

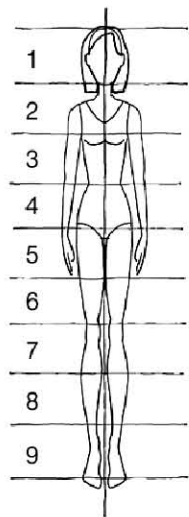


Diane von Furstenberg's wrap dress

## Fashion is born from ideas.

A single dress or t-shirt can be created without an underlying concept, but an entire collection cannot. A fashion collection must be driven by an idea that transcends material reality, and is based in an attitude toward or approach to life, art, beauty, society, politics, and self. Examples of popular idea-driven fashions include:

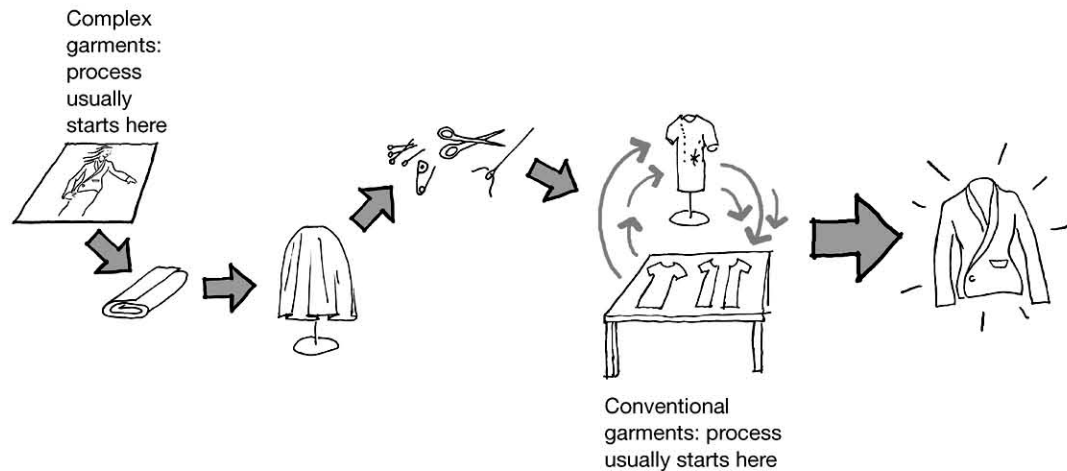
- **Diane von Furstenberg's wrap dress:** It was motivated and preceded by the broad-based entry of women into professional workplaces and a desire to project authority while remaining feminine and sexy.
- **Giorgio Armani's relaxed, elegant tailoring:** It responded to the emergence of new businesses and more informal business models in the 1970s and 1980s, ultimately paving the way for the now familiar "casual Fridays."
- **Grunge:** Before it became a popular fashion look, grunge was a movement that sought to reject lifestyle-consciousness.



## How to draw a 9-head-tall fashion figure

Draw a vertical line and mark ten ticks to create nine equal segments.

- Segment 1:** Draw an egg or ellipse for the head.
- Segment 2:** In the middle of the segment, draw the shoulders sloping downward. Total width is about  $2\frac{1}{2}$  times the width of the head.
- Segment 3:** Locate the bustline in the upper third.
- Segment 4:** Draw the waist at the top of the segment, a little more than half the shoulder width. Align the elbows with the waist. Draw the hips at the bottom, about two heads wide.
- Segment 5:** Draw the crotch with a short horizontal line about  $\frac{1}{4}$  of the way down. Align the wrists with the crotch and extend the hands to the bottom of the segment.
- Segments 5–9:** The legs and feet. The thighs start at the top of Segment 5, the knees are centered near the top of Segment 7, and the ankles are located in the upper third of Segment 9.



## How to turn a sketch into a garment prototype

Two methods are used to develop a design sketch into a three-dimensional garment. Complex garments are often created by first draping the muslin fabric over the form, then tucking, darting, and adjusting it to approximate the desired fit. The muslin is then removed and refined on the table to more accurately represent the pattern pieces.

Conventional garments are often created first on the table by adapting existing garment patterns. The patterns are then transferred to the muslin and refined on the dress form.

In both instances, multiple iterations are required to create a final muslin prototype. Once the prototype is set, it is fitted to a model, and after final adjustments, the garment is cut in the intended fabric.



