

This is a quick way of measuring a person's familiarity with the fashion world\*. The list below contains some of the top names in fashion – how many can you spot?

- Ralph Lauren
- Patricia Keene
- Paul Allen
- Vivienne Westwood
- Paul Smith
- Roberto Mancini
- Rick Owens
- Sonia Rykiel
- Stacey Marshwick
- Nicole Farhi
- Stella McCartney
- Theo Beckmann
- John Galliano
- Zandra Rhodes
- Calvin Klein
- Diane Arbus
- Dolce & Gabbana
- Edouard Vuillard
- Yohji Yamamoto
- Martin Margiela
- Diane Armstrong
- Zeze Procopio
- Issey Miyake
- Alexander McQueen
- Alessio Locatelli
- Ally Capellino
- Betty Jackson
- Coco Chanel
- Enrico Annoni
- Emilio Cavallini
- Jean Morris
- Ben de Lisi
- Giorgio Armani
- Isaac Reina
- Jill Sander
- Jonathan Meecham
- Kathleen Bishop
- Lorenzo Cucchetti
- Marc Jacobs
- John Rocha

## How did you do?

The list contains 25 fashion names (in bold below) and 15 foils (not bold).  
The more of the 25 positives a person can spot, and the fewer negatives, the greater their fashion literacy.

- **Ralph Lauren**
- Patricia Keene
- Paul Allen
- **Vivienne Westwood**
- **Paul Smith**
- Roberto Mancini
- **Rick Owens**
- **Sonia Rykiel**
- Stacey Marshwick
- **Nicole Farhi**
- **Stella McCartney**
- Theo Beckmann
- **John Galliano**
- **Zandra Rhodes**
- **Calvin Klein**
- Diane Arbus
- **Dolce & Gabbana**
- Edouard Vuillard
- **Yohji Yamamoto**
- **Martin Margiela**
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- **Coco Chanel**
- Enrico Annoni
- **Emilio Cavallini**
- Jean Morris
- **Ben de Lisi**
- **Giorgio Armani**
- **Isaac Reina**
- **Jill Sander**
- Jonathan Meecham
- Kathleen Bishop
- Lorenzo Cucchetti
- **Marc Jacobs**
- **John Rocha**

**Work out your score here. It's dead simple!**

If you picked out any negatives (names not in bold) add these up.

That's your N score.  $N = \dots\dots\dots$

Now add up how many positives (in bold) you spotted.

That's your P score.  $P = \dots\dots\dots$

Now subtract your N score from your P score. Multiply it by 4.

$P - N = \dots\dots\dots$   
 $\times 4$

**Your Fashion Literacy<sup>©</sup> Score is**  $= \dots\dots\dots\%$

**SCORES OF 80% AND ABOVE ARE EXCELLENT**  
**60 - 78% IS GOOD**  
**40 - 57% IS AVERAGE**  
**LESS THAN 40% IS BELOW AVERAGE**

THANK YOU FOR TAKING THE TEST AND HELPING  
WITH MY RESEARCH.

MORE INFORMATION CAN BE FOUND ON [www.karenpine.com](http://www.karenpine.com)

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\*This is deemed to be a reliable measure without the need for extensive questioning and probing of a participant's knowledge. This type of instrument has also been used to test general literacy via the Author Recognition Test (Stanovitch & Cunningham, 1992).