

10. FASHION DESIGNING



Do You Know

Have you ever wondered how the clothes displayed in show rooms or on Fashion Shows are made?

Who is responsible for providing so much variety in readymade garments?

Do you feel you have the creativity needed for designing clothes?

Would you like to know more about fashion designing?

The present chapter aims to give you a glimpse into the vast world of Fashion Designing. It is not possible to do full justice to such a vast field in few pages. This chapter will only be able to provide you a rough outline of all that goes into making and designing fashion.

10.1 Introduction

Oxford English Dictionary (2009) defines Fashion as -

Fashion is popular styles of clothes etc. at a particular time and place started by a few and followed by many.

Fashion design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. It is influenced by cultural and social factors, and keeps on varying over time and place. It has a great effect on human psyche.

Fashion designers try to design clothes which are functional as well as good looking. They consider who is likely to wear the garment and in which situation it will be worn.

Types of Fashion : The garments produced by fashion designers fall into main three categories :

a. Haute couture (Pronunciation - हॉट कॉचर): This is a French word used for describing expensive, fashionable clothes produced by leading fashion houses. This clothing is created for a specific client. The look and fit of the garment is given utmost importance and extreme attention is given to details and finishing.

A peek in history!

Fashion design is considered to have started in the 19th century. Charles Frederick Worth was the first designer to have his label sewn into the garments he created. He set up the first *maison couture* (fashion house) in Paris. He was so successful that he used to dictate to his customers what they should wear.



You should know!

Fashion today is a global industry. Seven countries have international reputation in fashion – France, Italy, U.K., U.S.A., Japan, Germany and Belgium. The biggest manufacturers of clothing are China, Bangladesh and India.

b. Ready-to-wear (Pret-a-porter): (Pronunciation - पैता पोहते) These clothes are in between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities so that they are exclusive and so rather costly.

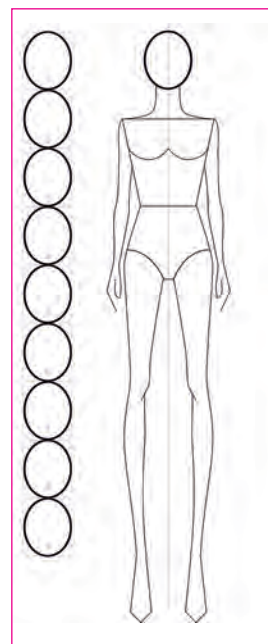
- c. **Mass Market :** The mass market produces ready -to-wear garments for the general population. Cheaper fabrics and simpler techniques are used to cut down the cost. This is produced in bulk and made available in open market. These garments are available in standard sizes with multiple copies of the same design. Currently the fashion industry relies more on mass market sales.

10.2 Important terms in Fashion Designing:

- **Fashion Designer** – He/she imagines the garment and transfer their ideas in a visual form known as sketches of the design.
- **Pattern Maker** – Also known as Pattern Master. He/she drafts the shapes and sizes of a garment's pieces. This may be done manually with paper, measuring tape, scissors etc. or by using computers. At times, the fabric is directly draped onto a mannequin.
- **Tailor** – Makes custom designed garments made to client's measure.
- **Stylist** – He/she coordinates the clothes, jewellery and other accessories in fashion show or photo shoots. A stylist may work with an individual client to design a wardrobe for the client.
- **Illustrator** – Draws and paints clothing designs for commercial use.
- **Croquis**- (Pronunciation - क्रोकी) The word *croquis* comes from French and means simply "sketch". In fashion, the term refers to a quick sketch of a figure (typically nine heads tall as this is the accepted proportions for fashion illustration) with a loose drawing of the clothes that are being designed. Often a large number of croquis drawings will be created for one finished look.

Something Interesting !

The croquis is not made exactly according to human figure but a rather stylized version of human figure with 1:9 proportion.



Pic. No. 10.1 Croquis

- **Look book** - A collection of images that showcases a designer's forthcoming collection.
- **Style**- A particular design, shape, or type of apparel item defined by distinct features. For eg. A-line skirts, Bermuda shorts, or Western shirts.
- **Fad**- Temporary, passing fashion. Around only for a short period of time.
- **Classic**- Item of clothing that continues to be popular even though fashions change. For eg. the little black dress, sarees.
- **Garment**:-A particular article of apparel. For eg. a dress, suit, coat, or sweater.
- **Silhouette**- (Pronunciation - सिलुवाट) The shape of a clothing style. Formed by the width and length of the neckline, sleeves, ,waistline and pants or skirt .

