

**INSTITUTE OF
TEXTILES AND
CLOTHING**



Understanding Fashion Design

Secondary School Session

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The Hong Kong Polytechnic University**



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Introduction to Fashion Design



Fashion Design Elements



Good design - appropriate combination of :

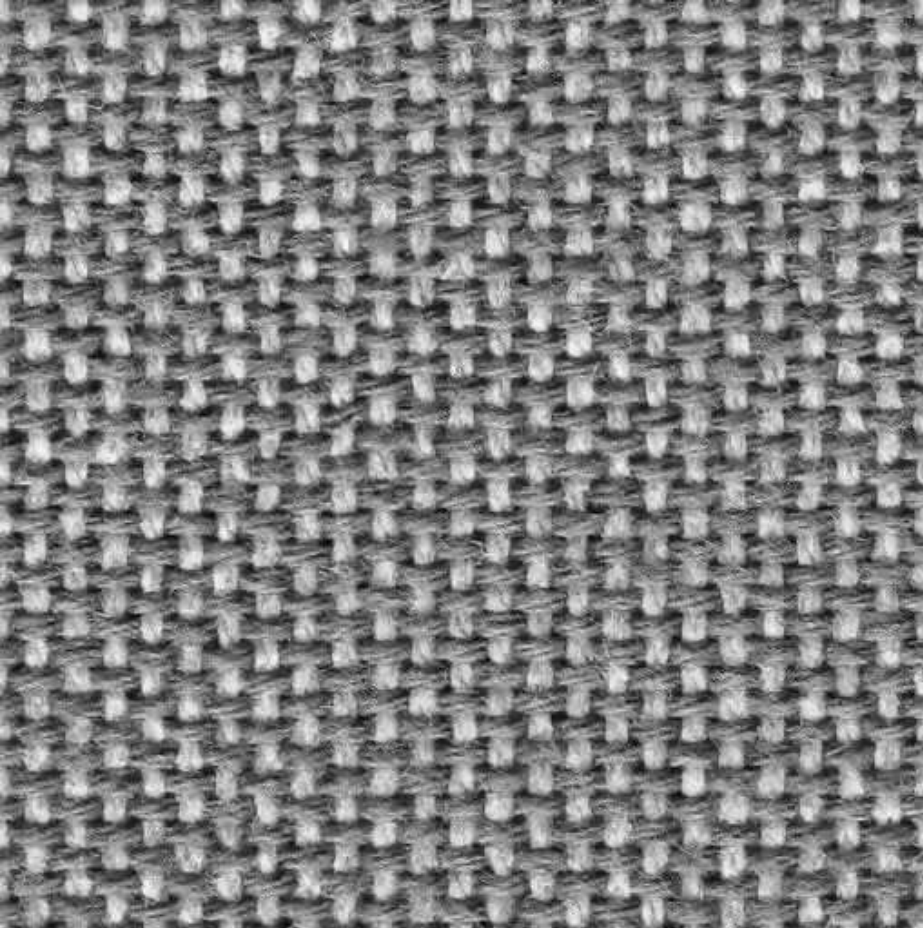
- **Fabric**
- **Texture**
- **Pattern**
- **Colour**
- **Line**
- **Shape, etc.**
- **Raw material for making garment design**
- **Fashion changes continually, no hard and fast rules**
- **Learn from great designer (by observation) and experience**



- **Right fabric on right design on right customer**
- **Basis of fashion trends, quality, performance, price and suitability**
- **Fabric suitability – determined by content, weave, texture, performance, hand feel, pattern and colour**
- **Christian Dior wrote,
“ *Many a dress of mine is born of the fabric alone.*”**



Fabric Structure



Weaving



Knitting



Iris van herpen Haute Couture 2011



Bulky and Stiff



- **Bulky and stiff fabric look heavier and hard, looks stand away from body**
- **e.g. Firm Gabardine, wool, linen, etc.**

Left: Marc Jacobs pre-collection
Spring 2009

Right: Felipe oliveira baptista



Bulky and Stiff



- Add bulk and weight
- Hide body irregularities
- Shorten and widen
- On contrast

Left: Giambattista Valli Fall 2008
Right: Balenciaga Fall 2008



Soft and Clinging



- **Heighten and narrow**
- **High drapability**
- **Show every contour (body shape)**

Left: Nina Ricci Spring 2009
Right: Del Core Spring 2022



Soft and Clinging



- **Improvement by adding construction inside**
- **Adding with interlining**

Left: Maison Margiela Spring 2008
Right: Matthew Ames Spring 2009



- **Accent actual body**
- **Enlarge the body**
- **Light reflection: velvet, corduroy, etc.**

Left: Balenciaga
Spring 2009
Middle: Rick Owens
Fall 2008
Right: Lavin Fall
2008



Relief Textures



Machine-like Textures



Tactile Response Surface



Summary of Texture I



- Built up surface interest of a fabric, created by:
- Weaving
- Light reflection
- 3-Dimensional effect
- Shadow effect
- Visual illusion

Left: Gareth Pugh Spring 2009
Right: Bottega Veneta Fall 2008



Summary of Texture II



- **Manipulate the material by:**
- **Draping**
- **Pleating**
- **Folding**
- **Tucking**

