Fashion Design Research

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The Fashion Designer Survival Guide, Revised and Expanded Edition - Mary Gehlhar 2008-07-01 Mary Gehlhar, author, industry authority, and consultant to hundreds of designers, including Zac Posen, Twinkle by Wenlan, Rebecca Taylor, and Cloak, gives readers behind-the-scenes insights and essential business information on creating and sustaining a successful career as an independent designer. With advice from fashion luminaries including Donna Karan, Tommy Hilfiger, Cynthia Rowley, Diane von Furstenberg, Richard Tyler, and top executives from Saks Fifth Avenue and Barneys New York, this fully updated and revised edition of The Fashion Designer Survival Guide addresses the latest trends in apparel and accessories, the newest designers, an updated

introduction, and a new foreword by Diane von Furstenberg, Designer and President of the Council of Fashion Designers of America (CFDA). The Fashion Designer Survival Guide provides the necessary tools to get a fashion line or label up and moving on the right track, including: How to create a viable business plan Figuring out how much money you need, where and how to get it, and how to make it last, including the latest on private equity The best sources for fabric and materials Navigating the pitfalls of production both at home and abroad Marketing, branding, and getting the product into the stores and into the customer's closets Romancing the press, dressing celebrities, and creative publicity techniques Producing a runway show that will get results

Living Construction - Martyn Dade-Robertson 2020-10-28 Modern biotechnologies give us unprecedented control of the fundamental building blocks of life. For designers, across a range of disciplines, emerging fields such as synthetic biology offer the promise of new sustainable materials and structures which may be grown, are self-assembling, self-healing and adaptable to change. While there is a thriving speculative discourse on the future of design in the age of biotechnology, there are few realized design applications. This book, the first in the Bio Design series, acts as a bridge between design speculation and scientific reality and between contemporary design thinking, in areas such as architecture, product design and fashion design, and the traditional engineering approaches which currently dominate biotechnologies. Filled with real examples, Living Construction reveals how living cells construct and transform materials through methods of fabrication and assembly at multiple scales and how designers can utilize these processes.

Fashion Design Research Second Edition - Ezinma Mbeledogu 2022-03-31

Every fashion collection begins with research. But how do you start? How do you use that research? Fashion Design Research answers these questions and demystifies the process. The book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on colour, fabric and market research are followed by the final chapter on concept development, which shows how to gather all the information together, featuring one research project from beginning to end. This revised edition includes updated images and new case studies, plus more on ethics, sustainability and research methods.
Digital Research Methods in Fashion and Textile Studies - Amanda Sikarskie 2020-01-09 Are you a researcher struggling to mine and make sense of a mountain of fashion data? Are you interested in learning about how digital methods and tools could enhance your research? Have you thought about ways to spark and engage in academic conversations on social media? Have you wondered how digital technologies are internationalizing the field of fashion and textile studies? Digital Research Methods in Fashion and Textile Studies presents the reader with a variety of digital methodologies to help build skills in searching for, analyzing, and discussing vintage design, photography, and writing on fashion, as well as historic and ethnographic dress and textile objects themselves. Each chapter focuses upon a different method, problem, or research site, including: - Maximalism and mixed-methods approaches to research - Searching large databases effectively - Pattern recognition and visual searching. - Critical reading, use, and citation of social media texts - Digital ethnography and shopping as research - Data visualization and mapping - Images in the public domain From advanced undergraduates and postgraduate students working

on research projects to veteran professionals in fashion and textile history and beyond, everyone can benefit from a diverse set of fresh approaches to conducting and disseminating research. In the current age of instant gratification, with users snapping and posting images from runway shows long before the clothes will ever appear instores, the world of fashion is increasingly digital and fast-paced. Research on fashion is, too. Digital Research Methods in Fashion and Textile Studies will help you keep up in this rapidly changing world.

The Routledge Companion to Design Research - Paul Rodgers 2014-10-17 The Routledge Companion to Design Research offers a comprehensive examination of design research, celebrating the plurality of design research and the wide range of conceptual, methodological, technological and theoretical approaches evident in contemporary design research. This volume comprises 39 original and high quality design research chapters from contributors around the world, with offerings from the vast array of disciplines in and around modern design praxis, including areas such as industrial and product design, visual communication, interaction design, fashion design, service design, engineering and architecture. The Companion is divided into five distinct sections with chapters that examine the nature and process of design research, the purpose of design research, and how one might embark on design research. They also explore how leading design researchers conduct their design research through formulating and asking questions in novel ways, and the creative methods and tools they use to collect and analyse data. The Companion also includes a number of case studies that illustrate how one might best communicate and disseminate design research through contributions that offer techniques for writing and publicising research. The Routledge Companion to

Design Research will have wide appeal to researchers and educators in design and design-related disciplines such as engineering, business, marketing, computing, and will make an invaluable contribution to state-of-the-art design research at postgraduate, doctoral, and post-doctoral levels and teaching across a wide range of different disciplines.

