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Autore	McKelvey Kathryn
Titolo	Fashion design [[electronic resource]] : process, innovation & practice / / Kathryn McKelvey, Janine Munslow
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ISBN	1-280-76778-2 9786613678553 1-119-95243-3
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (430 p.)
Altri autori (Persone)	MunslowJanine
Disciplina	746.9 746.92
Soggetti	Fashion design Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Title; Copyright; Acknowledgements; Preface; Introduction; Analysing the Brief; Innovation; Quickstart Exercise; Research; Inspiration; Direction; Observation; Trends; Sub-Cultures - Street; Fashion & Art; Fashion Forecasting; Design Process; Development; Colour; Texture; Silhouette; Proportion; Understanding Fabric; Innovative Developments in Fabrics; Construction; Shirt; Blouse; Dress; Bodice; Skirt; Jacket; Coat; Trouser; Sleeves; Collars; Prototypes; Flat Pattern Cutting; Embellishment; Pleating; Specialist Markets; Sportswear; Lingerie; Accessories; Knitwear; Collections Decision MakingUsing the Computer; Promoting the Range; The Styling Shoot; The Portfolio; Fashion Careers; Dressing the Windows; Case Studies; Bibliography; Index
Sommario/riassunto	Shows how the design process can be successfully applied to satisfy market needs and trends Fashion design seems to be a glamorous mystery for which only the fortunate few have sufficient talent to succeed. In reality, commercially successful results can be achieved if the right processes are followed in the early design process. Fashion Design sets out basic principles and exercises in order to make fashion design a logical process, providing a framework from which they can

expand your skills steadily. Fashion Design, 2nd Edition:Shows how the design process
