

D

Foundation

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The Visual Dictionary of Fashion Design

F

Introductory

057
The Fundamentals of Fashion Design

B

Intermediate

058–061
Basics Fashion Design
01 Research and Design
02 Textiles and Fashion
03 Construction
04 Developing a Collection
05 Fashion Drawing
06 Knitwear
07 Designing Accessories

R

Required Reading Range Course Reader

Required Reading Range Module Reader

} **Fashion Design**

D

Foundation

The Visual Dictionary of Fashion Design Gavin Ambrose and Paul Harris

Key features

Explains and contextualizes over 250 terms used within fashion design.

Definitions are accompanied by illustrations and examples taken from traditional and contemporary fashion design.

Covers historical terms still in current usage as well as modern terminology, such as *Tank top* and *Militaria*.

Covers a wide variety of practical terms, such as *Appliqué*, *Block printing*, *Flax*, *Logo*, *Silhouette*, and *Tailoring*.

Also covers conceptual terms, including *Postmodernism*, *Juxtaposition*, and *Zeitgeist*.

Includes a detailed timeline of fashion design.

Readership

Foundation

AVA's Visual Dictionaries form our foundation reading list. These titles offer clear, comprehensive and visually informative definitions to the key terms in a discipline's vocabulary.

This book offers a wide overview of the discipline as a whole, its history and contemporary practice. It also provides a useful reference tool throughout higher education.

F

Introductory

The Fundamentals of Fashion Design Richard Sorger and Jenny Udale

Key features

Offers students an illustrated introduction to the key elements of fashion design.

Explores the entire design process, from research to production, different materials, machinery and methods of construction.

Discusses how a fashion collection is formed, who it is intended for and how it is promoted.

Accompanied by illustrative examples of work from contemporary fashion designers.

Provides practical insight into fashion careers, interviews with designers, stylists, photographers, buyers and agents.

Supported by an engaging visual style, designed to appeal to creative students.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

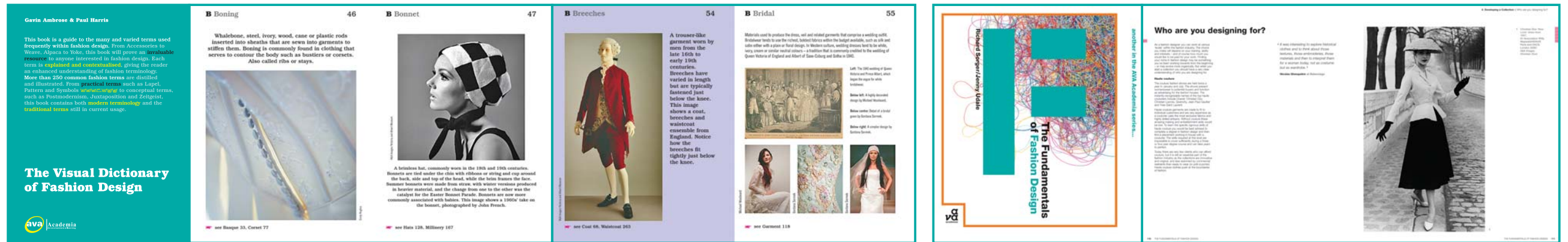
This book provides students with a broad overview of the discipline, before examining specific processes in greater detail.

Gavin Ambrose is a practising graphic designer. His current commercial practice includes clients from the arts sector, publishers and advertising agencies. He is the co-author and designer of several books on branding, packaging and editorial design.

Paul Harris is a freelance writer, journalist and editor. Paul writes for international magazines and journals in London and New York. He is a co-author and collaborator on books about packaging design and design principles.

Richard Sorger has previously taught at The London College of Fashion and Central Saint Martins, UK. He is currently the fashion design tutor at Middlesex University, UK. For three years, Richard ran SorgerKirchhoff, his own womenswear label with Ben Kirchhoff, selling in London and Paris. In 2004, Richard started designing under his eponymous label and currently sells worldwide.

