



Introduction for Fashion Toolkit

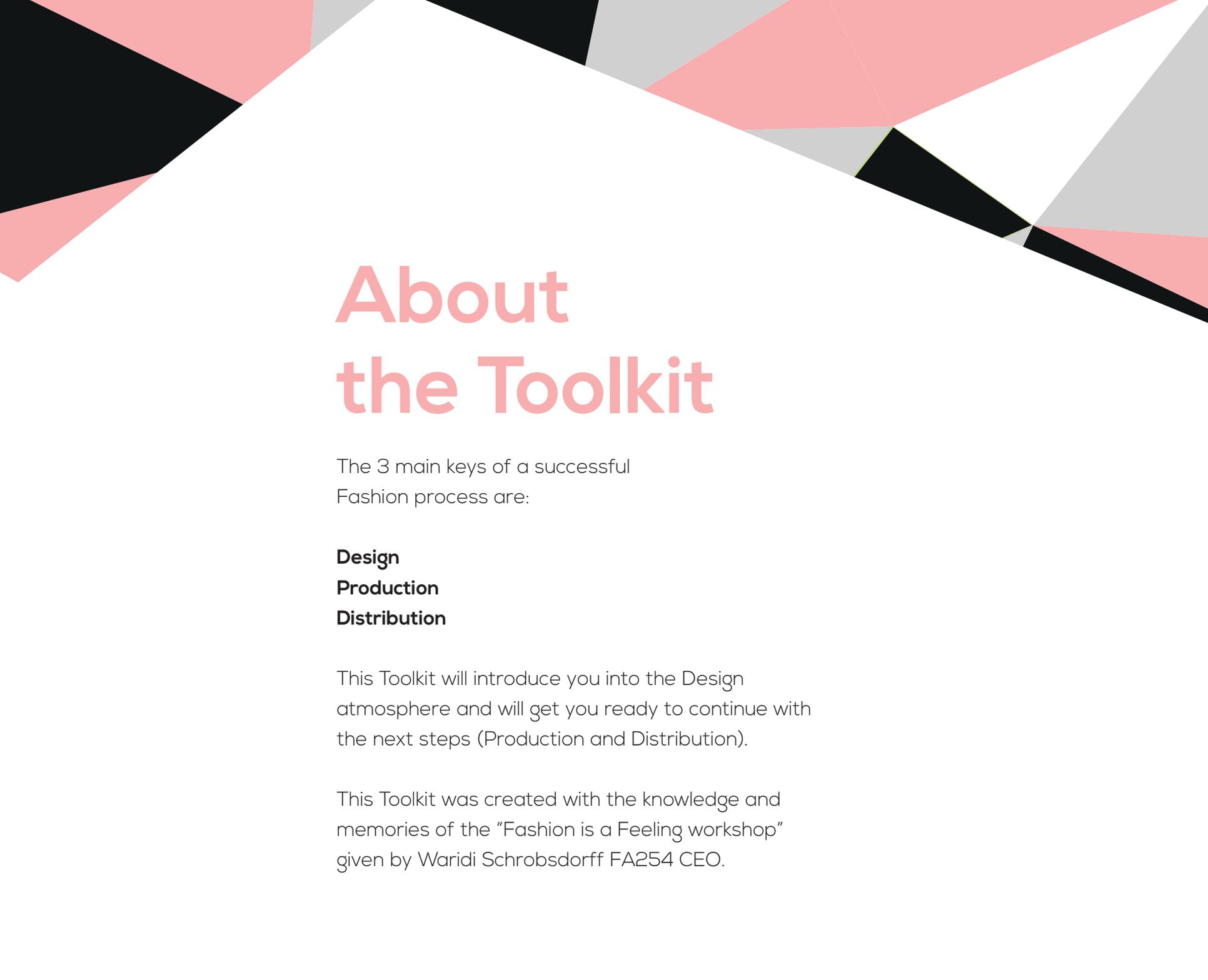
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Introduction for Fashion Toolkit

is a guide that will help you comprehend the first steps of Fashion but as any other art, Fashion is a complex area that can be understood once you get your hands on it.



