

Fashion design



Design development is the development of a design from its concept to the making of the product. Fashion design is the art of the application of design and aesthetics or natural beauty to clothing and accessories. Fashion design is influenced by cultural and social latitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories such as bracelets and necklace, because of the time required to bring a garment onto the market, must at times anticipate changing consumer tastes. Fashion designers attempt to design clothes which are functional as well as esthetically pleasing.

They must consider who is likely to wear a garment and the situations in which it will be worn. They have a wide range and combinations of materials to work with and a wide range of colors, patterns and styles to choose from. Though most clothing worn for everyday wear falls within a narrow range of conventional styles, unusual garments are usually sought for special occasions such as evening wear or party dresses. Some clothes are made specifically for an individual, as in the case of haute couture or bespoke tailoring. Today, most clothing is designed for the mass market, especially usual and every-day wear.

Structure[edit] Fashion designers can work in a number of many ways.

Fashion designers may work full-time for one fashion as 'in-house designers' which owns the designs. They may work alone or as part of a team.

Freelance designers work for themselves, selling their designs to fashion houses, directly to shops, or to clothing manufacturers. The garments bear the buyer's label. Some fashion designers set up their own labels, under which their designs are marketed. Some fashion designers are self-employed

and design for individual clients. Other high-fashion designers cater to specialty boutiques or high-fashion department stores.

These designers create original garments, as well as those that follow established fashion trends. Most fashion designers, however, work for apparel manufacturers, creating designs of men's, women's, and children's fashions for the mass market. Large designer brands which have a 'name' as their brand such as Barometric & Fitch, Justice, or Juicy are likely to be designed by a team of individual designers under the direction of a designer director. Designing a garment[edit] Fashion designers work in different ways. Some sketch their ideas on paper, while others drape fabric on a dress form.

When a designer is completely satisfied with the fit of the toiled (or muslin), he or she will consult a professional pattern maker who then makes the finished, working version of the pattern out of card or Oval a computerized system. The pattern maker's job is very precise and painstaking. The fit of the finished garment depends on their accuracy. Finally, a sample garment is History[edit] The Chirut salon on Place Vendôme in Paris, 1910 Fashion house poster from Budapest Main article: History of fashion design Fashion design is generally considered to have started in the 19th century with

Charles Frederick Worth who was the first designer to have his label sewn into the garments that he created. Before the former draper set up his Manson couture (fashion house) in Paris, clothing design and creation was handled by largely anonymous seamstresses, and high fashion descended from that worn at royal courts. Worth's success was such that he was able to dictate to his customers what they should wear, instead of following their

lead as earlier dressmakers had done. The term couturier was in fact first created in order to describe him.

While all articles of clothing from any time period are studied by academics as costume design, only clothing created after 1858 are considered as fashion design. It was during this period that many design houses began to hire artists to sketch or paint designs for garments. The images were shown to clients, which was much cheaper than producing an actual sample garment in the workroom. If the client liked their design, they ordered it and the resulting garment made money for the house. Thus, the tradition of designers sketching out garment designs instead of presenting completed garments on models to customers began as an economy.

Types of fashion[edit] The garments produced by clothing manufacturers fall into three main categories, although these may be split up into additional, more specific categories Haute couture[edit] Main article: Haute couture Until the sass, fashion clothing was predominately designed and manufactured on a made-to-measure or haute couture basis (French for high-sewing), with each an individual customer, and is usually made from high-quality, expensive fabric, sewn with extreme attention to detail and finish, often using time-consuming, hand- executed techniques.

Look and fit take priority over the cost of materials and the time it takes to Due to the high cost of each garment, haute couture makes little direct profit for the fashion houses, but is important for prestige and publicity. Ready-to-wear (prêt-a-porter)[edit] Main article: Ready-to-wear Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for

individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive.

Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice a year. The main seasons of Fashion Week include, spring/ summer, fall/winter, resort, swim, and bridal. Mass market[edit] Main article: Mass market Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-wear garments using trends set by the famous names in fashion.

