



Basics Fashion Design 01: Research and Design: Second Edition

By Simon Seivewright

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The ability to generate inspired ideas is vital in all creative industries, fashion being no exception. *Basics Fashion Design 01: Research and Design* (2nd edition) investigates fashion design research and how to use it to develop inspired designs and concepts. This second edition of a best-selling title used on courses throughout the UK and US is revised and updated with a new design scheme and many new visuals from the catwalk, the studio and designers' portfolios. It includes new case studies and eleven interviews with key personnel, plus reflective exercises designed to instruct readers on how to excel in carrying out professional fashion research and design.

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Editorial Review

Review

'I LOVE this series of books. They are inspirational, affordable, and informative. I love the interviews with the various designers and others in the industry ... Of course, not all students actually go out and buy the book but those that do are impressed and have gone out and gotten some of the others in the series.'

Alisa Caron, The Illinois Institute of Art - Chicago, USA.

'Very useful and easy to understand book. Great visuals. Used as a resource for myself as a teacher and recommended to students to buy for themselves. Introduces students to design language that they can understand.'

Shelley Campton, Canberra Institute of Technology, Australia.

'A very useful sourcebook for both students and professionals. Breaks down the research and design process clearly, helping to understand the importance of relevant research for design.'

Pasqualina Iarrobino, De Montfort University, UK.

'The book will be suitable for the following reasons: Very good teaching tools for specific research and design tasks; clear and concise with easy to follow instructions; contemporary and innovative in approach and format.'

Marie Loney, Havering College of FE & HE, UK.

From the Back Cover

The **Basics Fashion Design** series from AVA publishing's Academia imprint comprises a growing collection of titles, offering an essential introduction to the subject and forming a comprehensive reference for students of fashion design and industry professionals with an interest in the subject.

Research is fundamental to the success of any design-related project and in **Basics Fashion Design: Research and Design** you are taken through a series of chapters that firstly explain the constraints that you may face as a designer before then exploring what research actually is, why you research and where you might find sources of inspiration to develop concepts and themes for your design work. You are also guided through the process of compiling and exploring the information that you have sourced in a creative sketchbook. Finally, the book explores design development and the processes that you need to explore as a designer in order to maximise the information gathered at the research stage, as well as the various ways by which you can communicate and illustrate your design work.

Basics Fashion Design: Research and Design is packed with case study examples of work by talented contemporary designers and other creatives working in the fashion industry, designed to inspire you in your own work. The book also features key exercises that will support you in your understanding and creative development throughout the research and design process.

About the Author

Simon Seivewright graduated from Brighton University in Fashion Textiles Design with Business Studies and won Graduate of the Year at the BHS Graduate Fashion Week exhibition. Simon then exhibited his

textiles at Premiere Vision in Paris and worked in Paris creating trend and forecasting brochures for clients in Europe, Japan and America. As a freelance woven textile designer and stylist, Simon's clients have included Vivienne Westwood, Christian Lacroix, Missoni, Simply Red, All Saints, BBC and London Fashion Week. Simon now runs the successful undergraduate Fashion degree at Northbrook College, UK. Simon has also recently completed a series of lectures on research and design methodologies in Shanghai, China, as well as at various UK universities.

Users Review

From reader reviews:

Marvis Byrnes:

Now a day people who Living in the era exactly where everything reachable by match the internet and the resources inside it can be true or not demand people to be aware of each info they get. How individuals to be smart in getting any information nowadays? Of course the answer is reading a book. Examining a book can help people out of this uncertainty Information specifically this Basics Fashion Design 01: Research and Design: Second Edition book because book offers you rich info and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it you probably know this.

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