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
- Georgio 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
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- 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
- Georgio 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 = ..........................

Now add up how many positives (in bold) you spotted.
That’s your P score.  

P = ..........................

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

P – N = .......................  
X 4

Your Fashion Literacy© Score is  

= .................... %

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

*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).