They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more There is a type of design called “ ketch” design originated from the German word “ kitsch” meaning “ ugly” or “ not aesthetically pleasing. ” Kitsch can also refer to “ wearing or displaying something that is therefore no longer in fashion. [7] Often, high-wasted trousers, associated with the sass, are considered a “ kitsch” fashion statement. [8] Income[edit] Globe icon. The examples and perspective in this section may not represent a worldwide view of the subject. Please improve this article and discuss the issue on the talk page. (December 2010) idle 50 percent earned between \$42, 1 50 and The lowest 10 percent earned less than \$32, 1 50[10], and the highest 10 percent earned more than \$124, 780.

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Median annual earnings were \$52, 860 (EYE, 340) in apparel, piece goods, and notions – the industry employing the largest numbers of fashion designers. [11] Fashion education[edit] A classroom filled with sewing machines and Transformed. A student fashion show, 2007 There are a number of well known specialized art schools and design schools worldwide that offer degrees in fashion design and fashion design technology. [12] Some colleges also offer Masters of Fashion courses.

Though it is not a requirement to have a Masters level degree, it is recommended by those already working in the industry to study at this level. The most notable design schools in the world include: Argentina School of Architecture, Design and Urbanism, University of Buenos Aires, Buenos Aires University of Palermo, Buenos Aires Australia Sydney Institute of TAFT[13] Bangladesh Bangladesh University of Textiles (Butte), Dacha Shanty-Miriam University of Creative Technology, Dacha BAGMEN Institute of Fashion & Technology (BUTT), Dacha Belgium La Camber[14] Royal Academy of Fine Arts (Antwerp)[1

Canada George Brown College[17] Toronto Film School Denmark Copenhagen Academy[18] France Cole De la Chamber Syndicate De la Couture pans Georgia Tidbits State Academy of Arts Germany MAD Academy of Fashion and Design Berlin University of the Arts HTH Berlin University of the Arts Bremen Questionnaire D; scolders Subsistence Castle Academy of Arts in Hale Academy of Fine Arts, Karakul's Academy of Fine Arts, Munich Academy of Fine Arts, Emergent Design Household Sherwin & Leipzig[26] Great Britain England London Central Saint Martins College of Art and Design[27][28] [29] Royal college of Kingston

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London College of Fashion[35][36] University of Westminster[37] Ravenshoe
 College of Design and Communication[38] University of Brighton[39] De
 Montfort University Richmond University Bradford College Scotland Heriot-
 Watt School of Textiles and Design, Edinburgh The Glasgow School of Art
 Edinburgh College of Art Ireland Limerick School of Art and Design National
 College of Art and Design India National Institute of Fashion Technology[40]
 Pearl Academy of Fashion Vee-jay Institute of Design Italy Sesto Polytechnic
 of Milan[44] Sesto Europe did Design University Olav of Venice Japan Bunk
 Fashion

Sunning Fashion College Pakistan Pakistan Institute of Fashion and Design
 Romania George ASCII Technical University of alai George UNESCO
 University of Arts of Ia> I Art and Design University of Club-Anaphora West
 University of Tim> oar - Faculty of Fine Arts and Design Turkey gizmo
 University of Economics U. S. Parsons The New School for Design in New York
 City, New York[49][50][51] Fashion Institute of Technology in New York City,
 New York[52][53][54] Savannah College of Art and Design in Savannah,
 Georgia[55] Drexel University in Philadelphia, Pennsylvania[56] Pratt
 Institute in New York City, New York[57]

Rhode Island School of Design in Providence, Rhode Island[58] Kent State
 University in Kent, Ohio[59] Otis College of Art & Design in Los Angeles,
 California[60] California College of the Arts in San Francisco, California[61]
 Philadelphia University in Philadelphia, Pennsylvania[62] Academy of Art
 University in San Francisco, California[63] Fashion Institute of Design &
 Merchandising in Los Angeles, California[64] School of the Art Institute of
 Chicago in Chicago, Illinois[65] Columbus College of Art and Design in

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Columbus, Ohio Columbia College Chicago in Chicago, Illinois El Centre College in Dallas, Texas

Middle Tennessee State University in Murfreesboro, Tennessee Moore College of Design in Franklin, Tennessee Virginia Commonwealth University in Richmond, Virginia Woodbury University in Burbank, California Elsewhere in the world, Shih Chine University and If Jean Catholic University in Taiwan and the Asian University chain, Raffles College of Design and Commerce,[66] all have reputable fashion design courses.

