



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

texture is the feel, drape and degree of stiffness and softness of the fabric, it also creates a visual effect upon the wearer, given a small swatch of fabric

Design [thinking] has it's greatest impact when it's taken out of the hands of the designers and [placed] into the hands of everyone.

designs, patterns, and technologies, it is almost impossible for fashion designers to stay abreast with the latest market dynamics. They need cutting-edge and handy technology that can help them in curating fashion-forward designs and patterns. It is where fashion designing apps come into the picture.

If you sew your own clothes from commercial patterns you buy at the fabric store, you already make design decisions regarding style, color, fabric, and details. You make similar decisions when you shop, choosing the styles that have the details you want (that is, if you can find them!)

DESIGN
PRODUCT MANAGER

Steps in clothing design include: (a) development of a garment style; (b) which is translated into its constituent patterns in the medium size; (c) patterns are then scaled up and down to create larger and smaller sizes; and (d) these pieces finally go into production.

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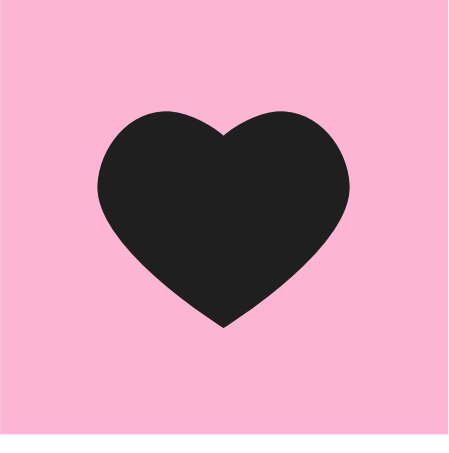
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the designer can visualize the textured and the feel of the fabric which helps him to design further



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?