



# **Fashion Design: The Complete Guide (Required Reading Range)**

*John Hopkins*

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*Fashion Design: The Complete Guide* is a modern and stylish introduction to working within the fashion industry today. Catwalk images show the latest trends and contributions from industry professionals span centres of fashion across London, Paris and New York. A fabulous selection of images and plenty of suggestions of further resources make this a useful and exciting springboard into a successful career in fashion.

This behind-the-scenes guide to the study of fashion is for current and aspiring designers, fashion lovers and students. It provides an all-inclusive overview of the entire design process, covering the history of fashion, fashion illustration, colour and fabrics, the journey from concept to finished garment, research processes, presenting a collection and professional practice. It is generously illustrated throughout with images from famous designers, includes promising graduate work and showcases original artwork from a variety of studios.

- The new essential text for aspiring fashion designers, with practical advice at every stage, including portfolios, personal promotion and career opportunities.
- With an attractive and colourful layout, every chapter also includes interviews, discussion questions, activities and further reading.
- Illustrated with beautiful examples of work from both established and up-and-coming designers, including Alexander McQueen, Viktor & Rolf, Jean-Paul Gaultier, Christian Dior, Anna Sui, Jonathan Saunders, Mary Katrantzou and Elie Saab, and pictures of style icons such as Tilda Swinton and Gwen Stefani.

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