The Fashion Design Reference & Specification Book: Everything Fashion Designers Need to Know Every Day

By Jay Calderin, Laura Volpintesta

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An essential primer for students and first-stop reference for professionals, *The Fashion Design Reference & Specification Book* takes the fashion designer through the entire design process, from conceiving a garment to marketing it.

This valuable handbook contains the information and ideas essential to planning and executing fashion projects of every scale and distills them in an easy-to-use format that is compact enough to slip into a tote. Linking six central phases in the cycle of fashion—research, editing, design, construction, connection, and evolution—*The Fashion Design Reference & Specification Book* helps designers develop effective strategies for building a cohesive collection and communicating their vision.

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Editorial Review

About the Author
Jay Calderin teaches a wide variety of fashion and professional development courses at the School of Fashion Design in Boston, MA, where he is also the Director of Creative Marketing. He founded and serves as Executive Director of Boston Fashion Week. Calderin's designs have appeared in the pages of *Vogue* and *Elle* magazines.**Laura Volpintesta** teaches fashion illustration, presentation and concept development at Parson's New School of Design. She resides in New York City.

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