

# Fashion design analysis



**ASSIGN  
BUSTER**

Donna Karen and Giorgio Airman do all the time? Work! Fashion is fun creative unique and a very complex process. There is so much misconception deliberate and inadvertent misinformation and ignorance surrounding the fashion world that it is difficult to get a clear, unbiased picture of how it really works? Therefore, for a better understanding of the subject Fashion itself meaning is a general term for a popular style or practice during a particular time or among a particular group of people.

Fashion is the business of creating and ailing clothes from different eras in to new styles. Fashion designers are involved in every phase of designing, showing and producing all types of clothing, from head to toe, dealing with under garments to evening gowns. Design, Manufacture and Distribution makes Fashion one of the World most powerful industries. Design in fashion means to have a plan or drawing produced to show the look and function or works of building the garment. A vision on paper of how it would look.

Manufacture this is the process in which the making of design is translated into a marketable garment by hand or using machinery.

Distribution fits into the marketing side of it, to supply to retailers in fashion this means selecting the items from the designer or design manufacturing company and selling or distributing them to the public transitioning from wholesale to resale. This process itself incorporates several sub processes; which are marketing, merchandising advertising and display. Fashion industry is the product of the modern age. Prior to the 19th century most clothing was custom made. It was handmade for individuals either as home production or an order from dressmakers and tailors.

A Dressmaker is a person who makes custom clothing for women such as dresses, blouses and even gowns. A Tailor is one who makes repairs, and alters to garments such as suit coats in dresses. In the beginning of the 20th century with the rise of new technology such as the amazing sewing machine, the rise of global capitalism and development of the factory system of production there has been rapid growth of retail outlets such as department stores, clothing had increasingly come to be mass produced in standard sizes in fixed prices.

The fashion industry first originated in Europe and in America. Today it is an international and high-globalized industry. The clothing industry is often designed in one country, manufactured in another and sold worldwide. The fashion industry operates on different levels Haute couture, Ready to wear and Mass Production. Couture started with the beginning of dressmaking being the highest level in Fashion.

The process of couture is normally constructed by hand from start to finish made from high quality, expensive often unusual fabric sewn with extreme attention to detail and finished by the most experienced seamstress. It is often made for a client tailored specifically for the wearer's measurements and body stance. Haute couture garments are also described as having no price tag, being said that the price the budget it is not relevant. Each couture piece is not made to sell rather they are designed and constructed for the runway much like an art exhibition.

The term was originally produced in Paris by English man Charles Frederick Worth, seamstress who once made single one of a kind garments turned to

establishing boutiques that catered to those desiring couture garments dressing very rich in notable women. Haute Couture is a protected name that can only be used by firms that meet certain well-defined standards.

However, the term is used world wide to describe all high fashion custom fitted clothing. Ready to wear garments means customers can select garments direct from the dress rail arranging from different sizes.

In the fashion industry designers produce ready to wear garments intended to be worn without significant alterations. They use standard patterns, factory equipment, and faster construction techniques. Mass Production; is a process in which the fabric is tested, the pattern is accurate, the correct sizing is achieved, the lay plan, the cut piece which are then bundled together then it goes down an assembly in which the armament is sewn together it is then pressed in produced as the finished garment.

This is then passed by the quality controller and packed ready for distribution. Successful Fashion designers have a wide array of skills knowing the different levels of how fashion works. Deciding which fashion is your passion, focusing on developing your collection, setting your self up for success learning beyond design, understanding what each person do from their perspective, in order to make compromises meeting demands, and understanding where things get held up is essential in this industry. Clothing is only part of the story.