- **Fit**- Refers to how tight or loose a garment is on the person wearing it .
- **CAD**: Computer Aided Design.
- **Boutique** - A boutique called *Butik* in French (meaning- shop) is a small store that sells stylish clothing, jewellery or other luxury goods.
- **Accessories** - A fashion accessory is an item used to contribute to the wearer's outfit, often used to complete an outfit and chosen to specifically complement the wearer's look. The term Accessories first came into use in the 20th century. It has the capacity to further express an individual's identity and personality.
- **Mannequin** - (Pronunciation - मनेक्वीन) It is a dummy figure used by tailors, dress designers etc. to display or fit clothing.

Fashion accessories can be loosely categorized into two general areas: those that are carried and those that are worn. The following table gives a list of both types of accessories –

Table No. 10.1 Fashion Accessories

Accessories that are carried	Accessories that are worn
Purses, handbags, glasses, hand fans, umbrellas, wallets, canes and ceremonial swords.	Jackets, boots, shoes, ties, hats, belts, gloves, mufflers, necklaces, bracelets, watches, sashes, shawls, scarves, socks, pins, rings, stockings, earrings etc.

10.3 Illustration

Fashion illustration is the art of conveying fashion ideas in a visual form.

It includes drawing, painting and sketching. It is mainly used by fashion designers to put their ideas on paper or computer. It is very important because the detailing of the design can be done

without actually sewing the cloth. Illustrations can be made in a number of ways as shown in the box on the side.

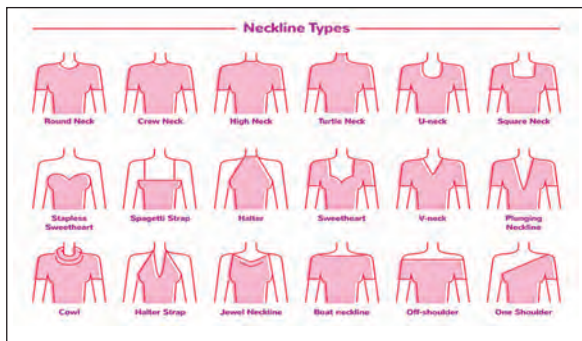
Types of Illustrations –

- *Pencil illustration*
- *Charcoal illustration*
- *Water colour illustration*
- *Collage illustration*
- *Pen & Ink illustration*
- *Acrylic illustration*

Variations in Illustration : There can be numerous variations in the illustration. Different designers use their imagination to create something new and unique. However, there are certain standard types of garments or parts of garments which have been popular over the years. Some of the variations are as follows –

A. Variations in Necklines : Some of the more popular necklines are –

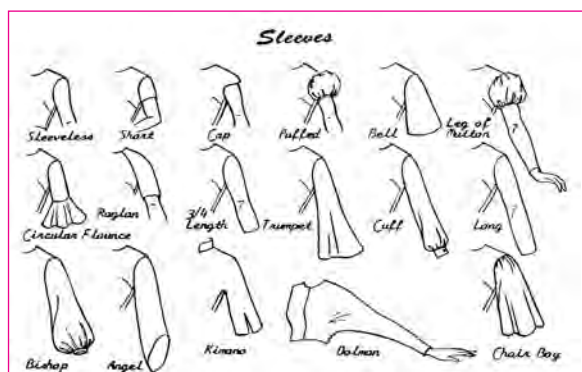
- **Round Neck** – This is the classic simple round neck found in T shirts, and most of the tops. The depth of neckline can change.
- **Square Neck** – This is square in shape from front and looks good in frocks, girls' tops, kurtis etc.
- **V neck** – As the name suggests, this neckline is in V shape. The depth can vary. Found in T-shirts, tops, kurtis etc.
- **Boat neck** – Its shape is like a boat hull and so it is named this way. Looks good in children's and ladies' garments.
- **Jewel neckline** – This is a closed neckline which encircles the neck.



Pic. No. 10.2 Variations in Necklines

B. Variations in Sleeves : The different kinds of sleeves are –

- **Normal sleeves** – This is the regular sleeve found in most of the dresses, saree blouses, T shirts etc. It can be tight fitting or slightly loose. The length can vary so we have short sleeves, 3/4th sleeves or full sleeves.
- **Puff sleeves** – There is a puff at the top and cuff at the hem.
- **Raglan sleeves** – These are joined to the bodice with a diagonal seam. Mostly found in sweaters.
- **Cap sleeves** – It just covers the top of the arm.
- **Bell sleeves** – There is a full flare at the hem.