Evidence Based Design - DAK Kopec 2011-11-21 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Evidence-Based Design: A Process for Research and Writing serves as a guide to help students conceptualize and formulate their design ideas and then to evaluate and test those ideas through a succinct, organized process. The result is the culmination of a comprehensive document that articulates a design concept and justifies key design attributes. Step-by-step, students are guided through the process of writing a robust, research-based document geared towards empirical design research. From developing a critical position to performing a thorough review of the literature to providing an overview of common research methods, this text is a perfect guide for students producing an evidence-based thesis or dissertation.

Fashion Studies - Heike Jenss 2016-01-28 The study of fashion has expanded into a thriving field of inquiry, with researchers utilizing diverse methods from across subject disciplines to explore fashion and dress in wide-ranging contexts. With an emphasis on material culture and ethnographic approaches in fashion studies, this groundbreaking volume offers fascinating insights into the complex dynamics of research and fashion. Featuring unique case studies, with interdisciplinary scholars reflecting on their practical research experiences, Fashion Studies provides rich and nuanced perspectives on the

use, and mixing and matching of methodological approaches – including object and image based research, the integration of qualitative and quantitative methods and the fluid bridging of theory and practice. Engaging with diverse subjects, from ethnographies of model casting and street-style blogging, wardrobe studies and a material culture analysis of global denim wearing, to Martin Margiela's design and archival methods, Fashion Studies presents complex approaches in a lively and informative manner that will appeal to students of fashion, anthropology, sociology, cultural studies and related fields.

Fashion Design - Denis Antoine 2020-01-27 This introduction to fashion is aimed at students of fashion design across the world. By following the design process, from historical and commercial industry context to final collection presentation, the book provides a clear guide for students as they discover what designing for fashion entails.

Along the way they will explore a wide variety of hands-on, creative methodologies of design ideation, development, and presentation. Supported by inspirational visual content—fashion photography, fashion illustration, sketchbook artwork, technical drawings, and infographics—and case studies, the book offers a unique overview of the fashion industry.

Occupational Outlook Handbook - United States. Bureau of Labor Statistics 1976

The Dress Detective - Ingrid Mida 2015-11-19 The Dress Detective is the first practical guide to analyzing fashion objects, clearly demonstrating how their close analysis can enhance and enrich interdisciplinary research. This accessible book provides readers with the tools to uncover the hidden stories in garments, setting out a carefully developed research methodology specific to dress, and providing easy-to-use checklists that guide the reader through the process.

Beautifully illustrated, the book contains seven case studies of fashionable Western garments – ranging from an 1820s coat to a 2004 Kenzo jacket – that articulate the methodological framework for the process, illustrate the use of the checklists, and show how evidence from the garment itself can be used to corroborate theories of dress or fashion. This book outlines a skillset that has, until now, typically been passed on informally. Written in plain language, it will give any budding fashion historian, curator, or researcher the knowledge and confidence to analyze the material in front of them effectively.

Basics Fashion Design 01: Research and Design - Simon Seivewright 2012-02-09 Research is fundamental to the success of any fashion-related project and in Research and Design, you explore what research is and where to find inspiration

Research and Design for Fashion - Richard Sorger 2021-07-15

Fashion demands a steady flow of creative ideas. Research and Design for Fashion will guide you through the research techniques that could spark your next original collection. With practical advice on designing effective moodboards, recycling existing garments and getting to know your customer, this new edition will help you master the research process and apply it to your own designs. There's also a wealth of advice through interviews with exceptional designers, including Christopher Raeburn, ThreeASFOUR and Magdaléna Mikulicáková, as well as updated imagery of the research and design work behind both single garments and entire collections. This fourth edition also explores how cultural events, historical anniversaries and sport influences can be the starting point for a collection. There's also more on creative ways of recording your findings and designing for menswear, childrenswear and gender-neutral clothing.

Creating a Successful Fashion Collection - Steven Faerm 2012 Teaches how to develop and present a fashion portfolio and clothing line, including tips for standing out from the typical design crowd.

