

## **FASHION DESIGNING**

### **Unit I: Introduction to Fashion**

Meaning of Fashion, Origin of Fashion, Meaning of Fashion Designing, Classification of Fashion, Influence of Fashion; Fashion illustration and Fashion cycle.

### **Unit II: Fashion Industry and Fashion Promotion**

Fashion Industry - Boutique and its importance, present structure of Fashion industry; Textiles and materials in Fashion industry; the structure of the Fashion market.

Fashion Promotion – Impact of Fashion promotion; Fashion Advertising, fashion journalism; Conferences, trade fairs & exhibition, Fashion show; window display. Important Fashion designers and their famous labels.

### **Unit III: Art Design & Colour**

Design – Structural design, decorative design, basic silhouette. Elements of art and principles of design. Application of principle of design in dress. Introduction to color, color wheel (Prang & Munsell system) Properties and qualities of color, color scheme Theories of color harmony, color and garment, color selection. Principles of combining color.

### **Unit IV: World Fashion trends**

Centres of Fashion in the world, Emergence of Fashion Designers, Contribution of well known designers from France, America, Europe and India.

### **Unit V: Career in fashion**

Scope of Fashion business, choosing a career in Fashion, Career in Manufacturing, Designing, Career in Retailing, Residential Buying office careers, Career in Fashion service organizations, Freelancing.

### **Reference:**

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phyllis Touchie Specht, New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokolvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd, U.K, 2005.
4. Dudeja, V.D. Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.