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Titolo	Fashion design : process, innovation & practice // Kathryn McKelvey, Janine Munslow
Pubbl/distr/stampa	Chichester, : Wiley, 2012
ISBN	9781119952435 (e-book) 9780470655771 (pbk.) 1-119-95243-3
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (vi, 229 p.) : ill. (chiefly col.)
Altri autori (Persone)	MunslowJanine
Disciplina	746.92
Soggetti	Fashion design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	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 Making Using 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 can be successfully applied to satisfy market needs and trends; Has a problem solving approach, with practical design

projects and portfolio exercises to encourage readers to develop their innovation, experimentation and versatility; Pays special attention to computer-aided design (CAD) and employment opportunities, including an overview of what is involved in studying and becoming a designer in the contemporary fashion industry.