Fashion Portfolio - Anna Kiper 2016-10-01 The book takes the reader through all the major steps of fashion portfolio creation. It features the main components of the design process from the identification of inspiration sources and fashion trends research to conceptualization of a complete fashion collection. The topics covered include mood/fabric boards development, creation of original and innovative textiles as well as fashion silhouettes and garment details development through extensive research, quick design sketching, fabric manipulation, and draping experimentation. Great original designs and illustrations by the author as well as design sketch samples by established designers are provided throughout. There are samples of sketchbooks from professional and emerging fashion artists. The book provides some insight from established fashion and accessories designers on the highlights and challenges of the creative process. It is a great professional reference for techniques in the portfolio development. A beautiful but practical book that provides useful techniques and helps the reader get inside the mind of the designer.

Fashion Thinking - Fiona Dieffenbacher 2013-02-01 AVA Academia's Course Reader titles are designed to support visual arts students throughout the lifetime of an undergraduate degree. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject. Students often struggle to develop their own style and approach to design. While the design process is fundamental to the way all fashion designers work, there is no right or wrong method: each emerging designer must

find their own authentic process. Fashion Thinking establishes key approaches to design and enables this process of discovery. Nine student projects form the core of the book, representing a diverse range of strategies at each key stage of the design cycle. By following each throughout their various stages of development, these examples offer a unique and inspiring insight into the thinking behind a final collection.

Fashion Design Research Second Edition - Ezinma Mbeledogu 2022-03-31 Every fashion collection begins with research. But how do you start? How do you use that research? Fashion Design Research answers these questions and demystifies the process. The book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on colour, fabric and market research are followed by the final chapter on concept development, which shows how to gather all the information together, featuring one research project from beginning to end. This revised edition includes updated images and new case studies, plus more on ethics, sustainability and research methods.

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dress and textile objects themselves. Each chapter focuses upon a different method, problem, or research site, including: - Maximalism and mixed-methods approaches to research - Searching large databases effectively - Pattern recognition and visual searching - New trends in academic communication - Critical reading, use, and citation of social media texts - Data visualization - Spatial mapping of fashion and textile data In the current age of instant gratification, with users snapping and posting images from runway shows long before the clothes will ever appear in stores, the world of fashion is increasingly digital and fast-paced. Digital Research Methods in Fashion and Textile Studies will help you keep up in this rapidly changing world. Handbook of Research on Global Fashion Management and Merchandising - Vecchi, Alessandra 2016-05-03 Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry. *Design of Clothing Manufacturing Processes* - Jelka Geršak 2013-07-31 The era of mass manufacturing of clothing and other textile products is coming to an end; what is emerging is a post-industrial production system that is able to achieve the goal of mass-customised, low volume production, where the conventional borders between

product design, production and user are beginning to merge. To continue developing knowledge on how to design better products and services, we need to design better clothing manufacturing processes grounded in science, technology, and management to help the clothing industry to compete more effectively. Design of clothing manufacturing processes reviews key issues in the design of more rapid, integrated and flexible clothing manufacturing processes. The eight chapters of the book provide a detailed coverage of the design of clothing manufacturing processes using a systematic approach to planning, scheduling and control. The book starts with an overview of standardised clothing classification systems and terminologies for individual clothing types. Chapter 2 explores the development of standardised sizing systems. Chapter 3 reviews the key issues in the development of a garment collection. Chapters 4 to 7 discuss particular aspects of clothing production, ranging from planning and organization to monitoring and control. Finally, chapter 8 provides an overview of common quality requirements for clothing textile materials. Design of clothing manufacturing processes is intended for R&D managers, researchers, technologists and designers throughout the clothing industry, as well as academic researchers in the field of clothing design, engineering and other aspects of clothing production. Considers in detail the design of sizing and classification systems Discusses the planning required in all aspects of clothing production from design and pattern making to manufacture Overviews the management of clothing production and material quality requirements

The Fashion Resource Book - Robert Leach 2012-09-11 An essential fashion reference for students and professionals alike, organized in a series of detailed case studies Fashion

design is a process of investigating, understanding context, and constantly questioning what you are doing and why. This comprehensive survey presents the work of a wide range of modern and contemporary designers and reveals the innumerable areas of inspiration and research on which they've drawn, from historical examples such as Christian Dior's "New Look" to traditional textiles from around the world, as seen in John Galliano's Peruvian-inspired collection of 2005. The first part of the book investigates the research process in the work of designers such as Paul Smith, Comme des Garçons, and Anna Sui. The second section covers subjects like vintage and retro, the use of archives, and the influence of art movements such as op art and surrealism. The third part presents case studies of world-famous designers: Jean Paul Gaultier, Christian Dior, Alexander McQueen, and Coco Chanel, to name but a few.
Fashion Sketchbook - Bina Abling 1995

