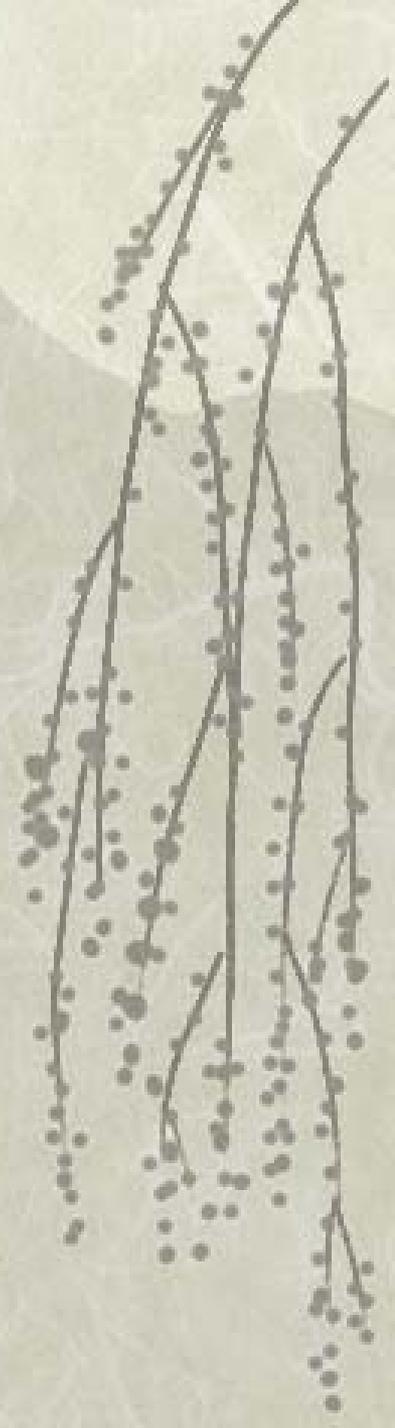


*Fundamentals of
Fashion*



Fashion Terminology



Haute Couture

- ❖ French for “Fine Tailoring”
- ❖ Design that predominated until the 1950’s
- ❖ Made for the individual customer, look and fit take priority over the cost of materials and the time it takes to make
- ❖ The most costly garments, ranging from \$2,000-\$40,000.
- ❖ High price guarantees you have a one of a kind outfit or gown that fits you perfectly and has been designed with you in mind.

Designer Label

- ❖ A cross between couture and mass market
- ❖ Not made for individual customers, but great care is taken in the choice and cut of the fabric.
- ❖ These clothes are made with high quality materials and mass produced only in small quantities to guarantee exclusivity.
- ❖ They are costly.
- ❖ Examples: Donna Karan, Yves St Laurent, Gucci

Mass Market

- ❖ Clothes to cater to a wide range of customers, producing ready-to-wear clothes in large quantities and standard sizes.
- ❖ Less costly materials and construction techniques, creatively used, produce affordable high street fashion.
- ❖ Standardized sizing is used, trims and notions are scaled down but still try to keep the look of Designer or Haute Couture.
- ❖ Other names for mass market: ready-to-wear, off-the rack
- ❖ Examples: Old Navy, Gap, Abercrombie and Fitch, H&M

Specializing

- ❖ A designer may choose to specialize in a certain area of design:
 - Women's wear
 - Day wear, evening wear, lingerie, sports wear, knitwear
 - Men's Wear
 - Day wear, evening wear, sports wear, knit wear
 - Children's wear
 - Boy's wear, girl's wear, teenage clothes, knitwear

A fashion year

- ❖ Two main seasons
 - Spring/Summer
 - Autumn/Winter
- ❖ Both require a different fashion look and a new range of colors and fabric designs for the time of year.
 - Lightweight fabrics in summer
 - Heavier fabrics in winter

The plan...

- ❖ Designers work a year in advance
 - In the spring, the studio works for the spring/summer of the following year
 - Once a collection is finished, on to the next!
- ❖ Research
 - Each collection is researched so that all the items in it complement each other, will be in style, and have the particular look for which the company is known for.
- ❖ Predicting Trends
 - A designers most difficult task is forecasting what will be in style for the coming years. To do this, they know the past trends and look at repeats. They also purchase HIGH priced trend magazines. Additionally they observe what succeeded with customers in the past.

