4	Demonstrates and applies a thorough knowledge and understanding of design and make principles in the context of durability versus sustainability drawing on well-considered, relevant examples.
		There is a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.		
2	2 - 3	Demonstrates and applies good knowledge and understanding of technical principles in the context of durability versus sustainability. Generally well-considered, relevant issues identified.	2	Demonstrates and applies a generally sound knowledge and understanding of design and make principles in the context of durability versus sustainability. Generally well-considered examples are provided.
		There is a line of reasoning which is generally coherent, mainly relevant and with some evidence and structure.		
1	1	Demonstrates and applies a basic knowledge and understanding of technical principles related to durability versus sustainability. Some relevant issues identified and used to support the discussion.	1	Demonstrates and applies a basic knowledge and understanding of design and make principles in the context of durability versus sustainability. Few examples are provided.
		There is limited evidence of relevant examples or structure.		
	0	No response or work that is worthy of a mark.		

Question 10

With the exclusivity that has surrounded Haute Couture in the past, many consider it the domain of only the fabulously rich and famous, whilst others consider it much more important and influential than that.

Analyse the role of Haute Couture and its place in modern day contemporary fashion.

Q 10	Science	Maths		AO3		AO4					Total
				2a	2b	1a	1b	1c	2b	2c	
	✓			6				6			12

Candidates should provide evidence of either deconstructing information, find connections and/or logical chains of reasoning and **apply** it appropriately to technical principles to be awarded up to 12 marks.

Responses should be based on the following points:

- Haute Couture is a symbol of craftsmanship, creativity and exclusivity - elitist
- It's exclusivity means it is unaffordable to the masses
- Technically 'Haute Couture', is defined by law in France referring to the one-of-a-kind 'high dressmaking', this is what drives prices and the exclusivity factor
- This clothing is bespoke, uses the very best of materials and trims and is hand made
- From an ecological point of view, these are clothes made entirely by hand and designed to last a lifetime
- Made by highly skilled crafts people so the standard of manufacture is very high
- Clothing made in these houses will last and pieces are often timeless
- It has always been and continues to be an important source of inspiration to the entire fashion industry therefore still relevant
- Inspiration is taken from the twice yearly fashion shows and trickles down into main stream contemporary fashion
- Haute Couture houses have embraced social media and the use of influencers; they are gaining interest from a younger clientele with a large spending power - HC is evolving
- Younger generations are now expressing a demand for Haute Couture so some products are now more youthful to cater for this growing demand and more wearable clothing
- For Haute Couture to remain relevant they have to adapt to new customer trends and change their practices
- New technologies are being embraced, the designer Iris van Herpen uses 3D printing technologies to create her exceptional designs
- Increase in poor practices within the fashion industry has led many to question where their clothes come from and who made them - haute couture offers certainty
- Increase in shopping less, but buying better - stepping away from mass manufacturing
- Increase in a need for clothes that fit properly - bespoke
- Society may be stepping back from extravagant fashion shows but there is still a need for designers to express their creativity - overall influence remains

Accept other examples where candidates put forward links and explains the relevance

Band	Marks	AO3 2a	Marks	AO4 1c
3	5 - 6	Excellent analysis of the wider issues relating to Haute Couture and its place in modern day contemporary fashion. A thorough discussion which deconstructs information and demonstrates logical reasoning throughout. Well-considered, relevant wider issues used as a context for the discussion.	5 - 6	Applies a thorough knowledge and understanding of technical principles to the context of Haute Couture's place in modern day contemporary fashion.
		There is a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.		
2	3 - 4	Good analysis of the wider issues relating to Haute Couture and its place in modern day contemporary fashion. A generally sound discussion, which deconstructs information and demonstrates logical reasoning throughout. Generally well-considered, relevant issues used as a context for the discussion.	3 - 4	Applies a generally sound knowledge and understanding of technical principles to the context of Haute Couture's place in modern day contemporary fashion.
		There is a line of reasoning which is generally coherent, mainly relevant and with some evidence and structure.		
1	1 - 2	Limited analysis of Haute Couture and its place in modern day contemporary fashion. Little evidence of logical reasoning. General discussion is limited.	1 - 2	Applies a basic knowledge and understanding of technical principles in the context of Haute Couture's place in modern day contemporary fashion.
		There is limited evidence of relevant examples or structure.		
	0	No response or work that is worthy of a mark		