Chapter 7: Designing Fashion

Chapter 7.1: The Design Process
Chapter 7.2: Making Fashion
Key Terms

- Collection
- Color
- Silhouette
- Line
- Texture
- Principles of design
- Computer-aided design (CAD)
The Role of the Fashion Designer

• The designer uses fabric and other materials to transform unique and creative ideas into fashion

• From haute couture to ready-to-wear, designers must anticipate what their target market will buy
Designer Tasks

• Run their own business
• Create original designs
• Select appropriate fabrics
• Monitor the pattern making process
• Inspect samples
Types of Designers

• Self-Employed Designers:
  – Some high-fashion designers are self-employed and create original garments as well as clothing that follows established fashion trends

• Design-House Designers:
  – Couture designers work for design houses. They produce 2 major collections a year

• Designers for Manufacturers:
  – Most apparel industry designers work for manufacturers. They may specialize in a particular classification: clothing, accessories, shoes, handbags, and home furnishings

• A collection is a group of clothes designed and produced for a specific season
Elements of Design

• The elements of design must be chosen according to principles, and then combined effectively to achieve harmony
• The Role of Color:
  – Color is a visual characteristic, representing hue and tone, that is one of the most important elements of fashion design
• Setting the Tone:
  – Designers choose the color palette or set of colors for a line early in the design process because it sets the tone, or mood of the collection
• Occasional Colors:
  – The occasion for which the garment is worn dictates the color of the garment
• Cultural Colors:
  – Designers must take into consideration the meaning of the colors for different cultures
• Seasonal Colors
  – Styles within a line are similar from season to season, color can set the two seasons apart
The Role of Silhouette and Line

• The next consideration made by the designer is the silhouette, or shape, and the line of the garment

• **Silhouette** is the overall form, or outline, of a garment

• **Line** is a distinct elongated mark that directs the eye movement when viewing the garment
The Role of Fabric and Texture

- The fabric used and the texture of the fabric can determine the success or effectiveness of a design.
- **Texture** is a characteristic of the surface of a material in terms of how it feels and looks.
- **Texture and Design:**
  - Can appear, bulky, stiff, flowing, and drapeability.
- **Trends and Textiles:**
  - Designers examine the fabric market to identify new trends, or help textile mills develop new fabrics.
Principles of Design

- **Principles of design** are the standards for creating good design that include proportion, balance, rhythm, emphasis, and harmony.
- **Proportion** - the relationship of the space of the garment. (how the total space of the garment is divided)
- **Balance** - one side of the garment to the other, symmetrically (formally) balanced, asymmetrical (informally) balanced
- **Rhythm** - gives a sense of movement in the design
- **Emphasis** - center of interest, or focal point
- **Harmony** - all elements work together

Identify the elements in the dresses. Which one achieves harmony?
Design Process and Schedules

- A marketing period is 6 months before consumers purchase.
- Designers schedule merchandise to be ready 2 to 3 months before that.
- Steps in the design process:
  - Fashion merchandise starts with an idea and moves to the store in 6 key steps of the design process.
Design Process and Schedules

• Step 1: Basic Decisions
  – Consideration can include:
    • Fabric choice (seasons)
    • Design ideas for garment
    • Number of items to be made and sold
    • Type of promotion to retail stores
Design Process and Schedules

- **Step 2: Design Concept and Samples**
  - Designer develops the concept and appearance of the fashion item
  - Sketches & diagrams are developed
  - Patterns & samples are produced
  - Editing and change concepts
- They design by hand or by computer
- **Computer-aided design (CAD) systems** are computer programs that perform many design functions to create fashion designs
  - Sketch pads with electronic pens
  - Zoom features
  - Scanning features
  - Electronic graphics features
  - 3-D Imaging
Design Process and Schedules

• **Step 3: Sales Research Analysis**

• The designer/manufacturer’s sales department plays a key role at this point
  – Keep records of:
    • past styles offered
    • quantities purchased
    • prices of styles
Design Process and Schedules

• **Step 4: Design Presentation**
  – The new collection is ready to be shown
  – Participation in fashion weeks
Design Process and Schedules

• **Step 5: Purchase Orders**
  – Retail buyers will begin purchasing merchandise for their stores when new items have been presented

• **Step 6: Production**
  – After the orders have been placed, production begins
  – Manufacturers use the assembly-line method for production

![A’GACI](A’GACI.png)  ![FOREVER21](FOREVER21.png)  ![TARGET](TARGET.png)  ![MACYS](MACYS.png)
Apparel Company Divisions