The First Book of Fashion - Ulinka Rublack 2021-02-11 This captivating book reproduces arguably the most extraordinary primary source documents in fashion history. Providing a revealing window onto the Renaissance, they chronicle how style-conscious accountant Matthäus Schwarz and his son Veit Konrad experienced life through clothes, and climbed the social ladder through fastidious management of self-image. These bourgeois dandies' agenda resonates as powerfully today as it did in the sixteenth century: one has to dress to impress, and dress to impress they did. The Schwarzes recorded their sartorial triumphs as well as failures in life in a series of portraits by illuminists over 60 years, which have been comprehensively reproduced in full color for the first time. These exquisite illustrations are accompanied by the Schwarzes' fashion-focussed yet at times deeply personal captions, which render the pair the world's first fashion bloggers and pioneers

of everyday portraiture. The First Book of Fashion demonstrates how dress – seemingly both ephemeral and trivial – is a potent tool in the right hands. Beyond this, it colorfully recaptures the experience of Renaissance life and reveals the importance of clothing to the aesthetics and every day culture of the period. Historians Ulinka Rublack's and Maria Hayward's insightful commentaries create an unparalleled portrait of sixteenth-century dress that is both strikingly modern and thorough in its description of a true Renaissance fashionista's wardrobe. This first English translation also includes a bespoke pattern by TONY award-winning costume designer and dress historian Jenny Tiramani, from which readers can recreate one of Schwarz's most elaborate and politically significant outfits.
Textile Design Theory in the Making - Elaine Igoe 2021-07-15
Textile design inhabits a liminal space spanning art, design and craft. This book explores how textile design bridges the decorative and the functional, and takes us from handcrafting to industrial manufacture. In doing so, it distinguishes textiles as a distinctive design discipline, against the backdrop of today's emerging design issues. With commentaries from a range of international design scholars, the book demonstrates how design theory is now being employed in diverse scenarios to encourage innovation beyond the field of design itself. Positioning textiles within contemporary design research, Textile Design Theory in the Making reveals how the theory and practice of textile design exist in a synergistic, creative relationship. Drawing on qualitative research methods, including auto-ethnography and feminist critique, the book provides a theoretical underpinning for textile designers working in interdisciplinary scenarios, uniting theory and texts from the fields of anthropology, philosophy, literature and

material design.

Metric Pattern Cutting for Women's Wear - Winifred Aldrich 2015-01-22
Metric Pattern Cutting for Women's Wear provides a straightforward introduction to the principles of form pattern cutting for garments to fit the body shape, and flat pattern cutting for casual garments and jersey wear. This sixth edition remains true to the original concept: it offers a range of good basic blocks, an introduction to the basic principles of pattern cutting and examples of their application into garments. Fully revised and updated to include a brand new and improved layout, up-to-date skirt and trouser blocks that reflect the changes in body sizing, along with updates to the computer-aided design section and certain blocks, illustrations and diagrams. This best-selling textbook still remains the essential purchase for students and beginners looking to understand pattern cutting and building confidence to develop their own pattern cutting style.

Research and Design for Fashion - Richard Sorger 2021-07-15
Fashion demands a steady flow of creative ideas. Research and Design for Fashion will guide you through the research techniques that could spark your next original collection. With practical advice on designing effective moodboards, recycling existing garments and getting to know your customer, this new edition will help you master the research process and apply it to your own designs. There's also a wealth of advice through interviews with exceptional designers, including Christopher Raeburn, ThreeASFOUR and Magdaléna Mikulicáková, as well as updated imagery of the research and design work behind both single garments and entire collections. This fourth edition also explores how cultural events, historical anniversaries and sport influences can be the starting point for a collection. There's also more on creative ways of

recording your findings and designing for menswear, childrenswear and gender-neutral clothing.

The Psychology of Fashion - Carolyn Mair 2018-04-09 What do our clothes say about us? How do the clothes we wear affect our moods and emotions? How does the fashion industry encourage us to aspire to look in a certain way? The Psychology of Fashion offers an insightful introduction to the exciting and dynamic world of fashion in relation to human behaviour, from how clothing can affect our cognitive processes to the way retail environments manipulate consumer behaviour. The book explores how fashion design can impact healthy body image, how psychology can inform a more sustainable perspective on the production and disposal of clothing, and why we develop certain shopping behaviours. With fashion imagery ever present in the streets, press and media, The Psychology of Fashion shows how fashion and psychology can make a positive difference to our lives.