Pic. No. 10.3 Variations in Sleeves

C. Variation in Bodice : The different types of bodices are as follows –

- **Asymmetrical Top** – The hemline is asymmetrical.

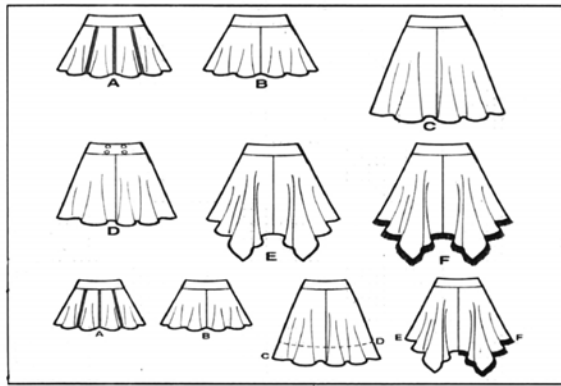
- **Poncho** – This is a cloak-like top. There is only one slit at the top to insert the head. There is no sleeve or defined bodice.
- **Princess line bodice** – This is a fitted top made from three vertical panels.
- **Shirt** – This is the regular kind of shirt with collar and full sleeves.
- **T-shirt** – Mostly made from knitted material. Length, Sleeves and necklines can vary.



Pic. No. 10.4 Variations in Bodice

D. Variations in Skirts : Skirts can be made in many different ways –

- **A-line skirt** – This is fitted at the waist and gets wider near the hem.
- **Broomstick skirt** – Long skirts or maxi skirts.
- **Layered skirt** – It has three or more layers and can be half, 3/4th or full length.
- **Pencil skirt** – This is a straight skirt that fits tight. Best suited for formal wear.
- **Pleated skirt** – This skirt has regular side pleats or box pleats. Found mostly in school uniforms.



Pic. No. 10.5 Variations in Skirts

A good design is not just a happy coincidence or the product of some extraordinary creative artist. A good design can be achieved if we follow certain fundamental factors. These can be classified into two broad divisions –

Elements of Art & Principles of design

10.4 Elements of Art

These are the basic elements required to create any art or any design. They are used extensively in fine arts, interior designing and also in fashion designing. They are Line, Shape, Texture, Pattern and Colour :

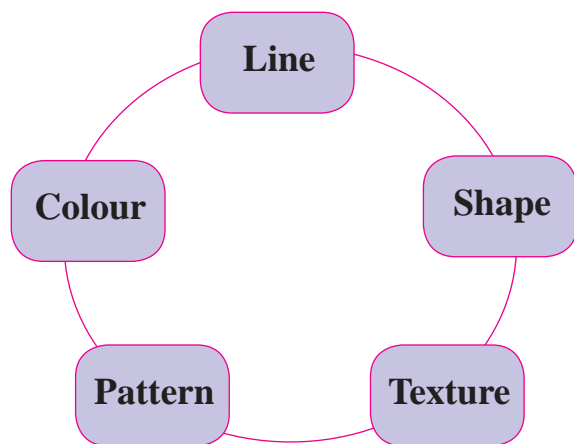


Chart No. 10.2 Elements of Art

- **Line** : A series of dots joined together is called a line. They are very important in making a design. There are basically four types –
 - Vertical Lines (standing lines)** : They create a sense of length and elegance as they make our eyes move in up-and-down motion. They create an illusion of taller

and slimmer body. They also give a feeling of strength, dignity, alertness and they look formal.



Pic. No. 10.6 Vertical line effect

- Horizontal Lines (Sleeping lines)** : Horizontal lines go across on a garment. They lead our eyes to view the width of the body. The wearer looks shorter and fatter. They give a feeling of stability and restfulness.



Pic. No. 10.7 Horizontal line effect

- Diagonal Lines (Slanting lines)** : They are in between vertical lines and horizontal lines, and so give a feeling of restlessness and instability. They also give a feeling of movement or activeness. They are dramatic and more fashionable in nature. They are usually seen in high-fashion clothes.



Pic. No. 10.8 Diagonal line effect

- d) **Curved Lines (Rounded lines) :** They give an effect of softness, femininity and roundedness to the garment. Usually used for making clothes for women but can be creatively used for men also to give a casual look rather than a formal look.