There are many universities that offer fashion design throughout the United States, usually within the context of a general liberal arts degree. The major concentration incorporating fashion design may have alternative names like Apparel and Textiles or Apparel and Textile Design, and may be housed in departments such as Art and Art History, or Family and Consumer Studies. Some schools, such as Parsons, offer a An updated list of fashion design masters and PhD programs can be found at IOTA. Org. 67] Areas of Fashion Design[edit] Area Brief Market Women’s Day wear Practical, comfortable, fashionable Haute couture, ready-to wear, mass market Women’s Evening wear Glamorous, sophisticated, suited for the occasion Haute couture, ready-to-wear, mass market Women’s Lingerie Glamorous, enforceable, washable Haute couture, ready-to-wear, mass market Men’s Day wear Casual, practical, comfortable Tailoring, ready-to-wear, mass market Men’s Evening wear Smart, elegant, formal, apt for the occasion Tailoring, ready-to-wear, mass market Kids’ wear Trendy or classy, practical, washable, functional Ready-to-wear, mass market Girls’ Wear Pretty, colorful, practical, washable, inexpensive Ready-to- wear, mass market Teenager Girl Wear Colorful,

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comfortable, glamorous, pretty Ready-to-wear, mass market Jeans wear Unisex, democratic, comfortable, practical, functional Ready-to-wear, mass market Swimwear Trendy, stylish, practical, national, colorful Haute couture, ready to-wear, mass market Sports wear Comfortable, practical, well-ventilated, washable, functional Ready-to-wear, mass market Knitwear Right weight and color for the season Ready-to-wear, mass market Outerwear Stylish, warm, right weight and color for the season Ready-to-wear, mass market Bridal wear Sumptuous, glamorous, classic Haute couture, ready-to-wear, mass market Accessories Striking, fashionable Haute couture, ready to-wear, mass market Performance wear Sporty, dependent on the sport Ready-to-wear, mass market World fashion industry[edit] Fashion today is a global industry, and most major countries have a fashion industry. China and Bangladesh are the biggest manufacturers of fashion industry. Other notable manufacturing countries are Germany, Indonesia, Malaysia, India, Philippines, South Korea, Spain, and Brazil. Seven countries have established an international reputation in fashion: France, Italy, Germany, the United Kingdom, the United States, Japan, and Belgium.

American fashion design[edit] Men pulling carts of women's clothing in the Garment District, New York City in 1955. The majority of American fashion houses are based in New York City, with a high concentration centered in the Garment District neighborhood. On the west coast, there are also a significant number of fashion houses in Los Angeles, where a substantial percentage of high fashion clothing manufactured in the United States is actually made. Beverly Hills, particularly on Rodeo Drive, is globally renowned for its fashion design and prestigious shopping. Burgeoning

industries in Miami, Chicago, Dallas, and especially San Francisco have developed as well.

A semi-annual event held every February and September, New York Fashion Week is one of four major fashion weeks held throughout the world. Parsons The New School for Design, located in the Greenwich Village neighborhood of Lower Manhattan in New York City, is considered as one of the top fashion schools in the world. American fashion design is dominated by a clean-cut, urban, casual style; reflecting the athletic, health-conscious lifestyles of urban city-dwellers. A designer who helped to set the trend in the United States for sport-influenced day wear throughout the sass and ass was Claire Macerated. Many of her designs have been revived in recent decades.

Famous American brands and designers include Vera Wang, Bill Blabs, Calvin Klein, Bob Mackey, Anna SSI, Ralph Lauren, Oscar De la Arena, Carolina Hearer, Michael Koru, Marc Jacobs, Tom Ford, Tommy Hellfire, Geoffrey Been, Oleg Cassini, Perry Ellis, Kenneth Cole, James Salons, Todd Lollo, Donna Koran, Liz Collarbone, and Nolan Miller. Belgian Fashion design[edit] In the late ass and early ass, Belgian fashion designers brought a new fashion image that mixed East and West, and brought a highly individualized, personal vision on fashion. Well known Belgian Designers are the Antwerp Six : Ann Tempresses, Dries Van Note, Dirk Bickerers, Dirk Van Sane, Walter Van Befriending and

Marina Ye, as well as Manson Martin Marginal, Raff Simons, Tim Van Sternberg, Peter Pilot, A. F. Vendors, Bruno Pitters, Angelo Fig's, Christian Hesitant, and Bernhard Wilhelm. British fashion design[edit] London has long

been the capital of the United Kingdom fashion industry and has a wide range of foreign designs which have integrated with modern British styles. Typical, British design is smart but innovative yet recently has become more and styles play an important role in the British fashion and styling industry. Stylists regularly 'mix and match' the old with the new, which gives British style that unique, anemia aesthetic that many of the other fashion capitals try to imitate.

