



Basics fashion design 01 - research and design /anglais


Simon Seivewright

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192 pages

Revue de presse

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*

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*

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*

This book was very helpful on the topic of the research process in fashion design. Clearly and simply allows the student to know the importance of research and how to analyze and apply the information. The importance of materials and presentation. Great job! --*Joseve Muñoz Islas, Universidad Anáhuac, Mexico*
Présentation de l'éditeur

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. Biographie de l'auteur

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.

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