Garment designed by Yohji Yamamoto

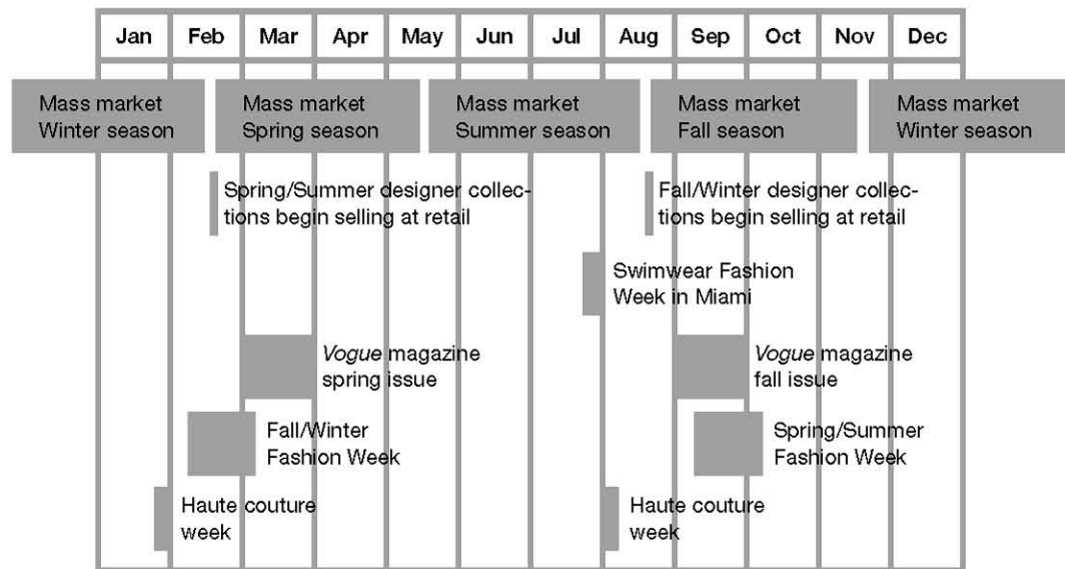
## Conceptual design began at Hiroshima.

What is known as conceptual design today is traceable to the atomic bombs dropped on Hiroshima and Nagasaki by the United States in World War II. Three Japanese designers—Rei Kawakubo, Issey Miyake, and Yohji Yamamoto—grew up in their wake and became the avant-garde of the late 1970s and early 1980s. Together they paved the way for the end of Western hegemony on fashion and profoundly altered prevailing notions of beauty.



## The 20th century in women's fashion

Trend/Silhouette	Era/Influence	Important Designer
Hourglass	Art Nouveau	Charles Frederick Worth
No corset/hobble skirt	Asia/Suffrage	Paul Poiret
Boyish flattened curves	19th Amendment	Gabrielle "Coco" Chanel
Bias cuts	Hollywood	Madeleine Vionnet, Adrian
Broad shoulder/A-line skirt	WWII	Elsa Schiaparelli, Mainbocher
Pointed bust/full skirt	New Look	Christian Dior, Cristóbal Balenciaga
Babyish flattened curves	Youth culture	André Courrèges, Mary Quant
Rich hippies	Street clothes	Yves St. Laurent, Roy Halston
Broad shoulder/short skirt	Conspicuous consumption	Giorgio Armani, Christian Lacroix
Minimalism	Belgium/Grunge	Marc Jacobs, Helmut Lang



## The upper end of the fashion industry uses a 2-season annual calendar. The lower end uses a 4-season calendar.

Designers show their seasonal collections twice each year during Fashion Week, the major event of the fashion industry. Fashion Week actually lasts four weeks, during which fashion buyers and editors from around the world travel in sequence to New York, London, Milan, and Paris to preview the upcoming season at hundreds of runway shows. Afterward, they visit the showrooms of fashion designers to make their seasonal selections or schedule photo shoots for fashion magazines.

The lower end of the industry, which consists of mass market, moderate, and lifestyle brands, divides the year into four seasons and twelve deliveries. Three months are allotted to each season, and new products are delivered to stores every month. The seasons are called Spring I, Spring II or Summer, Fall, and Holiday. Children's and Junior markets sometimes use "Back-to-School" to indicate the Fall season.