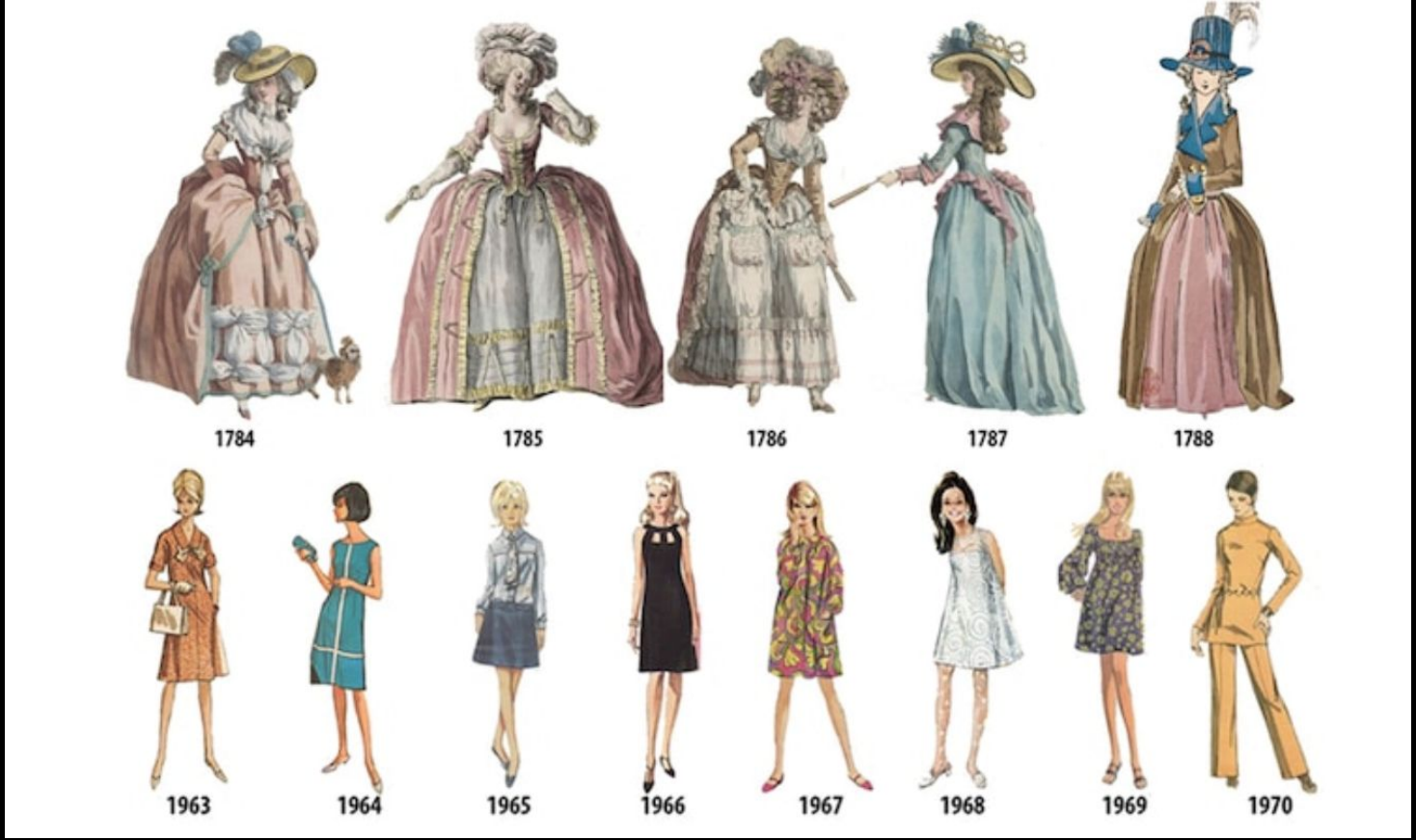
Pattern & Fashion Design

April 17th, 2019

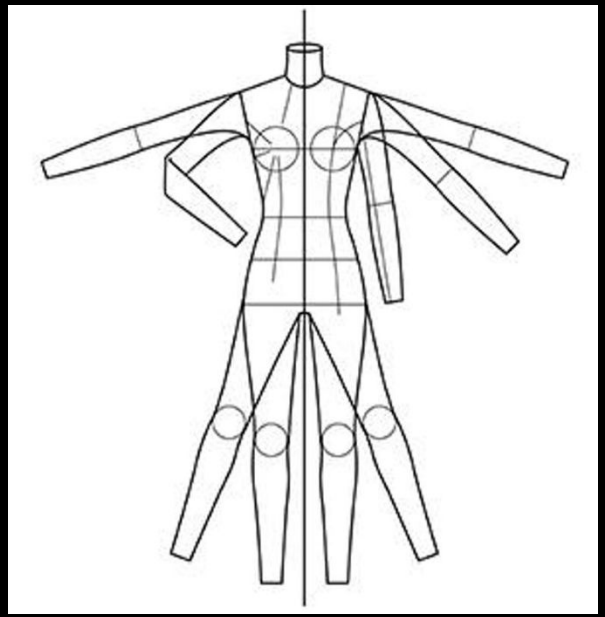


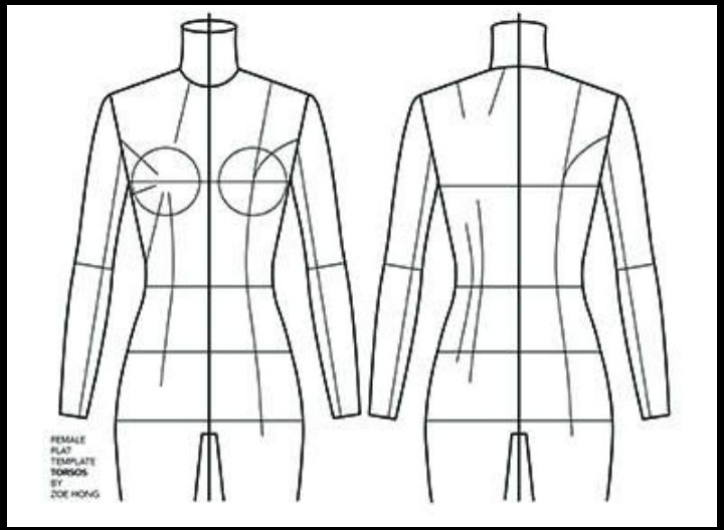
Fashion Design - art of applying design, aesthetics and natural beauty to clothing and its accessories

Important Distinction to Make:

Pattern - A graphic, repeated, decorative design, also called a print.

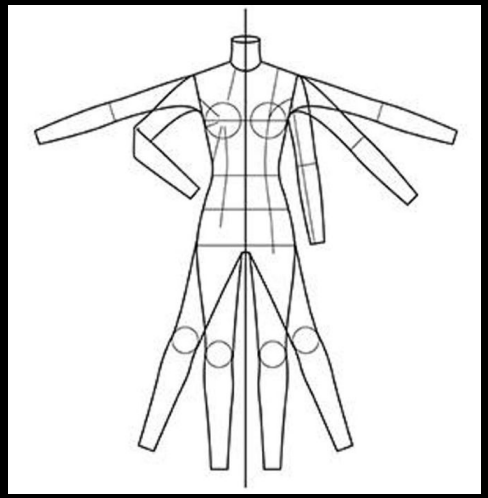
Pattern - template from which the parts of a garment are traced onto fabric before being cut out and assembled



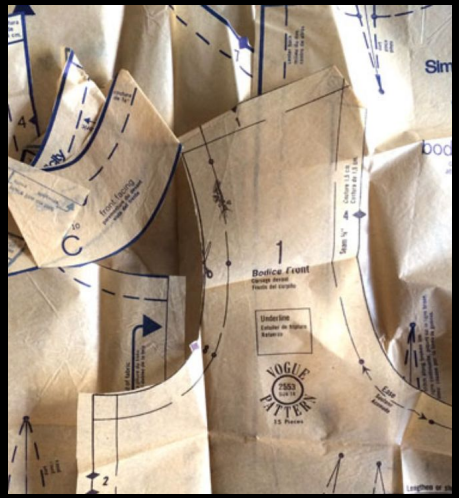


Flat - A black and white fashion technical drawing that shows a garment as if it were laid to display all seams, topstitching, hardware, and any other design details

1. Sketch



2. Flat



3. Pattern

4. Garment

Garment - Another word for clothing or apparel

Influential figures in Fashion Design

Coco Chanel 1883 - 1971

French Designer, businesswoman

Three Distinct types of fashion:

