

DESIGNING A COLLECTION

How to get started!

Mrs. Scavelli

You will be creating a fashion collection of your own. Begin by looking at other designer's collections for inspiration.

RECOURCES:

Vogue showcases Spring 2019 Milan Fashion week

<https://fashionweekdaily.com/best-collections-spring-2019-milan-fashion-week/>

Anna Piaggi Fashion Algebra

DESIGNERS:

Example: Ralph Lauren [https://www.ralphlauren.com/brands-ralph-lauren-collection-women-pre-fall-blp-](https://www.ralphlauren.com/brands-ralph-lauren-collection-women-pre-fall-blp-feat?ab=en_US_WLP_Lauren_MOOD_Slot_CN_S1_L2)

[feat?ab=en_US_WLP_Lauren_MOOD_Slot_CN_S1_L2](https://www.ralphlauren.com/brands-ralph-lauren-collection-women-pre-fall-blp-feat?ab=en_US_WLP_Lauren_MOOD_Slot_CN_S1_L2)

Pre-fall 2019 collection



If you look at their websites you will see their collections.

Louis Vuitton

Chanel

Yves Saint Laurent

Givenchy

Chloe

Anna Piaggi

Kenzo

Valentino

Stella McCartney

Elie Saab

Vivienne Westwood

Any designer you wish to research!

Here is a link to Bazaar's up and coming new designers:

<https://www.harpersbazaar.com/fashion/fashion-week/g2933/new-designers-to-know-0913/>

DIRECTIONS: You will be taking a lot of notes and possibly sketching ideas in your sketchbook throughout this process. You will also be gathering a lot of inspirational pieces that you will need to keep in your folder until it is time to actually create the collection.

STEP 1: Gather your inspiration

Your inspiration can come from anywhere! Books, photographs, landscapes, rocks, animals, textures, cars, virtually anything can inspire you. You just need to open your eyes and be observant.

- Cut out images from magazines or from the Internet
- Take photographs of anything you see during your day and print out later
- Make sketches in your sketchbook
- Take notes why you selected something
- Look through old books
- Look through someone else's closet! (You'd be surprised what your grandmother might have tucked away)

STEP 2: Come up with a concept

A concept is a general notion or idea; conception. Combine that with the definition of fashion, a popular trend, especially in styles of dress and ornament or manners of behavior, and you have your work cut out for you to develop your own collection!

- Brainstorm concept ideas in your sketchbook
- Use your inspiration material to pull an idea from them
- What will the mood be for your collection? Bright & cheery? Dark & noir?
- Begin to formalize your concept and give it a title (for ex.: If I were going to create a fashion collection based on things found in nature, I might call my collection "Au Natural" or "Nature's Palette")

STEP 3: Put together your color scheme and textures

You can use Pinterest to search for a color scheme and textures as inspirations but you will be creating your own color scheme in your sketchbook along with developing original textures. **See Zoe Hong's video Watch Me Design A Fashion Collection 3: Collage Time-Lapse**

<https://www.youtube.com/watch?v=wda8RSahHx8>

- In your sketchbook practice creating color swatches using whatever medium you wish to use
- Once you have a color scheme sorted out, you will need to incorporate it onto your mood board in a creative way.
- Textures can be collected with imagery to be used on the mood board, but you can also create your own from anything you were inspired by.

STEP 4: Creating a mood board – *see separate handout*

- Using all of your visual references take time to play with the design element of the board
- Begin by placing things out remembering to use design elements/principles in order to keep a flow to the composition
- Once you have a design laid out, snap a picture of it with your phone and then try moving things around again – you may find a more interesting layout. You can use the picture on your phone to go back to the original design if you like that the best
- As soon as you have a design set, you may begin to glue down your reference material to the board using glue sticks
- If you run out of time before you glued everything on, place a large piece of newspaper print on top and paper clip down in several places. Put the whole board on your shelf to finish next time.

STEP 4: Zero in on favorite inspiration and design outfits from there

STEP 5: Who is the customer for your designs?

- Knowing your customer will help you develop your designs
- Ultimately you are designing to sell your work, right? Then shouldn't it be geared towards a specific audience?
- What age group are they?
- What style/genre will the collection be based on? (Urban, business, wedding, etc.)
- In your sketchbook list what items of clothing you really see this customer wearing. If you are designing for a twenty something young person about to start a new job, you wouldn't be designing a ball gown, right?

What's required in your collection:

- You will be required to have 5 or more different clothing pieces to your collection. Examples of clothing pieces:
 - Pants
 - Blouse/shirt
 - Outerwear
 - Skirt/dress
 - Shorts
 - Bathing suit
- You will need to include 3 or more accessories to go along with the collection. Examples of accessories:
 - Hand bag/backpack/briefcase
 - Footwear
 - Jewelry
 - Hats

- Scarfs
- You will be using your croquis sketches to trace over to add clothing designs and accessories to them for your collection.
- You may create new croquis.

Go to Zoe Hong's video

<https://www.youtube.com/watch?v=a0NA5clwogU>

Show them how she finds inspiration from rock book and takes notes on why she was inspired by the Kyanite blue rock. Start watching at 28:48

Collage speed video, have them watch for homework

<https://www.youtube.com/watch?v=wda8RSahHx8>

Smithsonian rock book, look for it! Harvard Museum of Natural History

When creating the mood board for inspiration, try designing a piece of clothing, but cut outline out of a photograph of the texture.

Tom Tierney paper dolls