• Apparel manufacturers can be organized into three main divisions:
  – Design
    • Must be aware of target market when creating new lines and collections
      – Lines can be divided based on fabric, color, or trend
  – Production
    • Responsible for producing items in sizes that the retail stores have ordered
  – Sales
    • Markets the lines and acts as the coordinator between the manufacturer and the retail store
Interactive Design Production

• The elements and principles of design are guidelines used by designers to create designs that sell

• Designer’s vision must be aligned with customer’s demand
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Chapter 7.2: Making Fashion
Key Terms

• Patternmaking
• Grading
• Wholesale
• Computer-aided manufacturing (CAM)
• Prêt-à-porter
• Sizing system
The Garment Production Process

- Clothing manufacturers buy fabrics, design apparel, produce the garments, and sell the finished products to stores.
- Garments are mass produced.
- A pattern, or blueprint of the garment is made so that the manufacture can construct sample.
Patternmaking

- **Patternmaking** is the process of transforming the design into the appropriate pieces needed to produce an apparel item.
- The patternmaker transforms the design into a paper pattern.
- CAD is used to make changes to sizing of patterns.
- **Grading** is the technical process of increasing or decreasing the sizes of a pattern to correspond to a garment size.
Making Samples

• A hard copy of the pattern is made.
• Samples are created according to the company’s sizing structure.
• Made to a “model” fit of 6, 8, 10.
Costing

• Before the retail buyers see it, the production costs of the garment must be calculated in order to set a wholesale price.
• This process is called costing.
• Wholesale is the price that retail buyers pay for goods they purchase from manufacturers.
• Wholesale price includes:
  – Cost of Labor
  – Materials
  – Markup
• Markup includes:
  – Commission paid to the sales staff
  – Terms and discounts to retail stores
  – Overhead (rent, utilities, salaries, insurance, advertising)
  – Profit
Order Taking

• When retail buyers place their orders, the manufacturer can begin to mass-produce the new garments
Garment Cutting and Sewing

- Garments are mass-produced and cut and sewn in an assembly-line manner.
- Computerized machinery cuts each pattern.
- Computer-Aided Manufacturing (CAM) is a system that automatically moves the garment parts through each phase of the cutting-and-sewing process.
Quality Control and Labeling

- After a garment is constructed, an inspector checks it for flaws or mistakes
- If mistakes are found, the inspector returns it for corrections
- The garments are then pressed, and labels and/or hangtags are placed on the garment
- Hangtags provide information such as fabric context and care instructions
- Labels identify the name of the manufacturer or the line of clothing
Haute Couture vs. Prêt-à-Porter

• Haute couture is the French term for high-fashion designer clothing
• High fashion garments are:
  – Original designs
  – Made of the finest fabrics
  – Custom made for client
• Prêt-à-porter is the French term for ready-to-wear clothing
• Prêt-à-porter generates more income for couture fashion houses
Sizing Classifications

- A sizing system is a set of sizes based on common assumptions and methods of development

<table>
<thead>
<tr>
<th></th>
<th>MISSES</th>
<th>WOMEN’S LARGE</th>
<th>JUNIORS</th>
<th>PETITES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STYLING</strong></td>
<td>More conservative adaptations of previous season’s designer styles</td>
<td>Same as misses with some junior styles</td>
<td>Young, trendy, figure-conscious styles</td>
<td>Same as misses’ styles</td>
</tr>
<tr>
<td><strong>AGE</strong></td>
<td>25 and up</td>
<td>18 and up</td>
<td>15 to 25</td>
<td>25 and up</td>
</tr>
<tr>
<td><strong>SIZE RANGE</strong></td>
<td>Even sizes 0-20; stock very few of smallest and largest sizes</td>
<td>Even sizes 16-26W, 16-26P, or higher</td>
<td>Odd sizes 3-15</td>
<td>Petite 0-14; labeled with P after size number</td>
</tr>
<tr>
<td><strong>FIGURE</strong></td>
<td>Fully developed 5’5” to 5’9” average weight, height, and proportion</td>
<td>Large Proportioned</td>
<td>Not fully developed</td>
<td>Fully developed; under 5’4”</td>
</tr>
</tbody>
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Sizing Classifications

- **Women’s Sizing**
  - Categories are based on shape and figure
  - Variations among manufacturers

- **Men’s Sizing**
  - More uniform than women
  - Sized with a dual sizing system - combination of two measurements
Variations in Sizing

- Companies have different ideas as to the proportions of its target customers
- There is no standard sizing system in the apparel industry
- Factors that influence sizing structure:
  - Cost saving - make smaller sizes because it's cheaper. Customer has to purchase a bigger size
  - Vanity sizing - gives the customer the illusion of being able to fit into a smaller size