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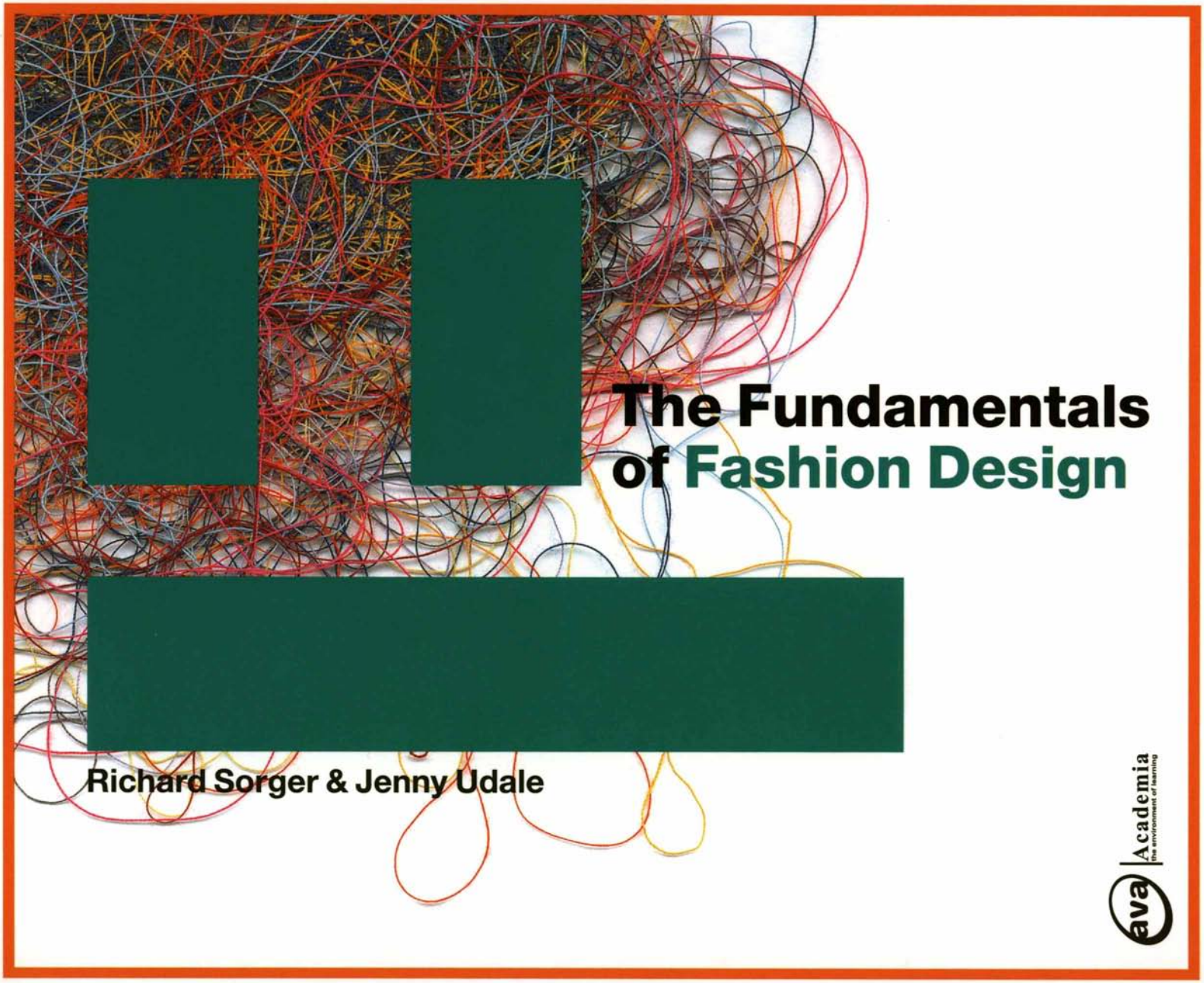