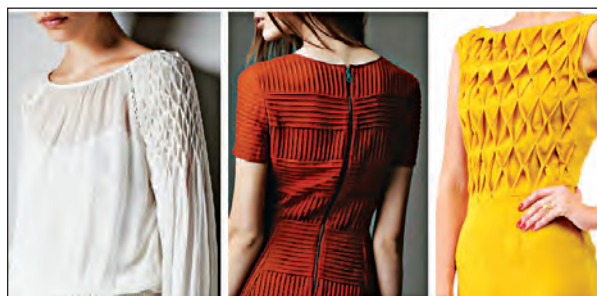
Pic.No. 10.9 Curve effect

- B. **Shape :** One major function of lines is to create shapes. In fashion industry, the term ‘*Silhouette*’ is normally used to describe the shape of a garment. It is a the French word which means *general outline or shape of a costume*.



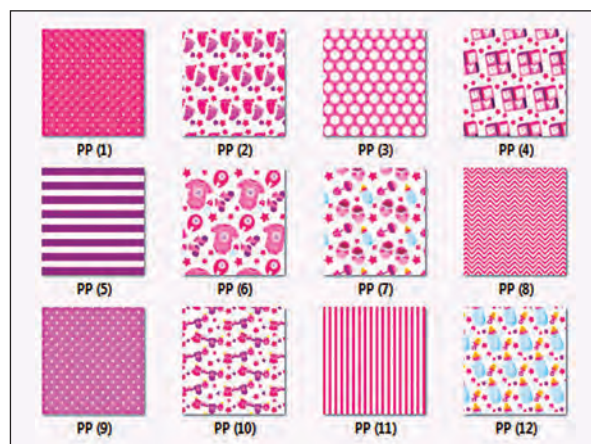
Pic. No. 10.10 Silhouette

- C. **Texture :** Texture is the surface quality of an object. In fashion design, texture of fabric is created by the weave and the light reflected from the fabric. Textures can be **Visual** – we see that a particular fabric is dull or shiny ; or **Tactile** – we touch and realise that a particular fabric is smooth or rough. Texture affects the drape of a garment. Chiffon flows making it a good choice for feminine clothes while denim is firm and thick and so suitable.



Pic. No. 10.11 Texture for casual garments.

- D. **Pattern :** Pattern is surface enrichment. It creates interest and liveliness. This is created through motifs. Motifs can be
- Natural Motifs* – flowers, foliage, animals, birds etc.
 - Stylized Motifs* – these are based on natural forms but imagination is added.
 - Geometric Motifs* – circles, dots, triangles, checks, stripes etc.
 - Abstract Motifs* – Do not represent any known form and are hard to understand.



Pic. No. 10.12 Patterns

- E. **Colour :** Colour is the first element to catch anyone’s eyes and is a key element in fashion designing. It is often the first element to be noticed in a design and it influences whether the garment will be liked or not.

There are certain terms associated with colour which we must know –

- **Hue** – It is the name of the colour like Red, Blue, Green etc.
- **Value** – It is the lightness or darkness of a colour. Light colours have high value while dark colours are supposed to have low value.
- **Intensity** – It is the brightness or dullness of a colour.
- **Primary Colours** – There are three primary colours – Red, Blue and yellow.
- **Secondary Colours** - The Secondary colours are made by mixing any two primary colours together. There are three secondary colours – Green, Orange and Purple.
- **Intermediate Colours** – These are colours in between a Primary colour and its next Secondary colour. For eg. Blue-green, red-orange etc.
- **Colour wheel** – This is a wheel showing all Primary, Secondary and Intermediate colours. It serves as a guide line while selecting a colour scheme.



Pic. No. 10.13 Colour Wheel

Something Interesting!

Colours have often been used to denote rank and profession. Golden yellow and Purple were always considered to be the colours of royalty. Doctors have white lab coat while advocates have black coat.

Colour has religious and cultural importance too. For eg. Brides will wear Red in our culture and white in western culture..

Colour Schemes : These are different combinations of colours used to create a design. There are many colour schemes to choose from. Some of the major ones are listed below –

- Monochromatic Colour Scheme** – Only one colour is used. Different values of the same colours are used to create a beautiful effect.
- Analogous Colour Scheme** – This scheme uses colours which are next to each other in the colour wheel. For eg. Blue & Blue-green, Yellow & yellow-orange etc.
- Complementary Colour Scheme** – This scheme uses colours opposite to each other in the colour wheel. For eg. Blue & Orange, Yellow & Purple etc.
- Triad Colour Scheme** – This scheme uses three colours which are at equal distance with each other on the colour wheel. For eg. Yellow, Red & Blue.
- Neutral Colour Scheme** – This scheme uses Grey or Brown as the main colour.