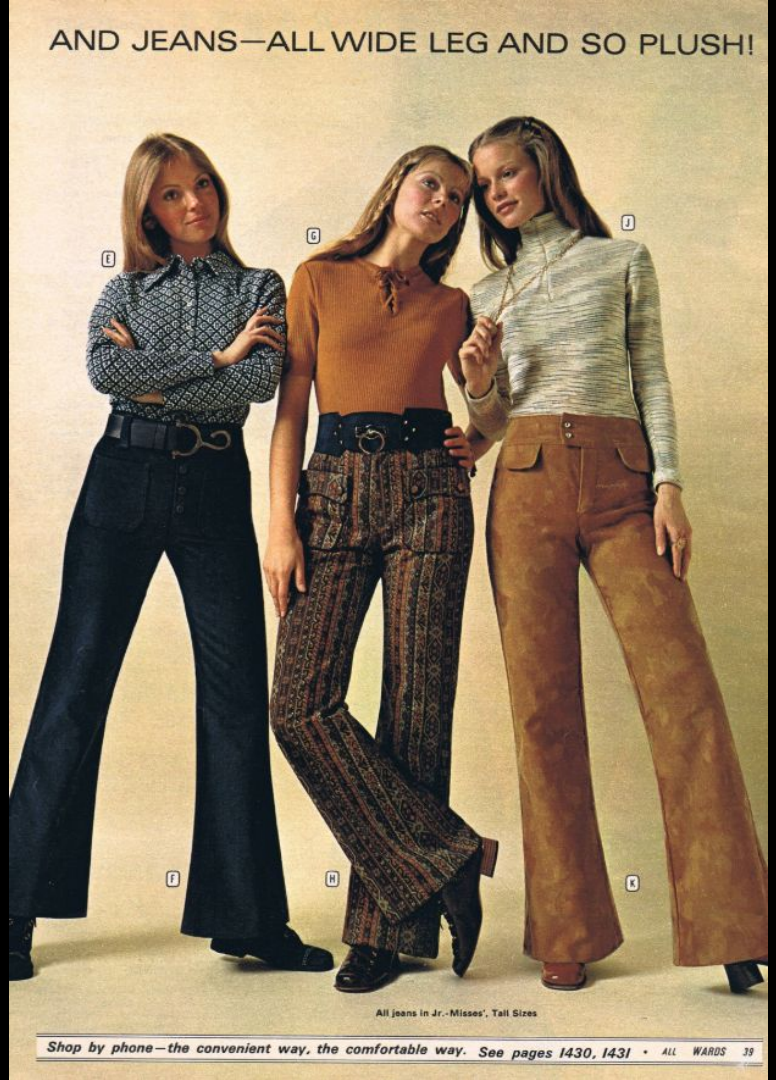
1. Haute Couture - high-end, fashionable, one-of-a-kind clothing produced by leading fashion designers, made with a very specific, individual customer in mind.

2. Ready-to-Wear - made for the general market and sold through stores rather than made to order for an individual customer

1950s

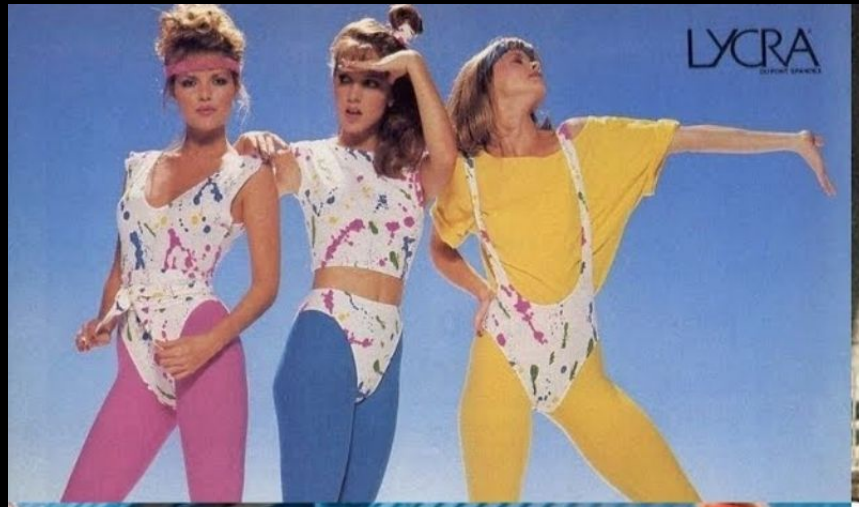
3. Mass Market- made for the general market and sold through stores rather than made to order for an individual customer

Mannequin - a dummy used construct clothes, as well as to display clothes in a store window.



Pattern to reflect
The times

1970s



1980s

Alexander McQueen

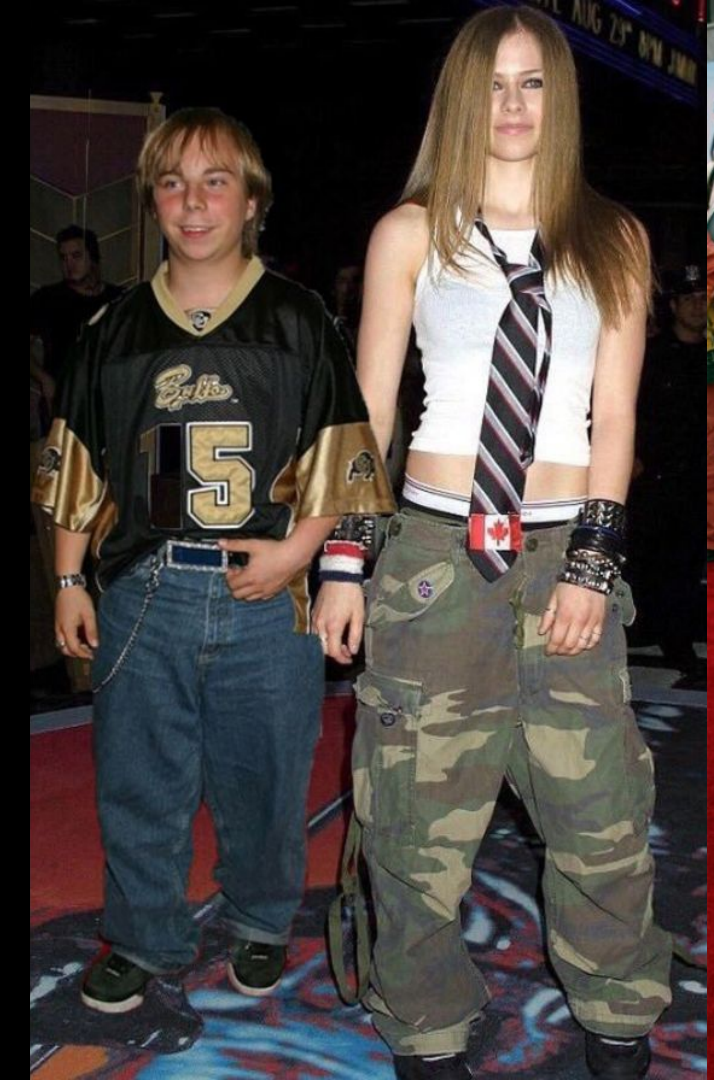
Silhouette - The overall outline or shape of a garment.