Jenny Udale is a practising fashion and printed textile designer. After graduating from the Royal College of Art, London, she launched her own womenswear label, which is stocked in stores around the world. She is currently a lecturer in fashion at both the Universities of Kingston and Middlesex, UK.



! Very good for students. Clear, easy to follow, good visuals, user friendly, pick-up-and-put-down.
Brenda Killigrew / New College I.D.C / UK

! This book enables students to understand the bigger picture of how the industry operates.
Terri Silk / Canberra Institute of Technology / Australia

! Very informative with design directives appropriate for the beginner.
Dawn Marie Forsyth / Fashion Institute of Design & Merchandising / USA

! Excellent book – really cutting edge. Backs up everything that we tell the students. Carole Semaine / Barnet College / UK

! This text will especially inspire and inform, fulfilling a much-needed task in the first level fashion design course. Christine Nerad / Bluffton University / USA

! Great book, very current, attractive and appealing. Elizabeth Williams / Columbia College / Chicago / USA

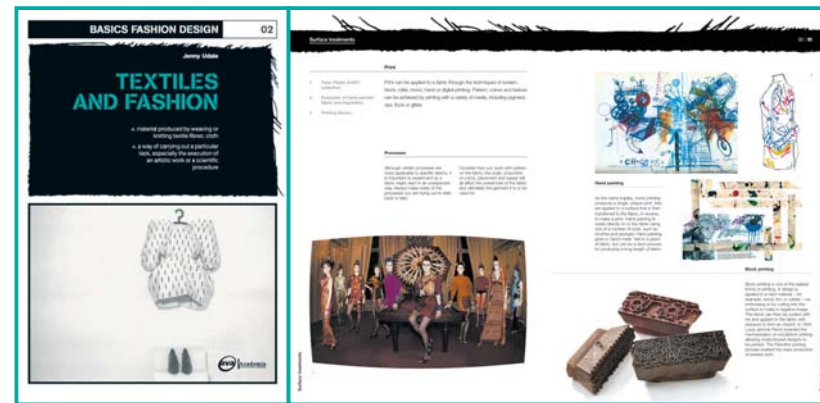
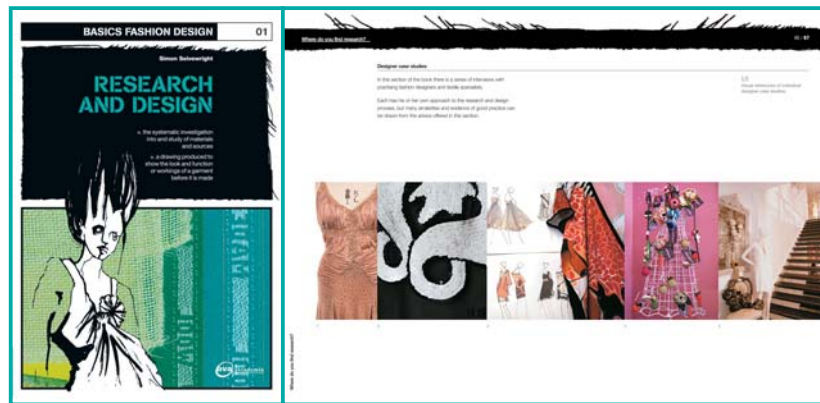
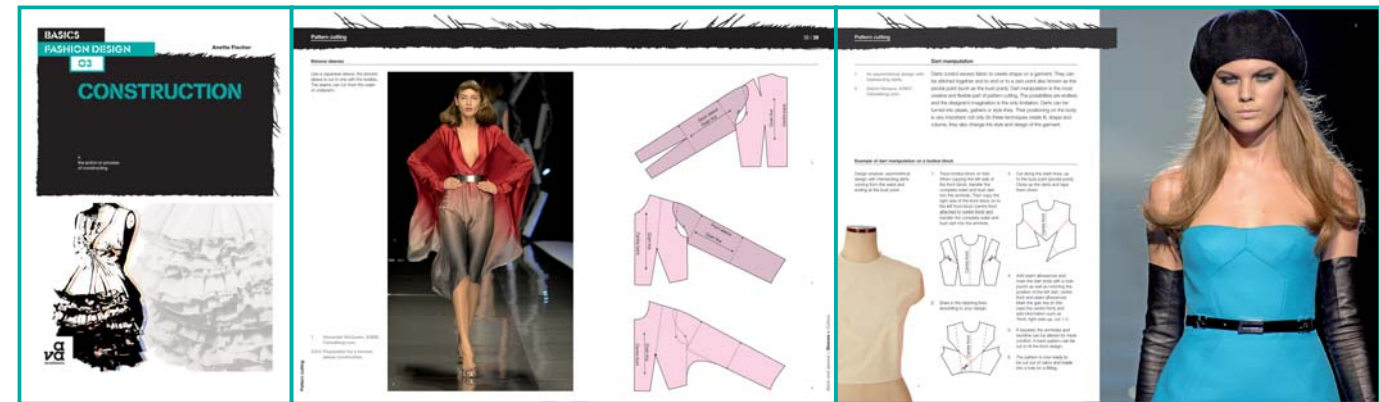
Basics Fashion Design