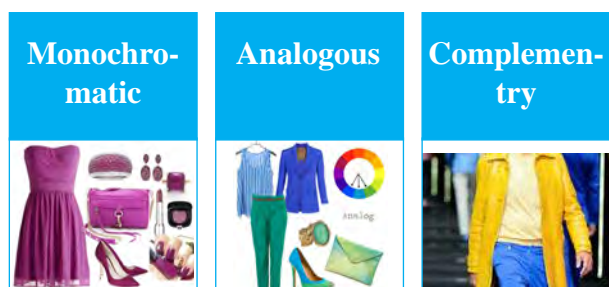


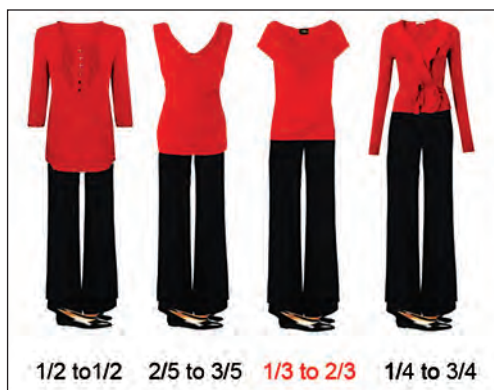


Chart No. 10.3 Colour Schemes

10.5 Principles of Design

Besides the Elements of Art which are helpful in creating a design, there are certain principles which if followed, will make the design very beautiful and appealing. These principles are Proportion, Balance, Rhythm, emphasis, Contrast.

A) Proportion : In fashion designing, proportion is the size relationship of different parts of a garment to each other and to the whole design. Proportion is very important to the eyes. If the design's proportion is proper, the design's effect will be pleasing to eyes. For eg. The proportion of upper body and lower body in a garment. The golden rule for proportion is 5:8 and 8:13.



Pic. No. 10.14 Proportion

B) Balance : Balance is how the internal parts of a shape work together. Balance also refers to 'visual weight' in design. A garment must have equal 'weightage' on both sides of its centre, to look good. Balance can be

symmetrical or asymmetrical. Symmetrical balance is also known as **Formal Balance**. In this type of balance, both left and right sides of the garment look same. A formal balance will have exactly the same details at the same place on both sides of the garment. For eg. Two pockets on two sides. It is the easiest to make and gives stability to garment. Therefore it is the most commonly used in fashion designing.



Pic. No. 10.15 Formal Balance

Asymmetrical balance is known as **Informal Balance**. The details of the design on both sides of the centre are unequal. An eye-catching detail on one side can be balanced by a larger but less dramatic detail on the other side. This is difficult to achieve and requires lots of creativity. If done properly, the design still appears balanced, even though its two sides are different. A well done Informal balance looks very beautiful and special.



Pic. No. 10.16 Informal Balance

- B) Rhythm :** In fashion designing, rhythm is achieved by repetition of lines, shapes, textures and colours of garment. The flow should gently carry the eyes from one area of the garment to another. For eg. Pleats of a skirt or multi layered skirt. Rhythm can also be achieved by progression of size.



Pic. No. 10.17 Rhythm

- D) Emphasis :** Emphasis is a centre of interest that draws attention to the focal point of a garment. This centre of interest must be more attractive than the rest of the garment but at the same time, it should relate to the overall design of the garment. A well made Emphasis will draw our eyes quickly to the centre of interest in a design. For eg. a big bow on a plain dress.



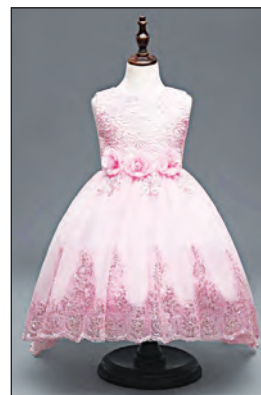
Pic. No. 10.18 Emphasis

- E) Contrast :** It is the use of different colours, textures and shapes. It is one of the most powerful design principles. The use of Contrast removes the dull effect of sameness in a garment. This can be achieved by using a different colour or texture or pattern.



Pic. No. 10.19 Contrast

- F) Harmony :** When elements of Art are used along with Principles of Design, Harmony is created. It is the pleasing arrangement of all parts of a garment. It is not the exact opposite of Contrast, but it does mean having similarities in the use of colour, texture or patterns. It gives a very pleasing effect to the eyes.