Avant Garde - Fashion that contains new and unusual or experimental ideas

2000s

ABERCROMBIE AND FITCH
AND FITCH
NEW YORK

CALIFORNIA
Hollister
1922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DREAM
bebe

Bending Gender Norms

-Billy Porter

Today

Bending Gender Norms

-Sasha Velour

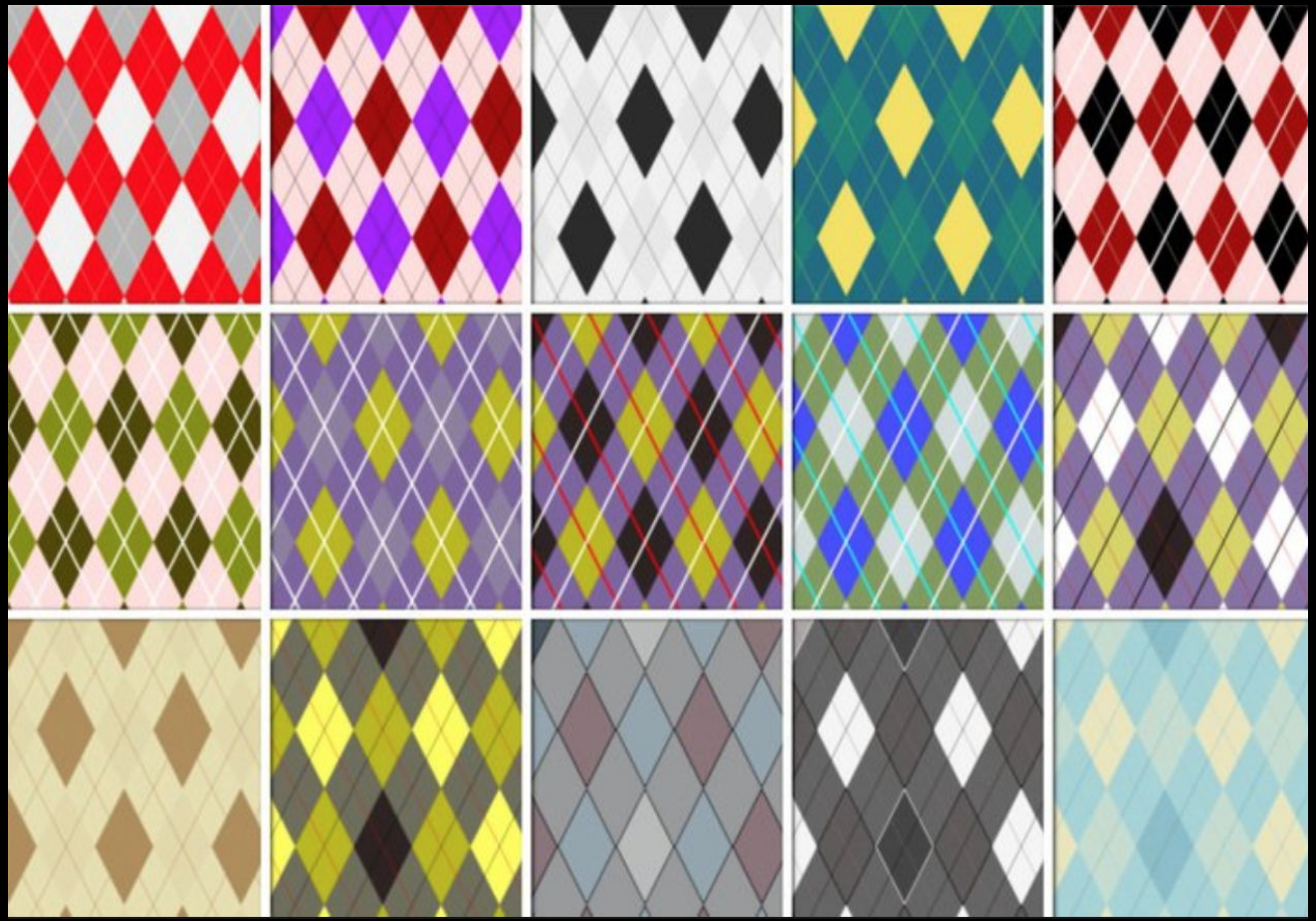
Representation on the Runway