The Fundamentals of Fashion Design

Richard Sorger & Jenny Udale

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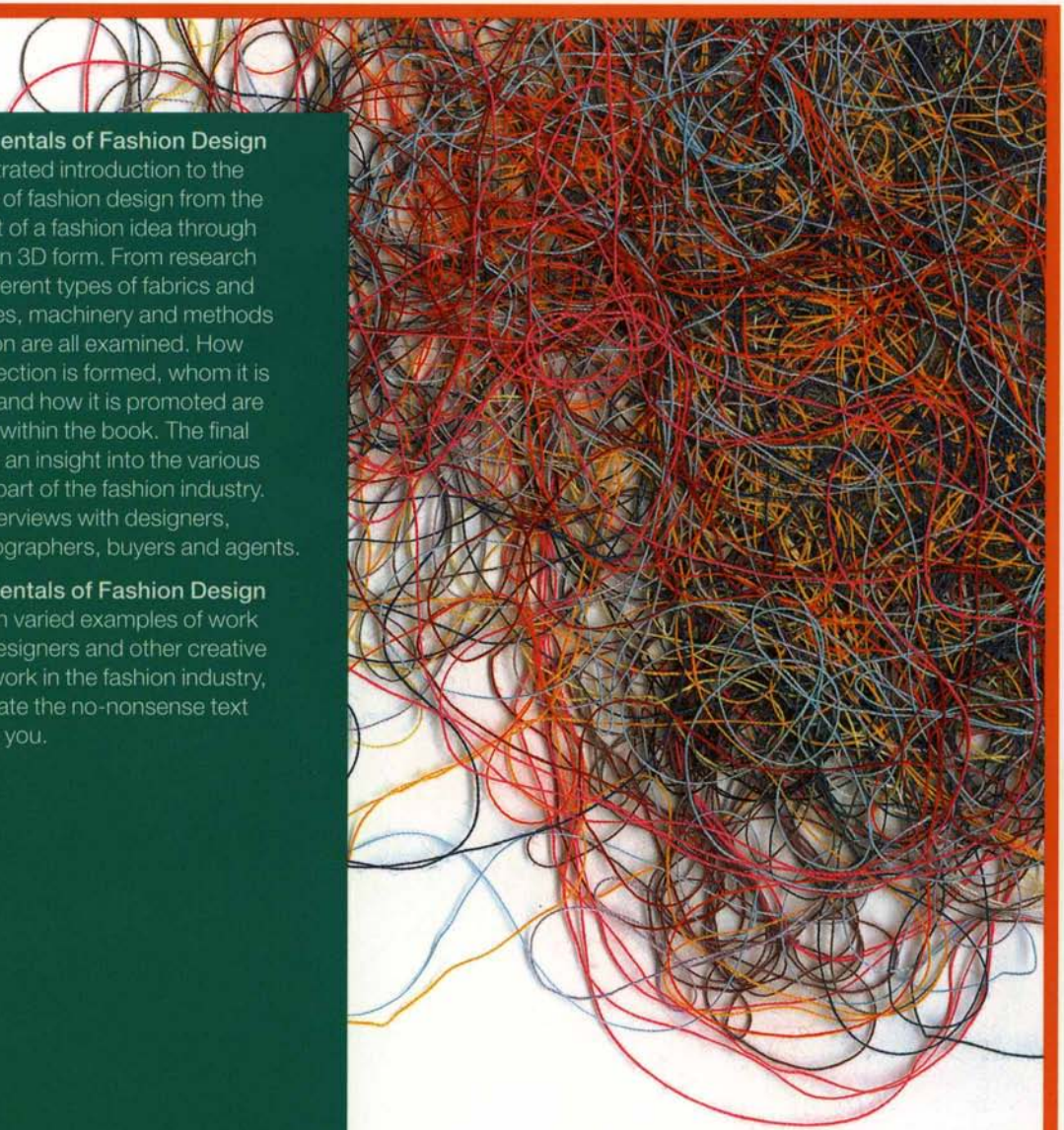

The Fundamentals of Fashion Design offers an illustrated introduction to the key elements of fashion design from the initial concept of a fashion idea through to realising it in 3D form. From research to design, different types of fabrics and their properties, machinery and methods of construction are all examined. How a fashion collection is formed, whom it is designed for and how it is promoted are all discussed within the book. The final chapter gives an insight into the various jobs that are part of the fashion industry. It includes interviews with designers, stylists, photographers, buyers and agents.

The Fundamentals of Fashion Design is packed with varied examples of work by talented designers and other creative people who work in the fashion industry, used to illustrate the no-nonsense text and to inspire you.

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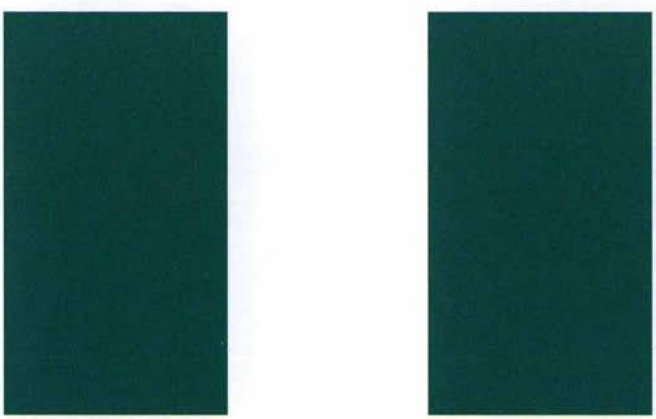

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How to get the most out of this book

The Fundamentals of Fashion Design is intended to be a solid foundation for those who work, develop and study within fashion. Through guidance, photography and illustration, key areas of fashion development are covered, such as, how to generate ideas, develop and promote collections. This book offers a unique resource and insight into the practical, philosophical and professional world of fashion design.

1 **Section colour key**

Denotes the chapter and also signifies the start of a new section.