About the Toolkit

The 3 main keys of a successful
Fashion process are:

Design

Production

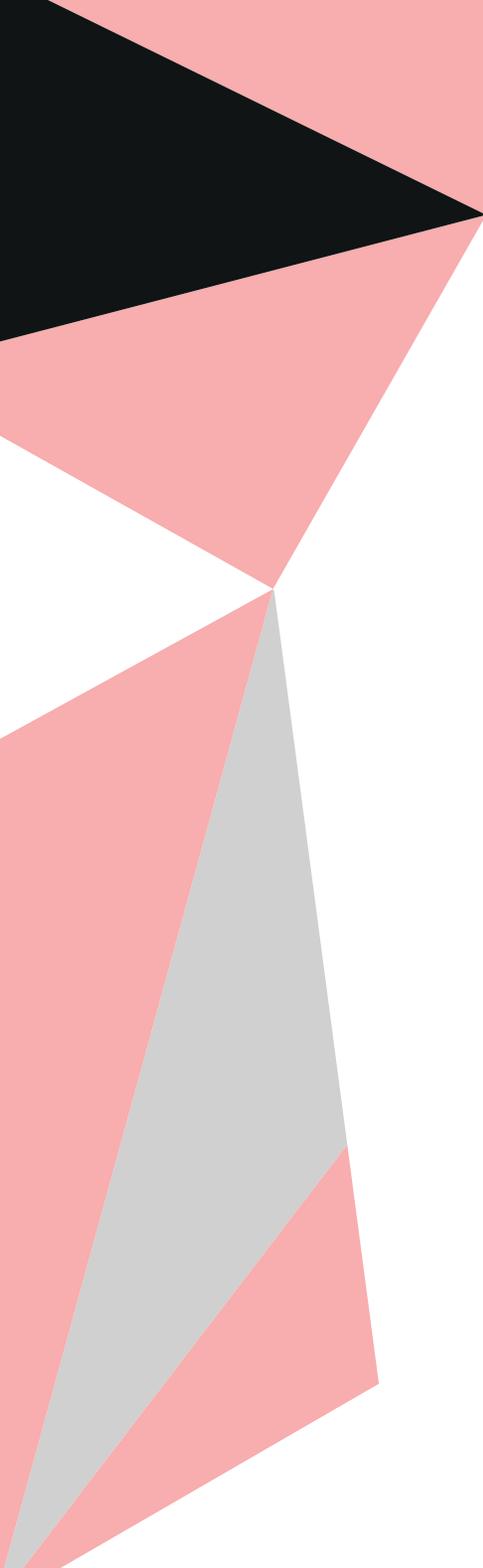
Distribution

This Toolkit will introduce you into the Design
atmosphere and will get you ready to continue with
the next steps (Production and Distribution).

This Toolkit was created with the knowledge and
memories of the “Fashion is a Feeling workshop”
given by Waridi Schrobsdorff FA254 CEO.

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Defining a Brand Concept

This chapter will help you find out your brand name and concept. This will be the key for all your ideas. Once you define it, it is important that you attach to it, as it will be your tool to generate brand recognition and keep your focus as a designer. All your communication concepts and ideas must add to this.

6 STEPS  The Designer: 1,2,3 Steps
 The Brand: 4,5,6 Steps



The Designer

Step 1: Think

As we said before Fashion is as any other art a reflection of the creator itself therefore an authentic brand must be a reflection of yourself as a designer. For example, you had a nice childhood memory which you identify yourself with: a feeling, an object, a place or something more simple like you consider yourself an outdoor person and have been always identify with nature. This first exploration about yourself is your first step for inspiration.

Step 2: On Paper

List all these feelings, ideas, words, colors, places. At the end you will have a paper full of letters that seem to make no sense. Guess what, we all usually make no sense.

Step 3: Put it together

Use your imagination to connect the dots and find a pattern. Under all those ideas there must be a few that stand out.



The Brand

Step 4: The name

Use all these words as inspiration, then be creative, be authentic, but remember to keep it simple.

Step 5: The brand values

Go back to the colors, feelings, memories and make a list of what your brand values would be. Again with the nature example: Freedom, green, wind, etc.