The Collection

❖ Theme

- A designer selects a theme that represents their collection. It can be a period in history, a foreign place, a range of colors, a type of fabric...

❖ Designing

- After the groundwork is completed for the nature of the collection, the designer must decide how many and what types of garments should be included in the collection.
- Usually, they have a three month period to design, produce and publicize the collection in time for their fashion show.
- Press and buyers get their first look at the collection at the show

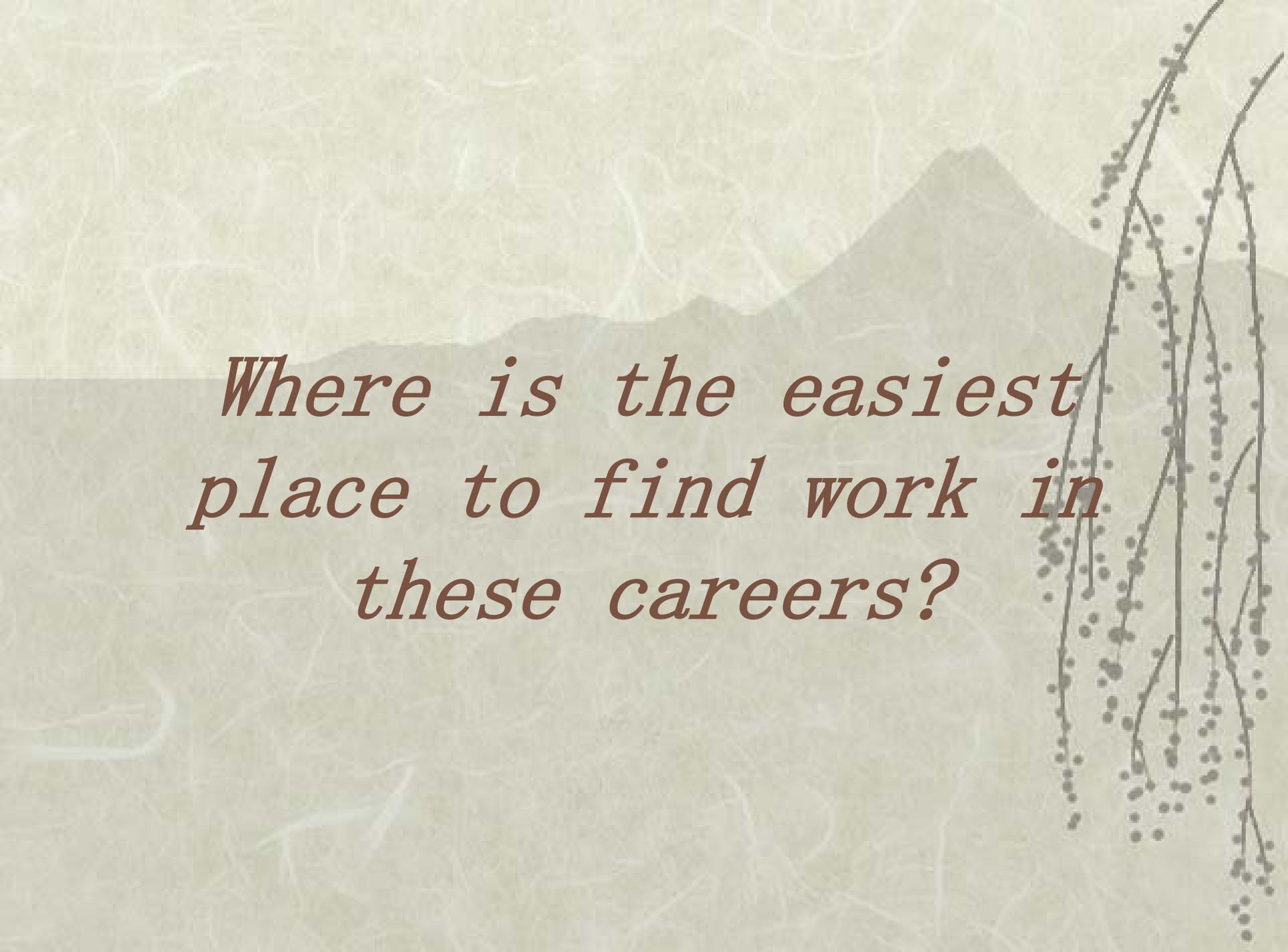
The Design

❖ Steps

- Designers work differently to put the design ideas together: some sketch, drape fabric on a dress stand, or use patterns from previous seasons
- Create a paper pattern
- Make a muslin sample
- Try it on (a dress stand or live model) adjustments are made
- When fit is right, a professional pattern cutter makes an accurate pattern
- A sample item is made in the fashion fabric, then produced in various colors
- Fashion show: reveals the finished designs in their most attractive state

What are the careers involved in creating a collection?

- ❖ Fashion Designer
- ❖ Textile Designer
- ❖ Fashion Illustrator
- ❖ Pattern Cutter
- ❖ Fashion Photographer
- ❖ Fashion Model
- ❖ Fashion Journalist
- ❖ Public relations consultant
- ❖ Fashion Buyer
- ❖ Stylist



*Where is the easiest
place to find work in
these careers?*

Design Capitals

- ❖ There are many cities around the world that host a strong fashion economy but 5 major cities are considered by most to be the centers of the fashion world.