2 **Group captions**

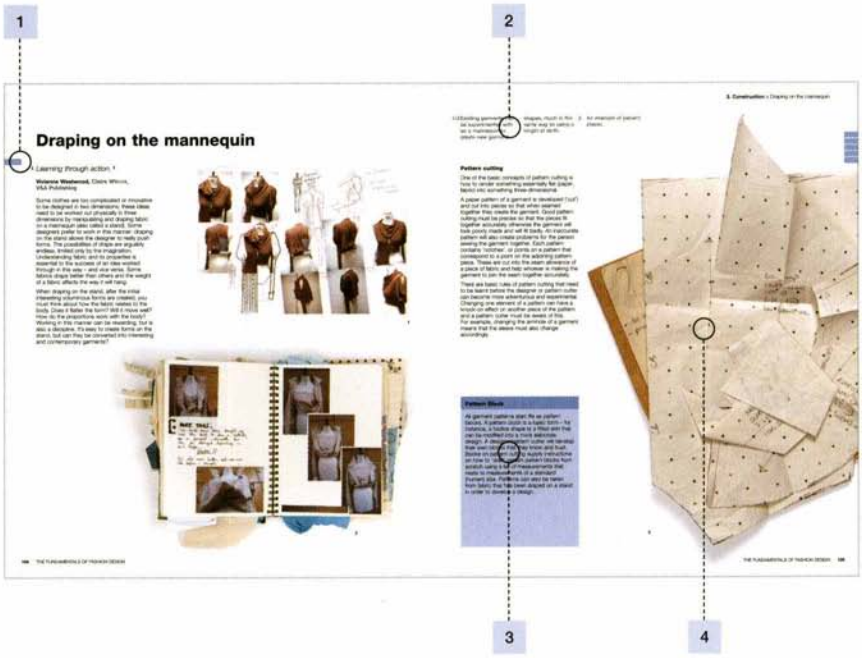
Related imagery is pulled together in factual form.

3 **Box-outs**

Illustrate key information.

4 **Images**

Images from a vast range of international designers bring the text to life.



1 **Additional Illustrations**

Contain a wealth of interesting facts and diagrammatic information.

2 **Body copy**

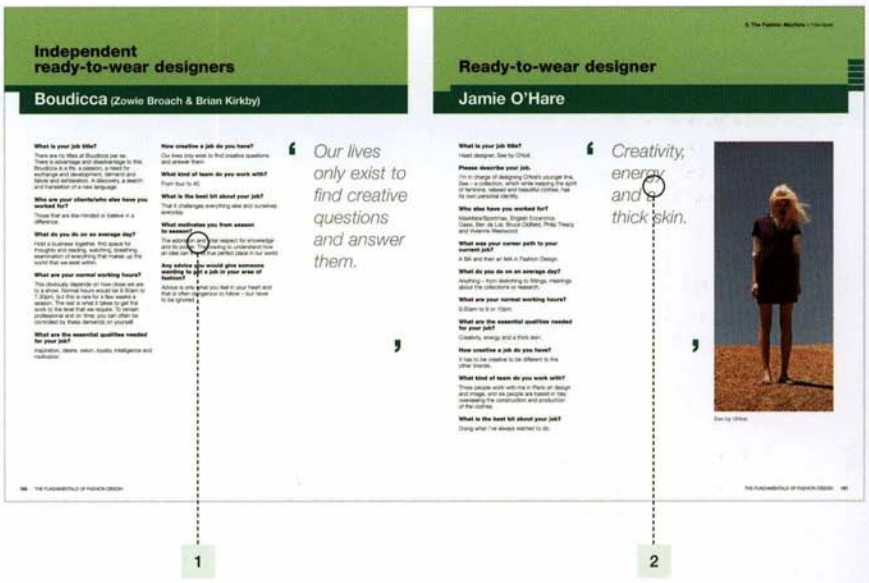
In-depth discussion of working methods and best practice, including professional advice guidance.

1 **Interviews**

Feature expert, in-depth knowledge and advice from some of today s finest fashion designers.

2 **Pull-quotes**

Highlight key points from professional designers.



Introduction

'Fashion is merely a form of ugliness so unbearable that we are compelled to alter it every six months.'

Oscar Wilde

Oscar Wilde was passionate about his appearance and his clothes, so it is perhaps with his tongue planted firmly in his cheek that he made the above remark. We are drawn to fashion, not only as a means to express ourselves individually by the way we dress, but also as a method of creative expression through design.

Fashion is a constant search for the new. It is hungry and ruthless. But to be able to create clothes is also very exciting and very rewarding.

In this book we will introduce you to the fundamental principles of fashion design. Designers do not just sit at a desk and design pretty frocks. They need to research and develop a theme, source fabrics and develop a cohesive range with them. A good designer understands the differing properties of fabric and what is achievable with them, and an understanding of the techniques of garment construction is essential to fashion design. When developing a collection, a designer needs to think about whom they are designing for, what type of garments they are developing and for what season.

The finished collection of garments is only the start; it then has to be promoted and marketed. A fashion designer is only one of many jobs in the fashion industry. Not everyone with a love of fashion has the ability to be a talented designer. It might be that you find you are more suited to another career within the fashion industry. There are creative people with a love of fashion who are fashion buyers, selling agents, journalists, photographers, stylists, illustrators, and all of these people are essential to the success of the fashion designer.

The Fundamentals of Fashion Design is packed with varied examples of work by talented designers and others in the fashion industry, used to illustrate the no-nonsense text and to inspire you.

We hope that you enjoy it...

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