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The Ultimate Fashion Study Guide - The Design Process: How to Generate Inspiration & Produce Grade A Fashion Design Projects

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Gianni Versace, Oleg Cassini, and Vera Wang may have found fame and fortune in their careers as fashion designers, but chances are they worked long hours, year after year, to achieve success. Fashion design is a highly competitive field and students or novice designers can use all the help they can get. That's where *The Ultimate Fashion Study Guide* comes in handy.

Author Victoria Hunter is a graduate of the Fashion Institute of Design & Merchandising and brings to her book seven years of experience in fashion, publishing, and education. This book is a comprehensive guide covering the entire design process from sales and customer profiles to elements of design, presentation technique, and sourcing.

The book's format follows the evolution of a design concept with the fashion student's goals in mind. Hunter explains in the opening section that an early focus on the business aspect of fashion and knowing what one's strengths are ultimately determine which learning path the beginning designer will take. She advises studying the chosen market, and devotes space to each type of customer and varying body types.

Clothing has specific categories and industry terminology and these are detailed in section three. Section four gives an overview of the principles and elements of design and

includes many illustrations and photos. Hunter not only covers basics such as shape, line, and color, but she also provides good advice on inspiration and creativity, the muse for any artist.

Knowing how to put together a stunning ensemble is one thing, but being able to effectively present and sell your ideas is another. Hunter devotes an entire section on how to create a professional design presentation using drawings, illustrations, and presentation boards. Rounding out the book is a guide to finding materials and services, complete with handy templates for sourcing cards that beginners can use to compile their rolodex of suppliers.

Hunter takes a pragmatic tack in her book by emphasizing the skills required for success in a fickle and fast-paced industry. This guide provides a solid, at-a-glance reference and could remain useful throughout a designer's career. Students will find this book highly accessible and full of helpful, practical tips.

"Passion," according to Hunter, "breeds the elements needed for motivation, longevity, and success." With passion, perseverance, and the advice of this book, students stand poised and ready to flourish in the demanding field of fashion design.

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