- ❖ Which five cities do you think host fashion for the world?

Milan, Italy

- ❖ These fashions have a reputation for casual elegance and luxurious fabrics. Many Italian couturiers, such as Valentino, are based in Rome. However, Milan is seen as the fashion capital of Italy because many well-known designers are based there and it is the venue for the Italian designer collections, which take place at an exhibition center called the Diera di Milano or the Milan Fair



Milan



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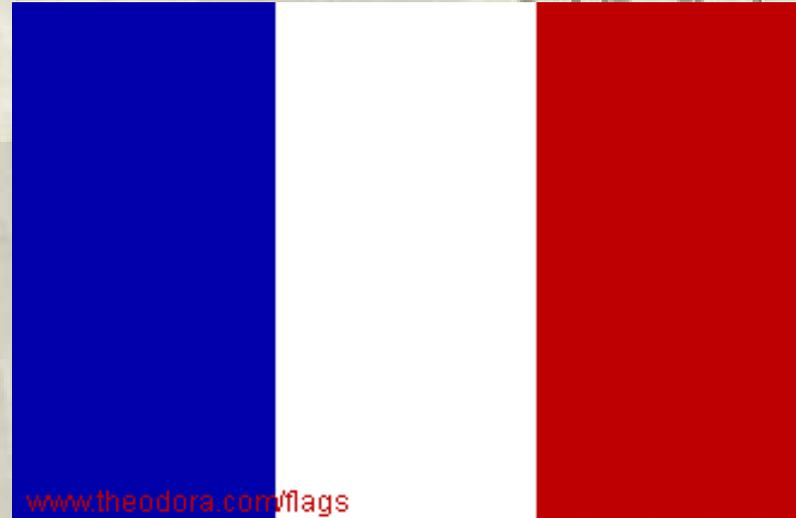
Italian Designers

- ❖ Giorgio Armani
- ❖ Alma Couture
- ❖ Filippo Alpi Femme
- ❖ Maria Grazia Amoretti
- ❖ Roberta Badio
- ❖ Baila
- ❖ Maurizio Baldassari
- ❖ Renato Balestra
- ❖ Federico Bano
- ❖ Basile
- ❖ Bensussan
- ❖ Laura Biagiotti
- ❖ Blumarine
- ❖ Chiara Boni
- ❖ Mariella Burano
- ❖ Byblos
- ❖ Cailand
- ❖ Callaghan
- ❖ Armando Calo
- ❖ Capucine
- ❖ Gianna Cassoli
- ❖ Emilio Cavallini
- ❖ Ernestina Cerini
- ❖ Complice
- ❖ Anna e Cristina Costi
- ❖ Raffaella Curiel
- ❖ Dadoscorza by Edward De Carlis
- ❖ Roberta De Castello
- ❖ Dolce e Gabbana
- ❖ Elicolaj
- ❖ Ematite
- ❖ Erreuno
- ❖ Fendi
- ❖ Salvatore Ferragamo
- ❖ Gianfranco Ferre
- ❖ Alberta Ferretti
- ❖ Fiore
- ❖ Floranna
- ❖ Gianluca Gabrielli
- ❖ M. Galante per Circolare
- ❖ Raniero Gattinoni
- ❖ Genny
- ❖ Daniela Gerini
- ❖ Gherardini Istante
- ❖ Juditte
- ❖ Bill Kaiserman
- ❖ Krizia
- ❖ Andre Laug
- ❖ Paola Marzotto
- ❖ Max Mara
- ❖ Anna Mucci
- ❖ Gioia Nordi
- ❖ Tita Rossi
- ❖ Tivioli
- ❖ Mario Valentin
- ❖ Gianni Versace