- 01 Research and Design
Simon Seivewright
- 02 Textiles and Fashion
Jenny Udale
- 03 Construction
Anette Fischer
- 04 Developing a Collection
Elinor and Colin Renfrew
- 05 Fashion Drawing
John Hopkins
- 06 Knitwear
Juliana Sissons
- 07 Designing Accessories
Jane Francis

The *Basics Fashion Design* series offers students a thorough introduction to the principles and practices of fashion design. Each title covers a specific area in detail, explaining the creative process from researching through designing to materials and construction. When combined, the series represents an in-depth source of reference for fashion and textile students. Each title is accompanied by varied examples of work from talented designers and is supported by student exercises, checklists, case studies and resource directories.

Basics Fashion Design: Construction

- ! Easy to follow, informative and current. Makes good sense of very difficult subject matter. Patrick Gottelier / Falmouth University / UK
- ! Techniques are well illustrated and inspirational photographs push students to try something beyond their skill level. Background and text unlike any other text book used and a refreshing format. Great asset. Dr Lynn Boorady / Michigan State University / USA



Basics Fashion Design: Research and Design

- ! Very informative, visually appealing and inspiring for the students. John Bauernfiend / Savannah College of Art and Design / USA

Basics Fashion Design: Textiles and Fashion

- ! Excellent book, particularly for first year (BA Hons) fashion design students. Karen Harrigan / Nottingham Trent University / UK

Basics Fashion Design: Developing a Collection

- ! Love the graphic layout and obvious understanding of the subject by writers. Great. Also love the size of the book – it's easy to carry around. These are excellent books which absolutely pin down the essential elements of what our subject is about. Christine Browett / Huddersfield University / UK

Key features

Each title introduces students to a key aspect of fashion design.

Accompanied by a wide variety of case studies and examples of work taken from contemporary fashion designers.

Supported by student exercises, tips and helpful resource directories.

