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Why Fashion Designers Should



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evolution—The Fashion Design

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Book helps designers develop  
effective strategies for  
building a cohesive  
collection and communicating  
their vision.

**The Fashion Design Reference**

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Day by Calderin, Jay,  
Volpintesta, Laura (2013)  
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handbook for fashion

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PM 12 THE FASHION DESIGN  
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Originally published under  
the title: Process,  
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& Specification Book should  
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designer's computer.  
Completely practical with  
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Information, this valuable book provides designers with all the little details that can make or break a design, such as how much space to leave in the gutter when designing barrel folds, how to layout a template for a



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scope of professional  
services, the project  
schedule, and the design and  
presentation tools used by  
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ways of composing rooms as  
spatial environments while  
speaking to functional and

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-Surface identifies options in color, material, texture, and pattern, while addressing maintenance and performance issues.

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essential to an interior environment, such as artwork and accessories. —Resources gathers a wealth of useful data, from sustainability guidelines to online sources for interiors-related research. /div



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Provides guidelines and advice on starting points for fashion designers of all levels, including defining and rendering concepts, understanding textiles, developing sewing skills,

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and building an audience.

Mary Gehlhar, author, industry authority, and consultant to hundreds of designers, including Zac Posen, Twinkle by Wenlan, Rebecca Taylor, and Cloak,

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gives readers behind-the-scenes insights and essential business information on creating and sustaining a successful career as an independent designer. With advice from fashion luminaries including

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Donna Karan, Tommy Hilfiger,  
Cynthia Rowley, Diane von  
Furstenberg, Richard Tyler,  
and top executives from Saks  
Fifth Avenue and Barneys New  
York, this fully updated and  
revised edition of The  
Fashion Designer Survival

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Fashion Designers of America (CFDA). The Fashion Designer Survival Guide provides the necessary tools to get a fashion line or label up and moving on the right track, including: How to create a viable business plan

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Figuring out how much money you need, where and how to get it, and how to make it last, including the latest on private equity The best sources for fabric and materials Navigating the pitfalls of production both

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at home and abroad

Marketing, branding, and  
getting the product into the  
stores and into the  
customer's closets Romancing  
the press, dressing  
celebrities, and creative  
publicity techniques



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Producing a runway show that  
will get results

An indispensable primer for  
students and first-stop  
reference for professionals,  
*Form, Fit, and Fashion*  
guides the fashion designer

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through the entire design process, from conceiving a garment to marketing it. This handbook collects the information and ideas essential to planning and executing fashion projects of every scale and distills

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them in an easy-to-use format that is compact enough to slip into a tote. Linking six central phases in the cycle of fashionâ€”research, editing, design, construction, connection, and

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line, symmetry, texture,  
pattern, and motif.

This stylish introduction to fashion drawing is aimed both at practicing designers who want to brush up their skills, and at wannabe

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designers and fashion  
enthusiasts who want to  
learn how to design, draw  
and illustrate fashion from  
scratch. User-friendly,  
accessible and stylish, this  
book is an ideal guide to  
the world of fashion

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Illustration and design.

Fully illustrated  
throughout, this book  
contains examples from a  
range of practising fashion  
designers and illustrators,  
and step-by-step  
illustrations showing how to



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Beginning with the materials and equipment that readers will need, the book goes on to explain how to get inspiration and ideas and use a sketchbook to develop design projects, before

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moving on to the process of drawing fashion figures. Readers are guided through the process of drawing fashion figures, with step-by-step illustrations showing proportions, men and women, and a range of

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different poses (standing, sitting, walking etc). Noel Chapman is a fashion author, lecturer, consultant and designer who has designed clothes for Urban Outfitters, Tommy Hilfiger, Quiksilver and Galeries

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Lafayette amongst others. Judith Cheek is a fashion illustrator who trained at Central Saint Martin's School of Art and has worked for clients including M&S, the Conran Group, Viyella and Littlewoods.

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