Paris, France

- ❖ Chic and stylish
- ❖ Home of famous couture houses such as Dior and Chanel
 - The houses stage exclusive fashion shows in their own salons. Many other famous French designers show their work twice a year.
- ❖ One of the best known French designers and a pioneer of ready to wear is Yves Saint Laurent. He consistently turned out stylish, quality garments over many years.
- ❖ One of the innovators of French fashion is Jean Paul Gaultier. He designs unusual witty clothes which stand apart from the main thrust of French style. He designed for Madonna.

Paris



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French Designers

- ❖ Jin Abe
- ❖ Balenciaga
- ❖ Dorothee Bis
- ❖ Cerruti Femme
- ❖ Chanel
- ❖ Chloe
- ❖ Enrico Coveri
- ❖ Christian Dior
- ❖ Louis Feraud
- ❖ Jean-Paul Gaultier
- ❖ Romeo Gigli
- ❖ Givenchy
- ❖ Kenzo
- ❖ Hiroko Koshino
- ❖ Christian Lacroix
- ❖ Karl Lagerfeld
- ❖ Guy Laroche
- ❖ Matsuda
- ❖ Issey Miyake
- ❖ Claude Montana
- ❖ Thierry Mugler
- ❖ Bernard Perris
- ❖ Nina Ricci
- ❖ Sonia Rykiel
- ❖ Yves Saint Laurent
- ❖ Jean-Louis Scherrer
- ❖ Emanuel Ungaro
- ❖ Valentino
- ❖ Kansai Yamamoto
- ❖ Yohji Yamamoto

London, England

- ❖ Known for unorthodox clothes, with a young market and popular appeal.
- ❖ Vivienne Westwood is one of the pioneers of street style, the name of daring youthful looks which London is known for. John Galliano, Richmond Cornejo and a design group called English Eccentrics also turn out fresh ideas consistently.
- ❖ Other well known names include Zandra Rhodes, Katharine Hamnett (known for slogan t-shirts) and Bruce Oldfield who designs glamorous evening wear.

London



London Designers

- ❖ Bodymap
- ❖ Joe Casely-Hayford
- ❖ Caroline Charles
- ❖ Nick Coleman
- ❖ Paul Costelloe
- ❖ Ghost
- ❖ Pam Hogg
- ❖ Betty Jackson
- ❖ Bruce Oldfield
- ❖ Ednia Ronay
- ❖ Vivienne Westwood
- ❖ Workers for Freedom

New York, New York, U. S. A.

- ❖ American fashion design is dominated by a clean-cut casual style reflecting the sporty, health-conscious life styles of many Americans. The fashion industry in New York is based around Seventh Avenue.
- ❖ A designer who helped to set the trend in America for sport influenced day wear throughout the 1940's and 50's was Clair McCardell. Many of her styles have been revived. More recent influences on the American Look have been Calvin Klein, with classic coats, separates and jeans.
- ❖ Ralph Lauren designs casually elegant clothes in natural fabrics and Donna Karan works with practical, sophisticated women's wear.