Pic. No. 10.20 Harmony

10.6 Scope of Fashion Designing in India

Due to technological progress in recent years, the world has become smaller. News or information from any corner of the world can reach us with a click. Due to internet we are able to know the fashion trends in the rest of the world. This has made all of us, especially the youngsters, very fashion conscious. We all are spending far more money or time on clothing and accessories than our elders did. With a huge population ready to explore new trends

in fashion, India is the new market for various international, national and local brands. The scope of fashion designing is huge and is only going to get better due to globalization.

Fashion designing is an accepted career choice today for boys and girls alike. There are various government, semi-government and private diplomas and degree courses all over the country where any aspiring student can get trained. The job opportunities are plenty too. A trained person can join some fashion house or readymade garment outfit or boutique or start his/her own boutique or do freelancing. It is an excellent choice of career for women who are not able to go out of home and work somewhere for fixed number of hours. Fashion designing provides them the luxury of working from home.

Qualities required for a good Fashion Designer :

1. You need to have a creative and artistic mind.
2. You should also have good drawing skills though today computers are a big help.
3. You should be able to understand colours and their effects.
4. You should have a working knowledge of clothes and their types.

5. You should be able to express your ideas in a visual form like drawing / sketching.
6. You should have a knowledge of the fashion industry and its latest trends.
7. You should be able to guess the requirements of the fashion market.
8. A working knowledge of tailoring is always useful.



Use Your Brain Power

1. Complete the paragraph below with the words given :

(Symmetrical, visual weightage, beautiful & appealing, Golden rule, size relationship)

There are certain principles which when followed, make a design _____. Proportion is the _____. Proportion is the _____ of different parts of a garment. _____ for proportion of upper and lower body is 5:8. Balance refers to _____ in design. _____ balance is called Formal balance.

EXERCISE

Objective Type Question

1. Match the columns :

	A		B
1.	Croquis	a.	Fad
2.	Boutique	b.	name of the colour
3.	Silhouette	c.	sketch of human figure
4.	Rhythm	d.	a fashion shop
5.	Hue	e.	repetition of lines
		f.	outline of a dress

2. Select and write the most appropriate answer from the given alternatives for each question :

1. Equal weightage on both sides of the centre.
 - a. Formal balance
 - b. Informal balance
 - c. Emphasis
2. Colour scheme using a single colour.
 - a. Analogous
 - b. Monochromatic
 - c. Neutral

3. Lines which give an effect of height.
 - a. Vertical b. Horizontal
 - c. Diagonal
4. Things worn or carried along with the garment.
 - a. Croquis b. Accessories
 - c. Make up
5. Garments produced for the general population.
 - a. Haute couture b. Ready to wear
 - c. Mass market

3. State the correlation between the pairs given below :

(example - boat neck : neckline)

1. Raglan : _____
2. Poncho : _____
3. A-line : _____
4. Layered : _____
5. Princess line : _____

4. Find the odd one out :

1. a. Red b. Blue
c. Orange d. Yellow
2. a. Triad b. Harmony
c. Neutral d. Analogous
3. a. Line b. Balance
c. Shape d. Texture
4. a. Proportion b. Emphasis
c. Colour d. Rhythm
5. a. Hats b. Belt
c. Handbag d. Skirt

Short Answer Type Question

1. State whether true or false and give reason for your answer :

1. Haute couture is quite expensive.
2. Illustration means the outline of a garment.
3. Formal balance is easy to achieve.

4. Complementary colour scheme uses one colour only.
5. Intermediate colours are colours next to each other in a colour wheel.

2. Give two examples of the following :

1. Variation in neckline.
2. Principles of design
3. Variations in skirt.
4. Lines
5. Secondary colours

3. Define :

1. Fashion
2. Harmony
3. Illustration
4. Boutique
5. Texture

4. Write in short about the following:

1. Rhythm
2. Proportion
3. Fashion accessories
4. Contrast
5. Element of Art – Line

Long Answer Type Question

1. Describe any three colour schemes.
2. Write about any three Principles of design.
3. Write about qualities needed in a good fashion designer.
4. Write about any three Elements of Art.

Project Work / Field Visit

1. Pay a visit to a fashion house and note the kind of activities carried out there.
2. Make a portfolio about variations in parts of garments / colour schemes.
3. Find out the latest trends popular in the fashion market.

