

Fashion Design: Aesthetic Concepts



This book describes in a simple and entertaining way many aspects of fashion design aiming to prepare students for creation of their own designs in a full command of various aesthetic resources. This book is specially addressed for those who want to grow in the art of good taste in dressing. The first chapter discusses the concept of fashion from the social, communicative, psychological and aesthetic point of view. The second explains the role of the designer in the production of clothing and in the identification of the image of the person at a given time. The third relates on the different aspects of the fashion according to the social structure of society. The fourth chapter focuses the image of women based on the concept of styling as a way to transform the appearance of a person. This topic includes also the explanation of the term style and the analysis of the personal styles of prominent couturiers. The next three chapters cover the main categories of the visual arts such as line, color and texture. The fifth analyzes the role of lines in the creation of optical illusions and transforming the figure. The sixth is dedicated to the effects, both visual and psychological, provided by color. The seventh familiarizes the student with the behavior of tissues related to their inherent physical condition. The last three chapters are about the different genres of clothing defined by its uses and appropriate design, such as the sport line, the casual style and the garments --for cocktail parties and galas. Last but not least, the final chapter on the male wardrobe.

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