New York



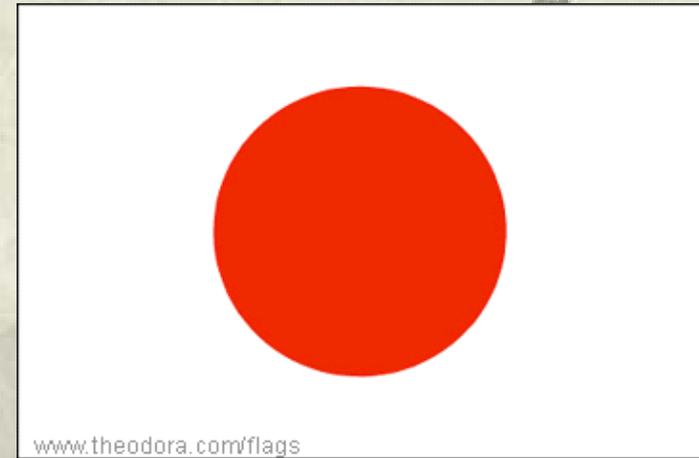
New York Designers

- ❖ Geoffrey Beene
- ❖ Bill Blass
- ❖ Oscar De La Renta
- ❖ Tom Ford (Gucci)
- ❖ Halston
- ❖ Carolina Herrera
- ❖ Norma Kamali
- ❖ Donna Karan
- ❖ Calvin Klein
- ❖ Ralph Lauren
- ❖ Mary McFadden
- ❖ Mary Ann Restivo
- ❖ Scassi
- ❖ Pauline Trigere

Tokyo, Japan

- ❖ The look is loose and apparently unstructured. This is often the result of complicated cutting techniques. Colors are often subtle, and somber. Fabrics are rich and textured.
- ❖ Many of the famous names in Japanese fashion now work in Europe or the USA, but the Tokyo designer collections are still a major international fashion event. Famous names in Japanese fashion include Kenzo, known for layered looks and highly original knitwear.
- ❖ Miyake, considered a master of draping and cutting, and Rei Kawakubo who developed a completely new way of cutting. His work has been compared with the bias innovation of Vionnet in the 1930's.

Tokyo



Tokyo Designers

- ❖ Jin Abe
- ❖ Barbara Bui
- ❖ Hiroko Koshino
- ❖ Junko Koshino
- ❖ Issey Miyake
- ❖ Hanae Mori
- ❖ Yuki Torii International
- ❖ Kansai Yamamoto



The "Main Event"

Calendar

❖ January

- Italian and French couture collections for spring/summer in Paris and Rome

❖ February

- British, Italian, American and French designer collections shown in London, Bologne, Germany, and Paris
- IMBEX (International Men's and Boy's wear exhibition in London, England)
- International men's fashion week in Cologne, Germany

❖ March

- British, Italian, American and French designer collections for autumn/winter shown in London, Milan, New York and Paris.
- Munich (Germany) Fashion Fair

❖ April

- Interstoff clothing, textiles trade fair held in Frankfurt, Germany

❖ May

- International designer collections, in Tokyo
- London mid-season fashion exhibition for autumn

❖ June

- Italian children's wear collections held in Florence, Italy
- Portex: Portuguese ready-to-wear fashion fair for Spring/Summer in Porto

❖ July

- French and Italian couture collections for Autumn/Winter, Paris and Rome
- Uomo Italia Men's wear shown in Florence

❖ August

- Future Fashions Scandinavia Fair held in Copenhagen, Denmark
- International men's fashion week and international jeans fair in Cologne, Germany
- Finnish fashion fair in Helsinki

❖ September

- British, French and American ready-to-wear collections for Spring/Summer shown in London, Paris, New York