Step 6: Visualize it

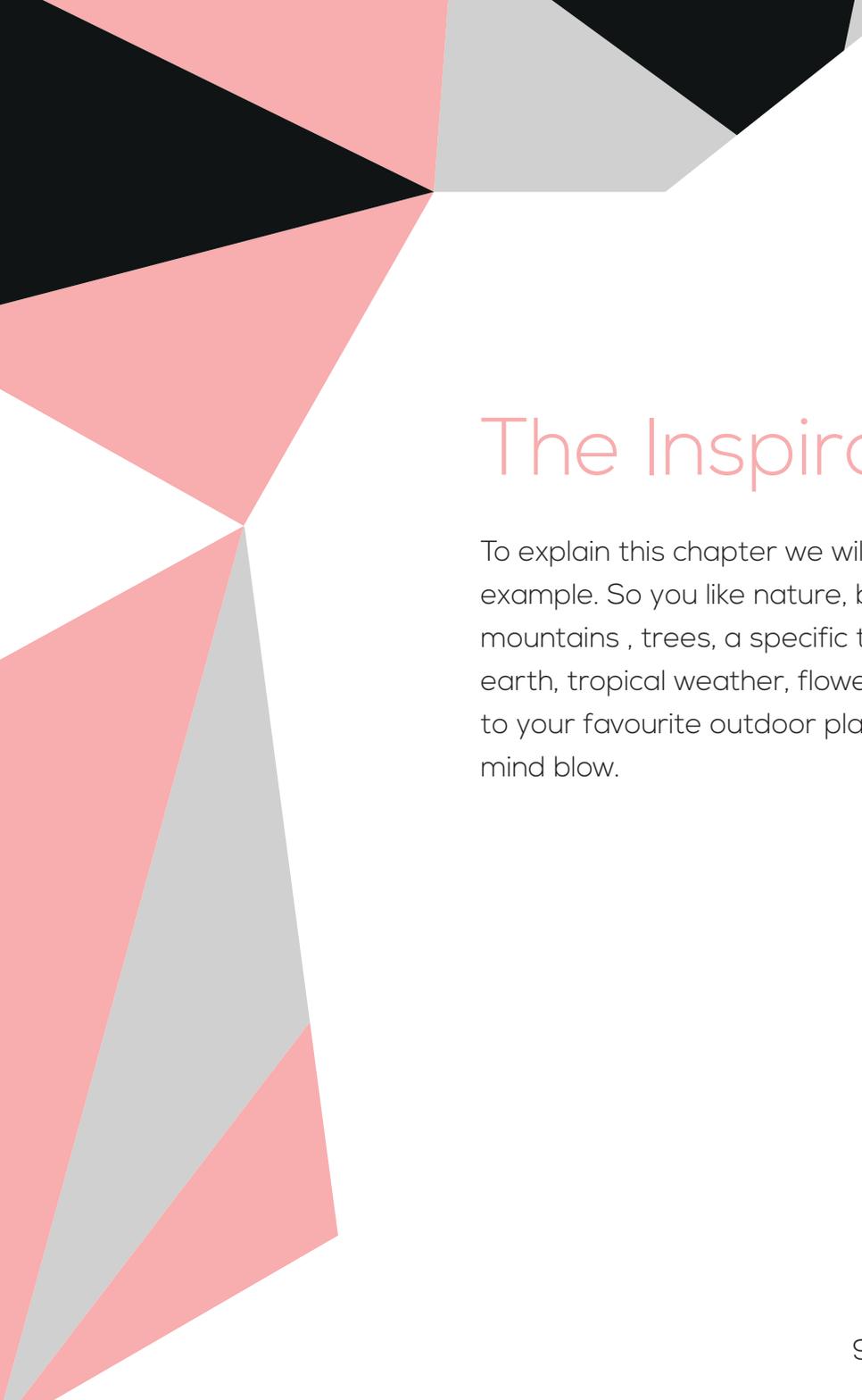
Think about how it should look. Remember this image is something that will always be attached to you. After this you are ready to pass your results to an expert (Brand designer), who can visualize that name on a remarkable Logo.

Defining a Collection

In this chapter you will be creating a collection. Use the following tools to create it in a professional and easy way.

Get ready, this will bring you closer to the RUNWAY.





The Inspiration - Research:

To explain this chapter we will continue with our nature example. So you like nature, but now more specific, is it mountains , trees, a specific type of tree? Colours on the earth, tropical weather, flowers? Think of this, take a walk to your favourite outdoor place on this case and let your mind blow.

Trends

Ok, you have found an inspiration. Now see what's going on around you. Search for trends online, if possible go to a fashion show, read bloggers, check out street fashion photography, look the people around you, what are they wearing? What do they need?



Fabrics and fabric fairs:

Thinking about everything you have learned so far, now we need to start thinking of materials. Visit markets, producers, touch the fabrics, see the real colours. Get inspired.

The Mind map:

Now it's time to make a mind map of your ideas. As we did before with the list of words for the name, now just take a piece of paper or open a digital file however you prefer (we prefer it old fashion, it keeps you away of distractions) and organize your ideas.

Mood Boards:

Here you definitely need to go physical. On a big piece of board visualize your collection ideas. Paste style references you have found on magazines after your research, paste fabric pieces of the fabrics you intend to use, print that picture of the first inspirational walk and make a nice composition of all this. Making it visual will help you get ready to actually start to create without losing your focus and keeping it together with your brand and collection concept.