Fashion Design - Kathryn McKelvey 2011-10-11 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. Labor and Creativity in New York's Global Fashion Industry - Christina H. Moon 2020-02-25 This book tells the story of fashion workers engaged in the labor of design and the material making of New York fashion. Christina H. Moon offers an illuminating ethnography into the various sites and practices that make up fashion labor in sample rooms, design studios, runways, factories, and design schools of the New York fashion world. By exploring the work practices, social worlds, and aspirations of fashion workers, this book offers a unique look into the meaning of labor and creativity in 21st century global fashion. This book will be of interest to scholars in design studies, fashion history, and fashion labor.

Technology-Driven Sustainability - Gianpaolo Vignali 2019-08-13 This book provides a critical overview of technologies that are used within the fashion industry and supply chain, with a special emphasis on how they engender sustainability and the circular economy. The chapters present contemporary case studies alongside new research on technologies such as 3D printing, 3D scanning and recycling technology to assess the effect they will have on the future of fashion and its global supply chain.

Zero Waste Fashion Design - Timo Rissanen 2020-08-06 Zero Waste Fashion Design combines research and practice to introduce a crucial sustainable fashion design approach. Written by two industry leading pioneers, Timo Rissanen and Holly McQuillan, the book offers flexible strategies and easy-to-master zero waste techniques to help you develop your own cutting edge fashion designs. Sample flat patterns and more than 20 exercises will reinforce your understanding of the zero waste fashion design process. Beautifully illustrated interviews with high-profile,

innovative designers, including Winifred Aldrich, Rickard Lindqvist and Yeohlee Teng, show the stunning garments produced by zero waste fashion design. Featured topics include: The criteria for zero waste fashion design Manufacturing zero waste garments Adapting existing designs for zero waste Zero waste designing with digital technologies

Fashion Design for Living - Alison Gwilt 2014-11-13 Fashion Design for Living explores the positive contribution that the contemporary fashion designer can make within society. The book seeks to reveal new ways of designing and making fashion garments and products that not only enhance and enrich our lives, but also are mindful of social and sustainable issues. This book sets out to question and challenge the dominant, conventional process of fashion design that as a practice has been under-researched. While the fashion designer in industry is primarily concerned with the creation of the new seasonal collection, designed, produced and measured by economically driven factors, society increasingly expects the designer to make a positive contribution to our social, environmental and cultural life. Consequently an emergent set of designers and research-based practitioners are beginning to explore new ways to think about fashion designing. The contributors within this book argue that fashion designing should move beyond developing garments that are just aesthetically pleasing or inexpensive, but also begin to consider and respond to the wearer's experiences, wellbeing, problems, desires and situations, and their engagement with and use of a garment. Fashion Design for Living champions new approaches to fashion practice by uncovering a rich and diverse set of views and reflective experiences which explore the changing role of the fashion designer and inspire fresh, innovative and

creative responses to fashion and the world we live in.

Menswear - John Hopkins 2020-11-02
Whether it's a military inspired trench coat or a Savile Row tailored suit, menswear design increasingly demands originality, innovation and above all, choice. Menswear, 2nd edition explores the evolution of menswear styles, from the origins of tailoring right through to modern sportswear – showing how historical and social influences continue to endure and influence the menswear collections of today. Interviews offer insight from a range of practitioners, including designer Lou Dalton, fashion entrepreneur Alan Maleh and tailor Ray Stowers. There's also practical advice on research for design innovation, street style, trends and forecasting and collection development. With a wealth of stunning new images and contemporary examples, new to this edition are end-of-chapter exercises to encourage design work, such as Design for Sportswear Fabrication and Tailoring for Menswear. Featured topics Historical Research for Design Innovation Counterculture Dressing Design Process Street Style Trends and Forecasting Tailoring for Menswear Collection Development Drawing for Men CAD for Menswear Menswear Portfolios Featured interviewees Lou Dalton Guy Hill and Kirsty McDougall, Dashing Tweeds Alan Maleh, Man of the World Ray Stowers, Stowers Bespoke Seung Won Hong, Fashion Illustrator Matthew Zorpas, The Gentleman Blogger

Advances in Fashion and Design Research - Ana Cristina Broega 2022-10-19
This book offers a multidisciplinary perspective on research and developments at the interface between industrial design, textile engineering and fashion. It covers advances in fashion and product design, and in textile production alike, reporting on smart and sustainable industrial procedures and 3D printing, issues in marketing and communication, and topics

concerning social responsibility, sustainability, emotions, creativity and education. It highlights research that is expected to foster the development of design and fashion on a global and interdisciplinary scale. Gathering the proceedings of the 5th International Fashion and Design Congress, CIMODE 2022, held on July 4-7, 2022, in Guimarães, Portugal, this book offers extensive information and a source of inspiration to both researchers and professionals in the field of fashion, design, engineering, communication as well as education.