❖ October

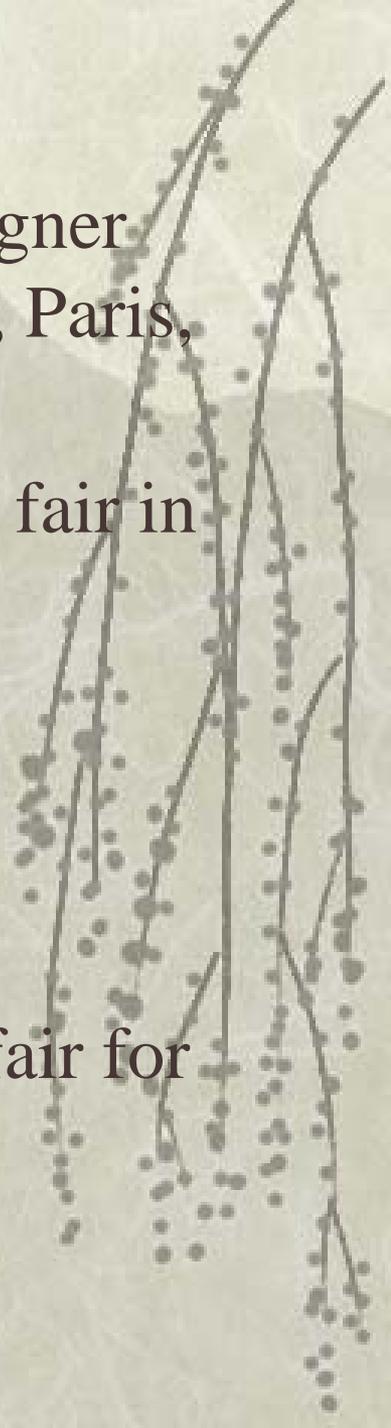
- British, French, American and Italian designer collections for Spring/Summer in London, Paris, New York and Milan
- Interstoff – international textiles and trade fair in Frankfurt, Germany

❖ November

- International designer collections, Tokyo

❖ December

- Portex Portuguese ready-to-wear fashion fair for Autumn/Winter, Porto



*Terms that keep
designers in business.*

- ❖ Fashion
- ❖ Fad
- ❖ Classic
- ❖ Style
- ❖ Design
- ❖ Trends
- ❖ Fashion Cycle



Fashion

- ❖ The currently accepted prevailing style.
- ❖ What are the current fashions now?



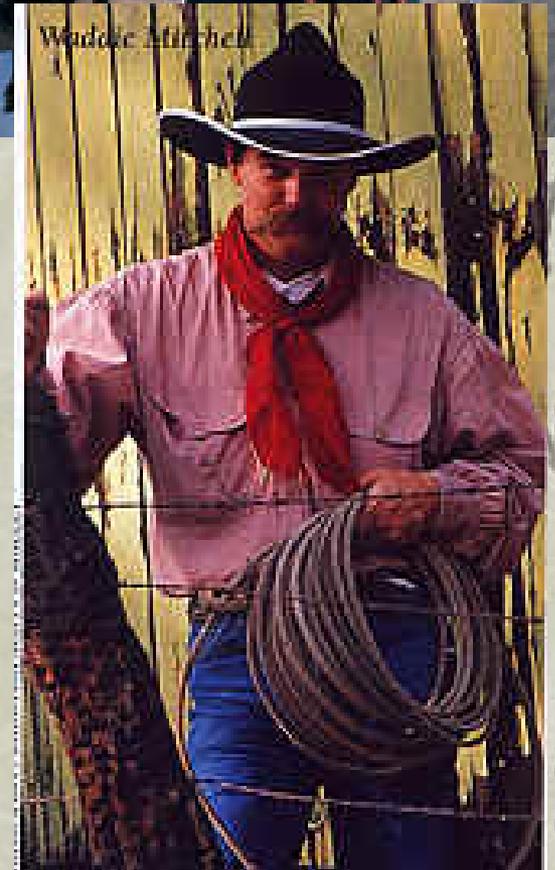
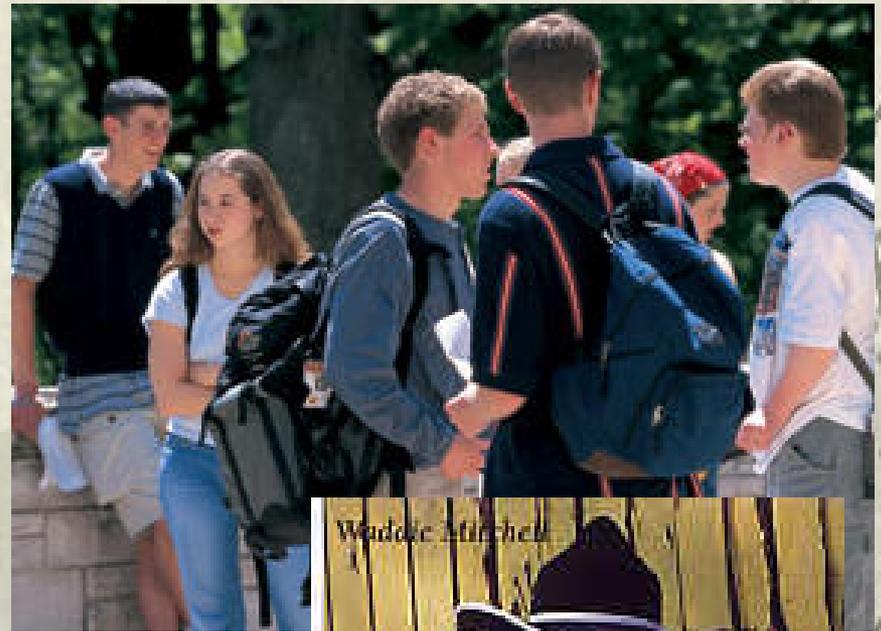
Fad