Readership

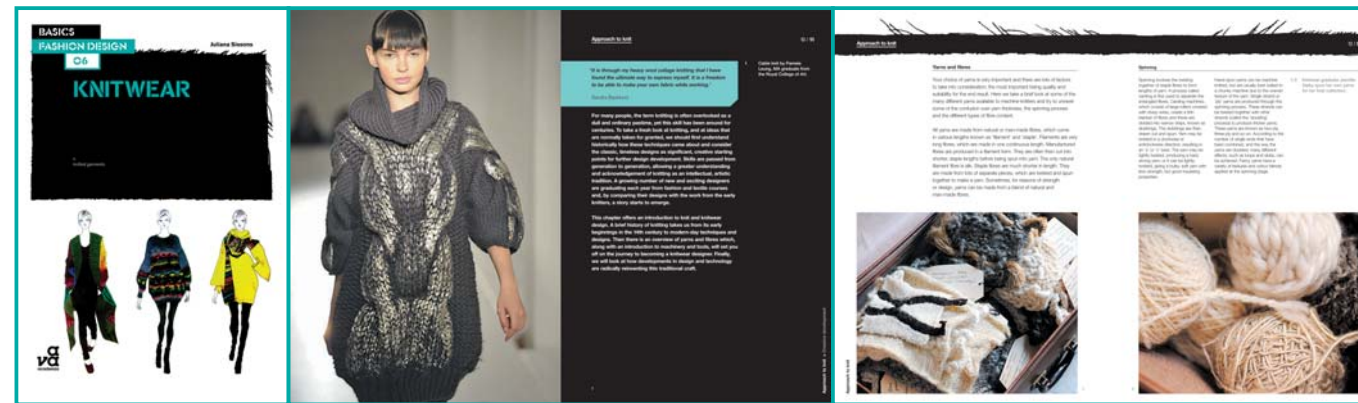
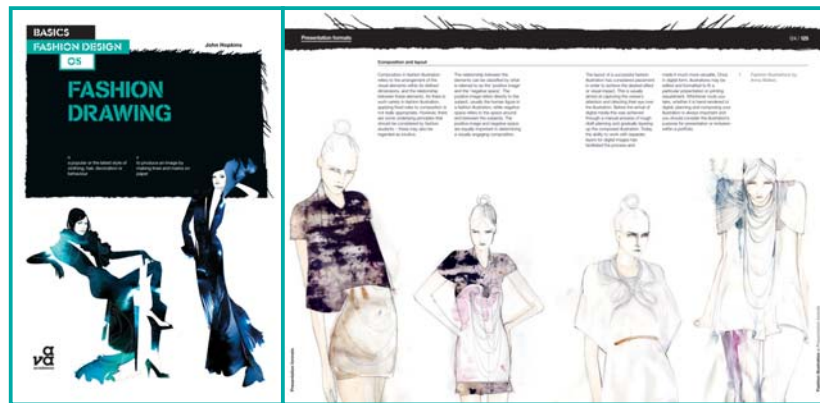
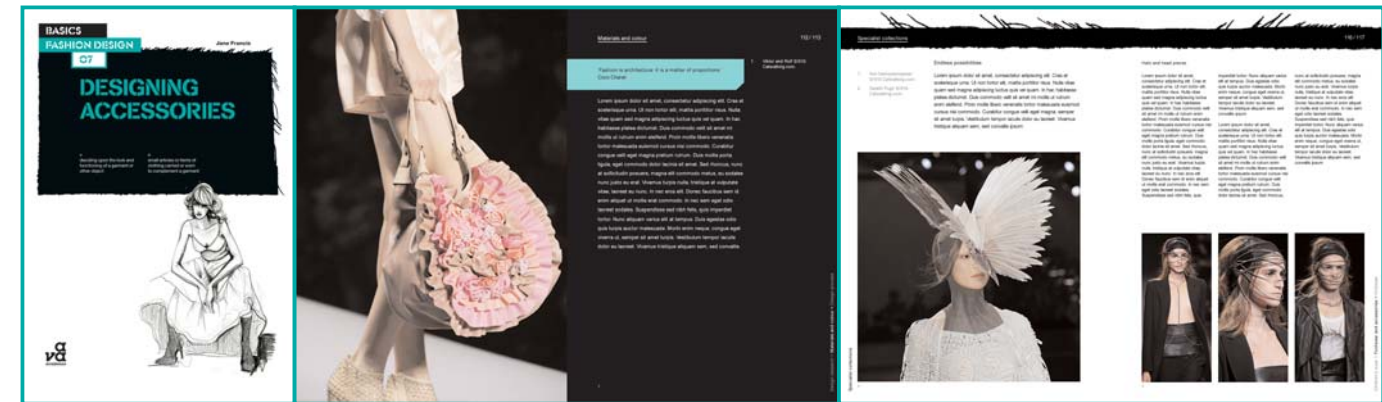
Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.

Basics Fashion Design series

! Thank you! These books are excellent. They are really useful and relevant.
Susan Noble / Portsmouth University / UK



Basics Fashion Design series

! The best comprehensive, single volumes on the market today. Expertly written and a visual delight. A wide appeal to both academics and students. Martin Dawber / Liverpool John Moores University / UK