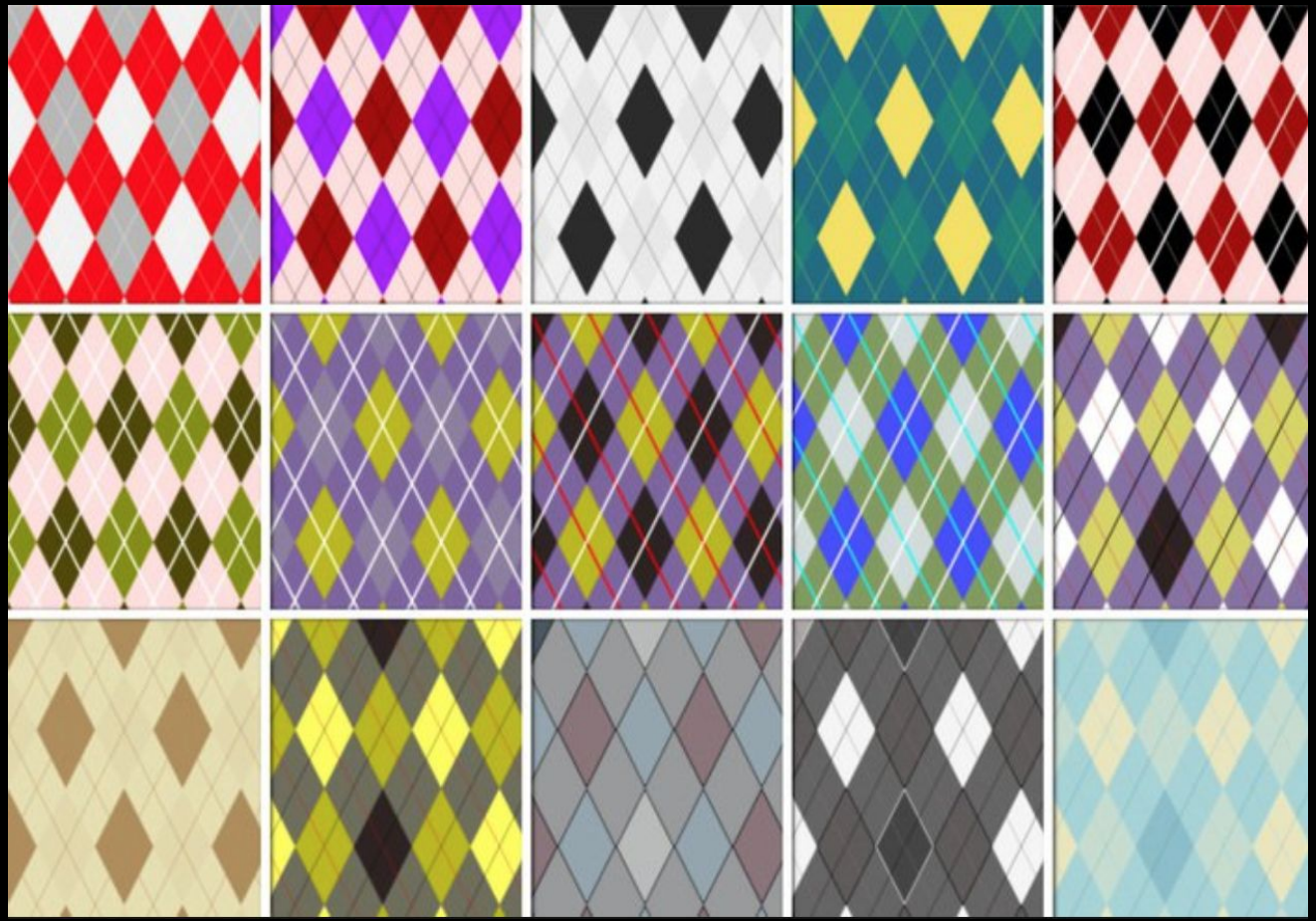
aerie

Anniesa Hasibuan

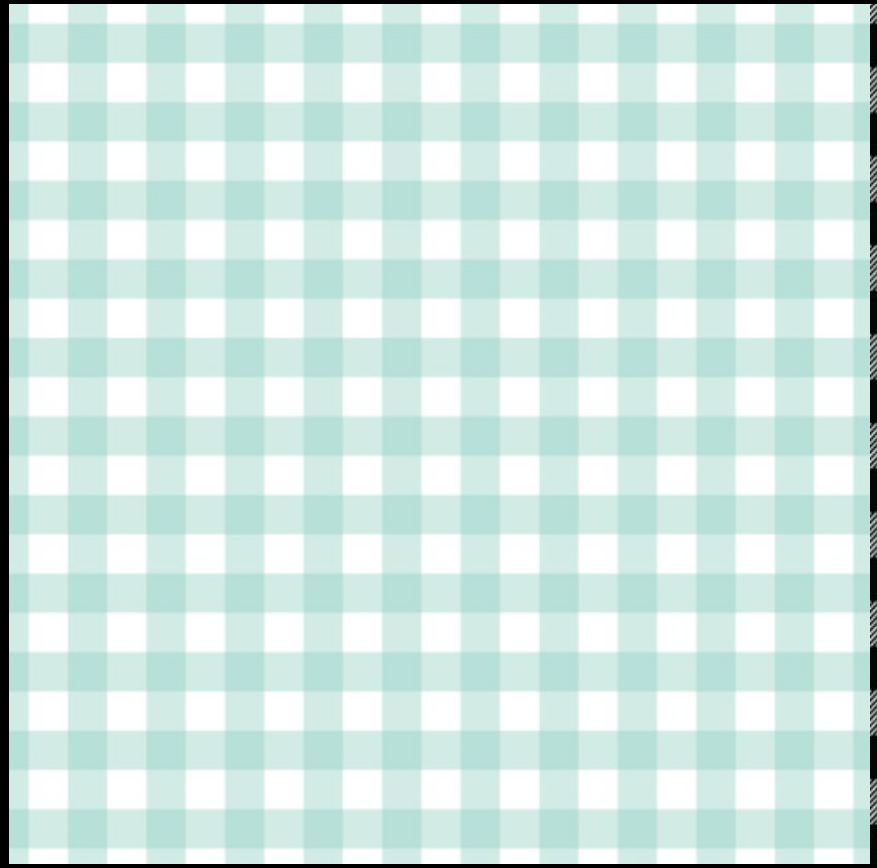
2016 NYFW

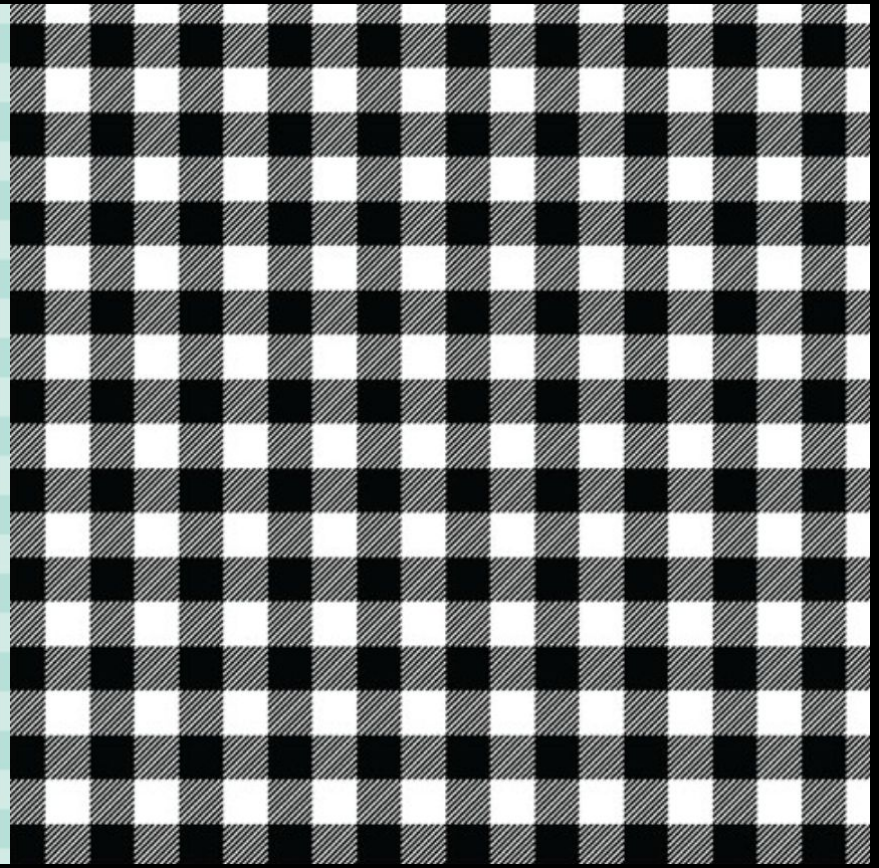
Paisley