Irish fashion (both design and styling) is also heavily influenced by fashion trends from Britain. Famous British brands and designers include Barberry, Alexander Macaque, Mulberry, Stella McCarty, Thomas Pink, Jimmy Coho, Alfred Dunghill, Fred Perry, and Viviane Westwood. [68] Canadian fashion design[edit] Toronto holds annual fashion shows to showcase what its fashion designers have to offer. French fashion design[edit] Main article: French fashion Most French fashion houses are in Paris, which is the capital of French fashion. Traditionally, French fashion is chic and stylish, defined by its sophistication, cut, and smart accessories. French fashion is internationally acclaimed.

German fashion design[edit] Main article: German fashion Berlin is the center of young and creative fashion in Germany (prominently displayed at Berlin Fashion Week), while D; scolders heels Rupee's largest fashion trade fairs with logged. Other important centers of the scene are Munich, Hamburg, and Cologne. German fashion is famed for its elegant lines as well as unconventional young designs and the great variety of styles. Globally renowned fashion designers from Germany are Karl Laagered, Hugo Boss, Wolfgang Coop, Jill Sander, Michael Musically, Tontine Signer, Rudolph <https://assignbuster.com/fashion-design/>

Mosher, Trotters Ambit, Wily Booger, Rudolf, and Aid Dasher. Famous fashion brands include BOSS, aids, PUMA, SCADA, COOP! MGM, Bruno Banana, Sander, Triumph, Tallboy Runoff, Caviar Gauche, Cheesier, Closed, Reuses, Valise, Jack Wolfing, Lull Oppose, Buffalo, Erode, Zealand, DRP. Martens, P&C, Marc Pools, Tom Tailor, s. Oliver, Esprit, and Wunderkind. There also is a range of fashion models from Germany that made it to international name, such as Claudia Schaffer, Hide Glum, Diane Kruger, Eva Padre, Toni Garn, Julia Sterner, Kristin Duns, Taxman Apatite, Mammon von German, Nice, Sushi Barmier, Lena Checker, Sara Inurn, Barbara Meier, Nadia Riemann, Claudia Chisel, Italian fashion design[edit] Main article: Italian fashion Milan is Italy's fashion capital.

Most of the older Italian couturiers are in Rome. However, Milan and Florence are the Italian fashion capitals, and it is the exhibition venue for their collections. Italian fashion features casual elegance. Japanese fashion design[edit] Most Japanese fashion houses are in Tokyo. The Japanese look is loose and unstructured (often resulting from complicated cutting), colors tend to the somber and subtle, and richly textured fabrics. Famous Japanese designers are Yogi Hampton, Keno, Sissy Mistake (masterful drape and cut), and Come des Sarong's Ere Kabob, who developed a new way of cutting (comparable to Madeleine Bonnet's innovation in the sass).

Soviet fashion design[edit] Main article: Fashion in the Soviet Union Fashion in the Soviet Union largely followed general trends of the Western world. However, the state's socialist ideology consistently moderated and influenced these trends. In addition, shortages of consumer goods meant that the general public did not have ready access to pre-made fashion. Swiss

fashion design[edit] Most of the Swiss fashion houses are in Z; rich. [69] The Swiss look is casual elegant and luxurious with a slight touch of quirkiness. Additionally, it has been greatly influenced by the dance club scene. Fashion design terms[edit] A fashion designer conceives garment combinations of line, proportion, color, and texture.

While sewing and pattern-making skills are beneficial, they are not a prerequisite of successful fashion design. Most fashion designers are formally trained or apprenticed. A technical designer works with the design team and the factories overseas to ensure correct garment construction, appropriate fabric choices and a good fit. The technical designer fits the garment samples on a fit model, and decides which fit and construction changes to make before mass-producing the garment. A pattern maker (or pattern cutter) drafts the shapes and sizes of a garment's pieces.