- ❖ A fashion with a sudden burst of popularity
- ❖ What fads do you notice this year at school?



Style

- ❖ A characteristic or distinctive form of dress that exists independent of fashion
- ❖ Each person develops their own over time.
- ❖ What is yours?



Classic

- ❖ A fashion that retains general acceptance over a very extended period of time
- ❖ What are examples of classics?



Design

- ❖ Refers to a specific version of a style



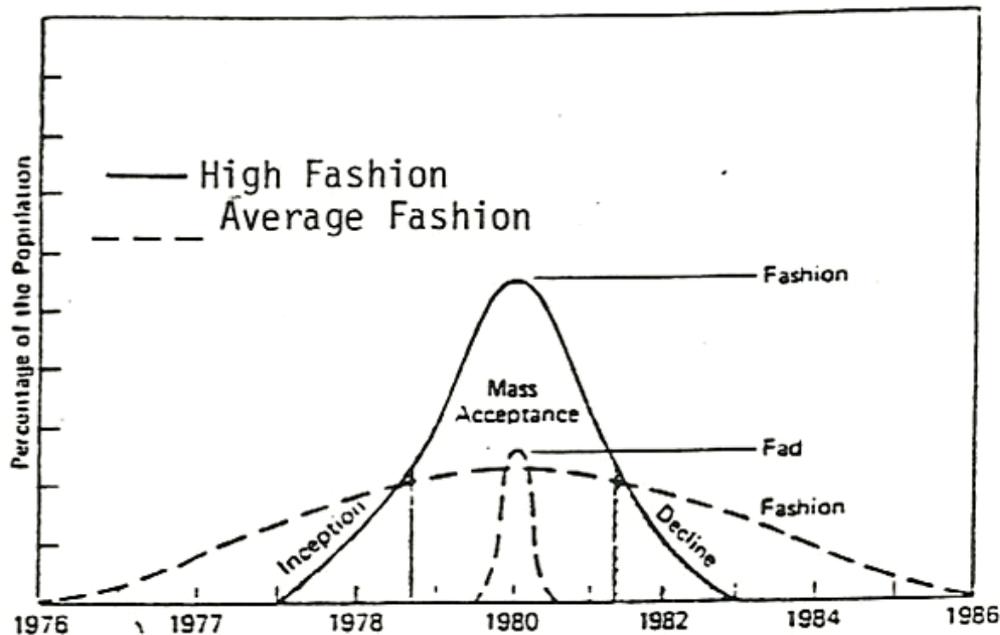
Trend

- ❖ The movement of a fashion into and through the marketplace
- ❖ How long a fashion remains popular



Fashion Cycle

- ❖ The introduction, Rise, Culmination, Decline, and Obsolescence of a given style over a period of time.
 - Introduction: the beginning of a new style, trend
 - Rise: gain in popularity and familiarity
 - Culmination: the highest point or peak of the trend
 - Decline: the end of a style or trend