The Idea - Collection Sketches:

You are ready. Make a collection concept description, a short paragraph that describes in words your beautiful moodboard and make your official figurines. After this you will have a collection and will be ready to embrace the next step (production and distribution).





Conclusion:

Nothing is as important in any art as being authentic, so the only wise words and key to real success here are: Be yourself. Once you find it make sure you own it and embrace it.

As we mentioned before this Toolkit is part 1 of the Fashion Journey. We recommend you to keep in touch for the next Fashion Toolkits:

Production:

Sewing, Pattern manipulation, Draping Cutting, Production planning, Mock up and samples, Quality testing.

Distribution:

Branding, Fashion business, Business planning and development, Marketing, Merchandising and strategy, Visual merchandising.

Glossary:

We have put together
an ABC to fashion most
common terms. Enjoy!

Asymmetrical:

Not identical on both sides, usually used to describe necklines or skirts.

Boning:

The rigid part of a corset that gives it shape; usually made from nylon, polyester, steel or plastic; can be sewn directly into a garment to give it shape.

Cap Sleeves:

A sleeve that sits in between sleeveless, and short a garment to give it shape.



Drop Tail:

A design feature found in upscale products where the back of the garment is longer than the front for the purpose of keeping the shirt tucked in. Sometimes referred to as an “elongated” back or extended tail.

Embellishments:

Any decorative element added to a garment, such as beading, rhinestones or appliques.

Full Cut:

Refers to a garment’s fit as being generous and roomy.



Godet:

A triangular piece of fabric sewn into a skirt to add volume.

Henley:

Shirt featuring a banded neck and button placket; may be ribbed.

Iridescent:

The property of a fabric that appears to change colour as it catches the light.



Johnny Collar:

A type of neckline that forms a “Y” at the front of the neck. Commonly used in women’s sportswear.

Knife Pleat:

A sharp, narrow fold.

Lisle:

High-quality cotton yarn made by plying yarns spun from long, combed staple.



Microfiber:

Tightly woven fabric from a very fine polyester thread, usually with a sueded finish for a soft feel. Generally lightweight, resilient, resist wrinkling and are inherently water repellent and wind resistant due to its construction.

Neats:

Small socks with evenly-spaced designs.

Obid:

A wide sash originating in Japanese kimono; emphasizes the waist.



Piece-Dyed:

A dyeing process that occurs when the fabric is in yardage form after it has been knitted or woven, but before the garment is assembled.

Queen Anne Neckline:

Diamond shaped, traditionally with a high collar in the back; emphasizes the bust and shoulders making it more flattering for those with narrow shoulders and a small to medium bust.



Ring spun:

Yarn made by continuously twisting and thinning a rope of cotton fibers. The twisting makes the short hairs of cotton stand out, resulting in a stronger yarn with a significantly softer hand.

Silk:

A natural filament fiber produced by the silkworm in the construction of its cocoon. Is recognized for its fine hand and fluid drape.



Trompe L'Oeil:

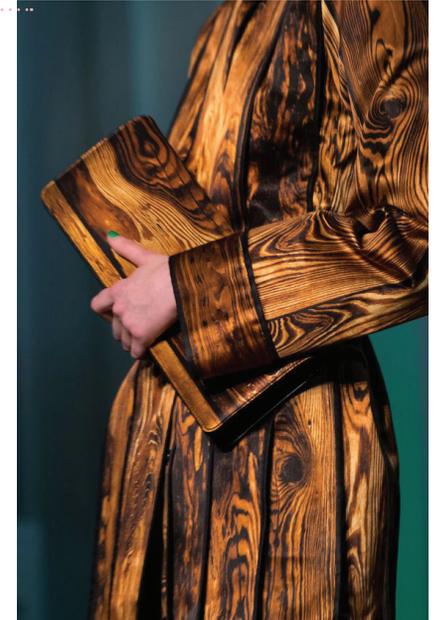
An artistic technique where realistic imagery is used so to appear three dimensional.

Underarm Grommets:

Small holes in the armpit area to allow breathability and air circulation.

Vent:

An opening in a garment which assists breathability and can aid in ease of decoration, allowing the garment to be hooped and embroidered with no visibility on the inside lining of the garment.



Welt Cuffs:

Cuffs on short sleeve garments formed from a single ply of ribbed fabric with a finished edge. Fabric for welt cuffs is knit in a bolder stitch construction than that of standard 1 x 1 ribs.

X-ray Fabrics

Definition: Sheer fabrics with a translucent effect.



Yarn Dyed:

A term used when yarn is dyed prior to the weaving or knitting of the garment.

Zori:

Japanese sandals.



Credits:

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