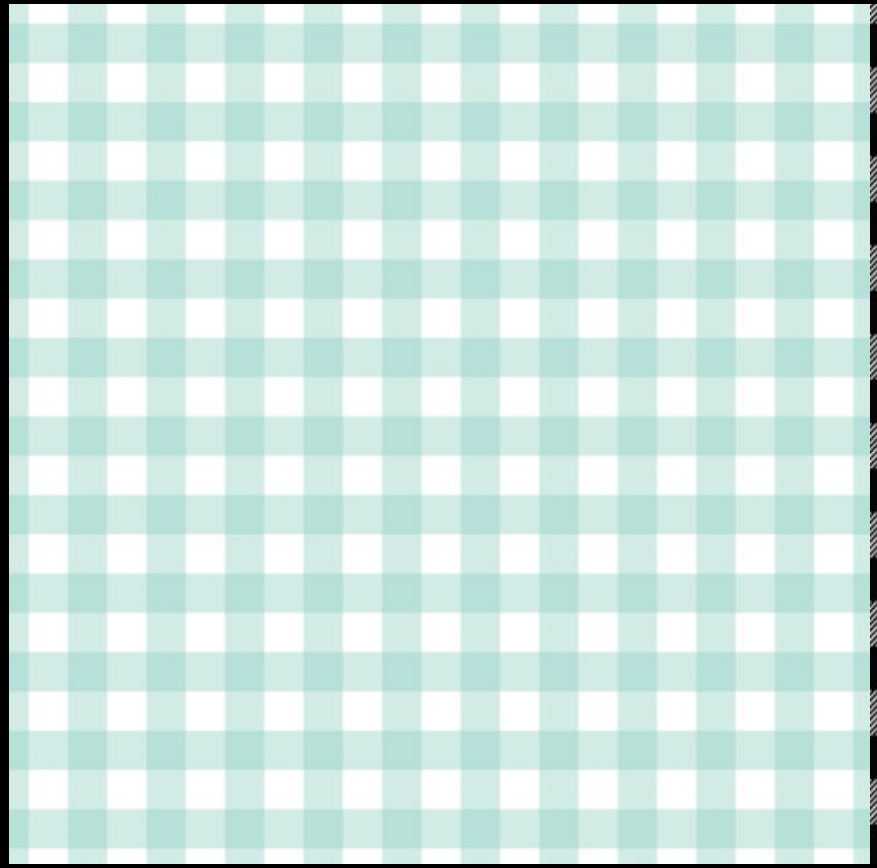


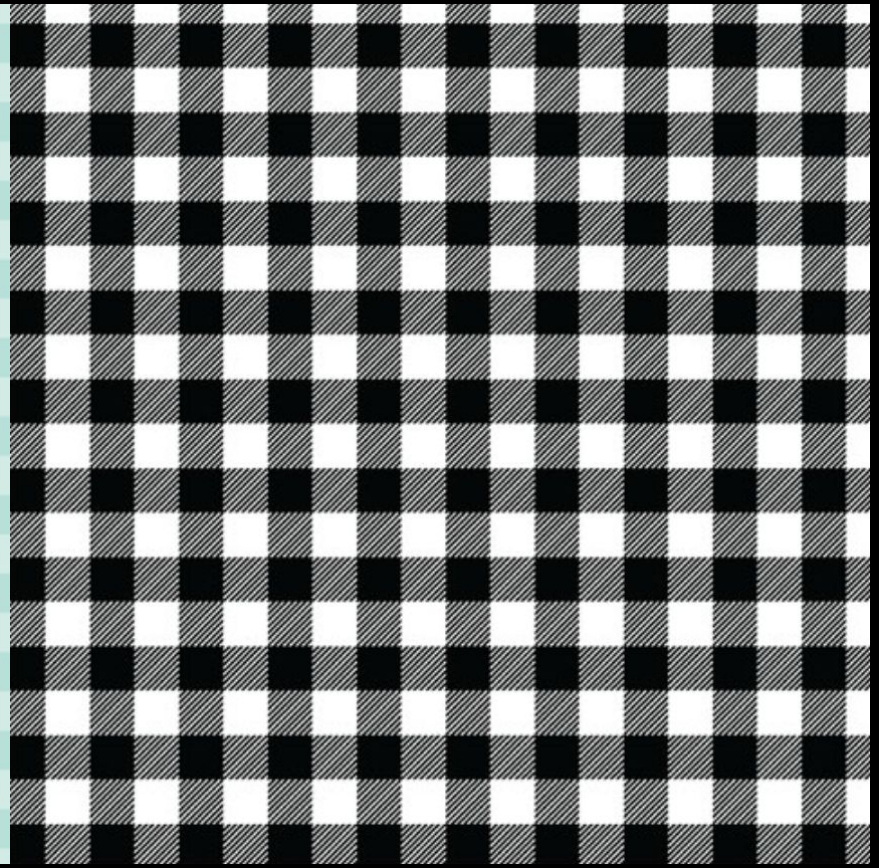


Argyle

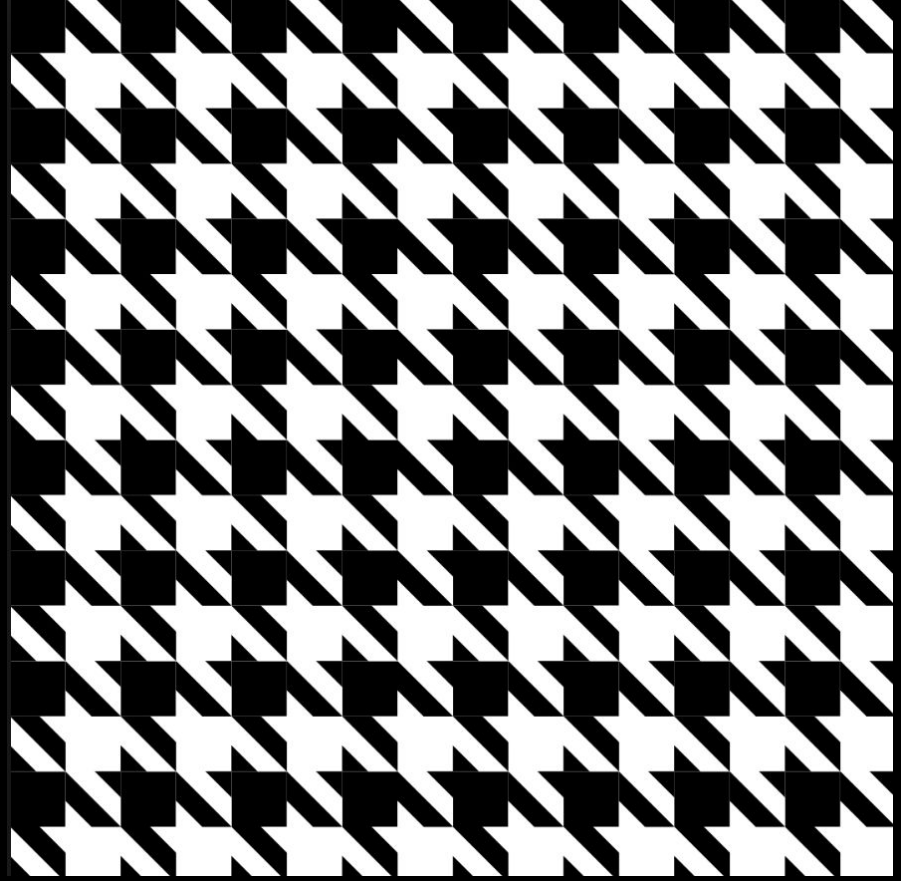


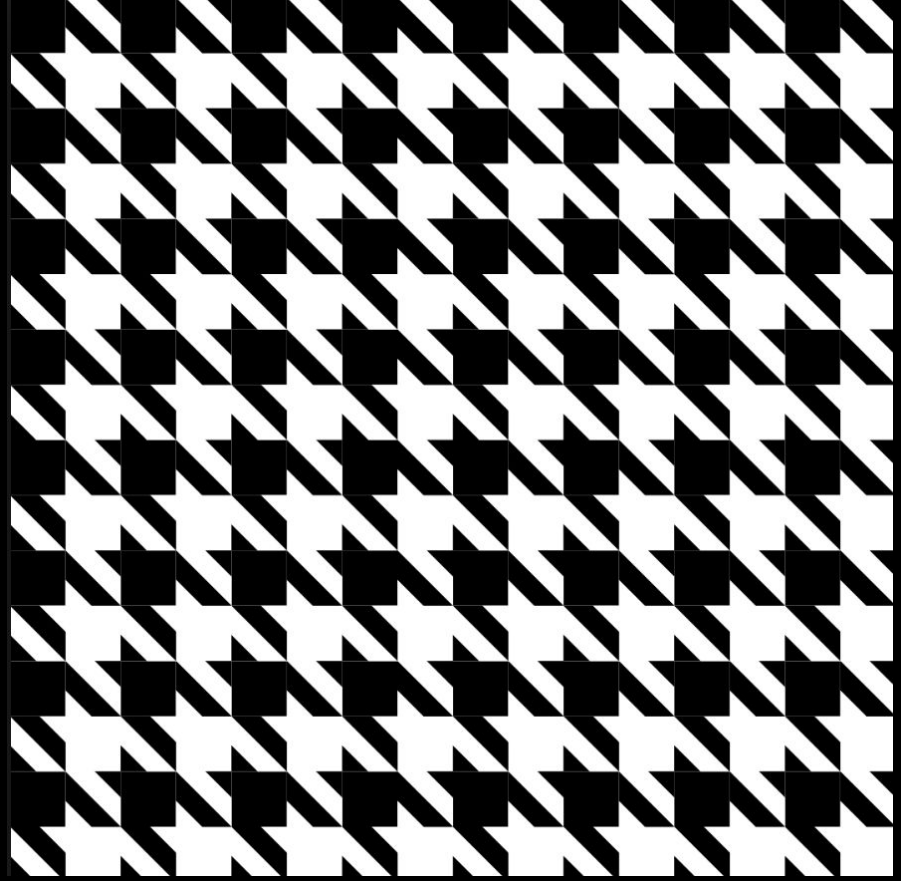






Gingham





Houndstooth

Creating our own patterns

- Look around the room for naturally occuring patterns and shapes
  -Turn them into your own patterns to use in your garment
  -Use color!