Intro. Beginning of curve

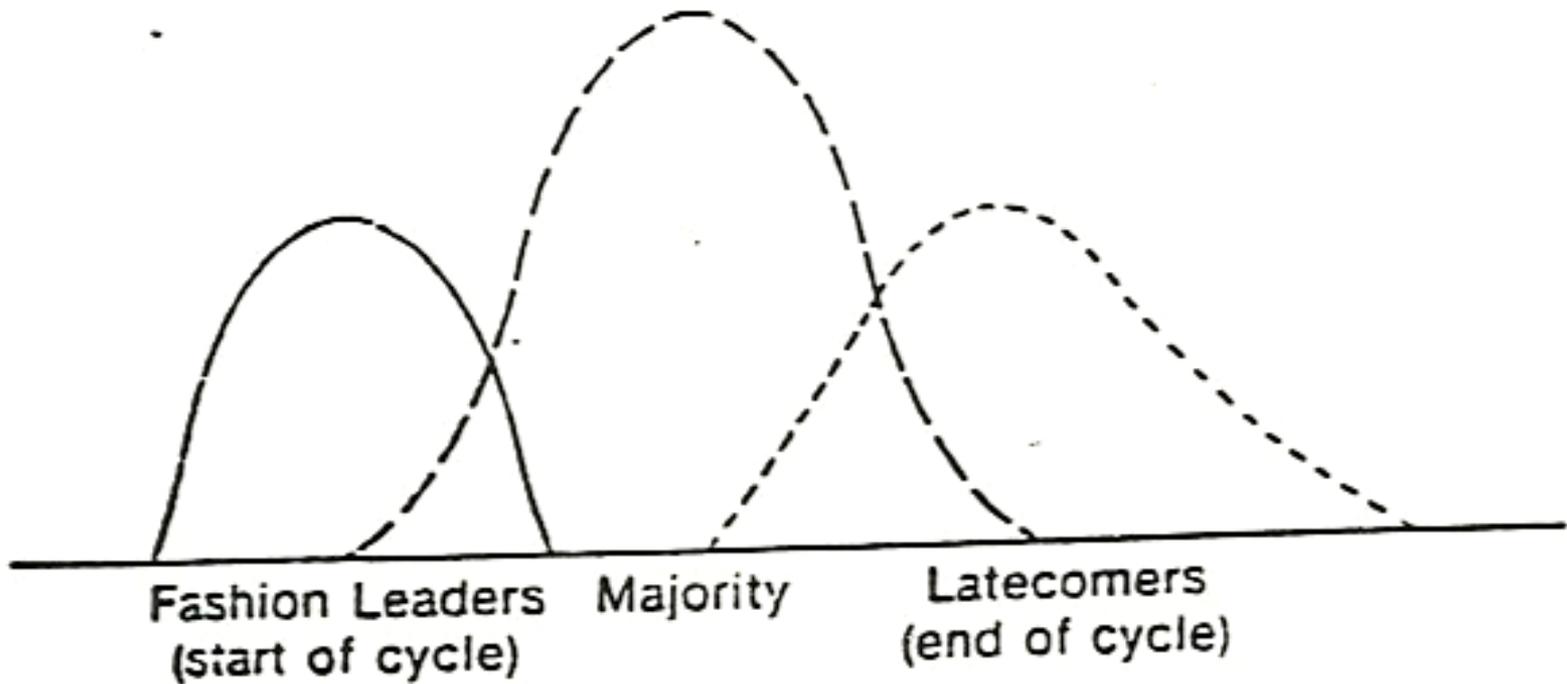
Rise- Style gains momentum

Culmination- Highest amount of acceptance

Decline- Interest begins downward move

Obsolescence- end of the fashion

Trend Cycle



Design Details

- ❖ Sleeve/Skirt/Pant/Short Lengths & Widths
- ❖ Collar Types
- ❖ Pockets
- ❖ Topstitching
- ❖ Neckline



What are some specific design details that fall under these categories?

- ❖ Hip huggers
- ❖ $\frac{3}{4}$ length sleeves
- ❖ Peter Pan Collar
- ❖ Round Neckline

Assignment

- ❖ Find 4 pictures that represent the following vocabulary words.
 - Classic
 - Fad
 - Fashion
 - Style
 - You must know the designers name for each picture
- ❖ Place each picture on a PowerPoint Slide
- ❖ Paragraphs
 - Write why the picture represents the vocabulary word
 - Search for the designers web site... is the picture representative of their normal work? Why, Why not?
 - **INCLUDE THE WEBSITE IN YOUR REPORT**