The Fundamentals of Fashion Design - Richard Sorger 2006-10
Provides information on all aspects of fashion design, including research and design, fabrics, construction, and developing a collection.

Moroccan Fashion - M. Angela Jansen 2014-11-20
Moroccan garment design and consumption have experienced major shifts in recent history, transforming from a traditional craft-based enterprise to a thriving fashion industry. Influenced by western fashion, dress has become commoditized and has expanded from tailoring to designer labels. This book presents the first detailed ethnographic study of Moroccan fashion. Drawing on interviews with three generations of designers and the lifestyle press, the author provides an in-depth analysis of the development of urban dress, which reveals how traditional dress has not been threatened but rather produced and consumed in different ways. With chapters examining themes such as dress and politics, gender, faith, modernity, and exploring topics from craft to e-fashion, this book will be essential reading for students and scholars of fashion, anthropology, material culture, sociology, cultural studies, gender studies and related fields.

Doing Research in Fashion and Dress - Yuniya Kawamura 2020-01-09

Whether you're investigating fashion as a material object, an abstract idea, a social phenomenon, or a commercial system, qualitative techniques can further your understanding of almost any research topic. Doing Research in Fashion and Dress begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice. These case studies include Japanese subcultures, fashion photography blogs and semiotic studies of fashion magazine shoots and advertisements. This second edition also features a new chapter on internet sources and online ethnography, reflecting the adoption of social media tools not only by industry practitioners but also by academics. By contextualizing history, theory and practice Doing Research in Fashion and Dress offers: -A systematic examination of qualitative research methods in fashion studies in social sciences. -A practical guide for anyone wishing to conduct fashion research in academia or in the business world. -An accessible grounding in contemporary fashion studies literature.

Concept to Creation - Tanya Dove 2013-11
Concept to Creation is a step-by-step guide to building your own original designer collections. It will guide you through the processes behind designing: how to select and develop your inspirations, research and development techniques, fabric qualities and how to manipulate it, selecting your colour palettes, and how to create your own prints. It shows different ways to draw and illustrate your ideas from your research, and build unique wardrobes, from capsule ranges to large collections. Concept to Creation will show you how to build a customer profile, using different methods to analyse

the lifestyles of your consumers. It will also guide you in different ways to present and promote your collection, looking at different marketing strategies to take your product to market. Fashion designers will also find A Technical Foundation, the precursor to this book, useful.

Visual Research Methods in Fashion - Julia Gaimster 2015-06-23 The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research, as well as with the application of that research. Visual Research Methods in Fashion provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real-life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

Fashionable Technology - Sabine Seymour 2009-02-13 The interplay of electronic textiles and wearable technology, wearables for short, and fashion, design and science is a highly promising and topical subject. Offered here is a compact survey of the theory involved and an explanation of the role technology plays in a fabric or article of clothing. The practical application is explained in detail and numerous illustrations serve as clarification. Over 50 well-known designers, research institutes, companies and artists, among them Philips, Burton, MIT Media Lab, XS Labs, New York University, Hussein Chalayan, Cute Circuit or International Fashion Machines are introduced by means of their latest, often still unpublished, project, and a survey of their work to date. Given for the first time is a list of all the relevant information on research institutes, materials, publications etc. A must for all those wishing to know everything about

fashionable technology.

Fashion Design Research - Ezinma Mbonu 2014-09-01 Every fashion collection begins with research. But how do you start? How much should you do? How do you use that research? Fashion Design Research is designed to answer these questions and demystify the process for students. Illustrated throughout with inspirational photographs and images of good practice within student sketchbooks, the book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on market, fabric and colour research are followed by the final chapter, which shows how to gather all the information together, understand it and use it in a process known as triangulation. Additionally, case studies from a wide range of international designers showcase different working methods. By offering a clear approach to research for fashion design, this book will inspire students to embrace an activity that is both fun and fruitful.