Left: Issey Miyake Spring 2015

Right: Atelier Versace Fall 2016



- **Dominating and accent some of the lines, shape and part of details**
- **Create illusion**
- **Enhance visual effect**

Left and Right: Alexander McQueen Spring 2009



Types of Pattern I

Geometric



- Junya Watanabe Spring 2020

Floral



- Richard Quinn Fall 2022



Types of Pattern II

Conversational



- Prada Spring 2011

Ethnic



- KTZ Fall 2015

Illusion and Sizing



- **Visual effect**
- **Add surface interest**
- **Enlarge or reduce**

Balenciaga Spring 2019



- Clean and clear
- Simple
- Peaceful
- Natural

Left: Isabel Marant Etoile
Spring 2020
Right: Marni Spring 2016



Multicolour Pattern



- **Vibrant**
- **Active**
- **Charming**
- **Fruitful**

**Left: Salvatore Ferragamo
Fall 2016**

**Right: Valentino Spring
2019**



Mix and Match



- **Vibrant**
- **Active**
- **Charming**
- **Fruitful**
- **e.g. Floral with dots or checks**

Left: Mary Katrantzou
Spring 2018
Right: Marni Spring 2018



- **Symmetric:** Calm and stable
- **Asymmetric:** Variation with total balance
- **Repetition:** Emphasis on silhouette and design details

Left: Mary Katrantzou
Spring 2020

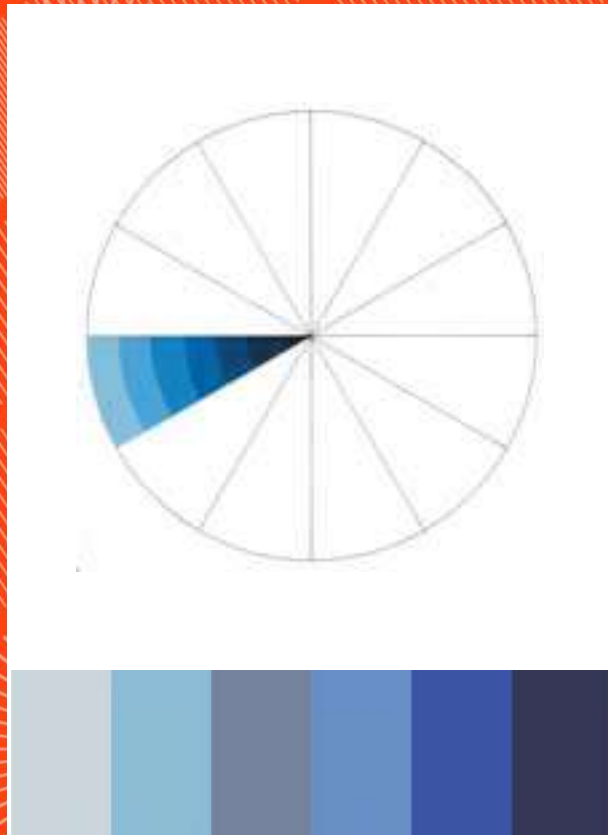
Middle: Dries Van Noten
Spring 2019

Right: Louis Vuitton Spring
2019



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Monochromatic Colour



- Variation in value and intensity of one single colour
- e.g. Navy VS Power Blue



Maison Martin Margiela
Fall 2011

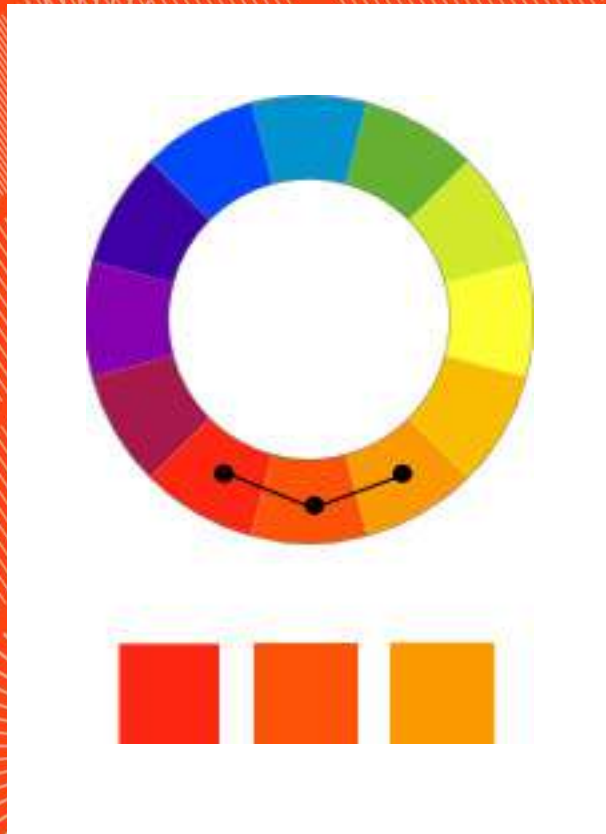


Acne Spring 2011



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Analogous Colour



- Combining hue next to each other on the colour wheel
- e.g. Yellow VS Yellow Orange



Viktor & Rolf Spring
2012



Preen Spring 2012



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Complementary Colour



- Colours opposite to each other on the colour wheel
- e.g. Orange VS Purple



Jil Sander Spring 2011

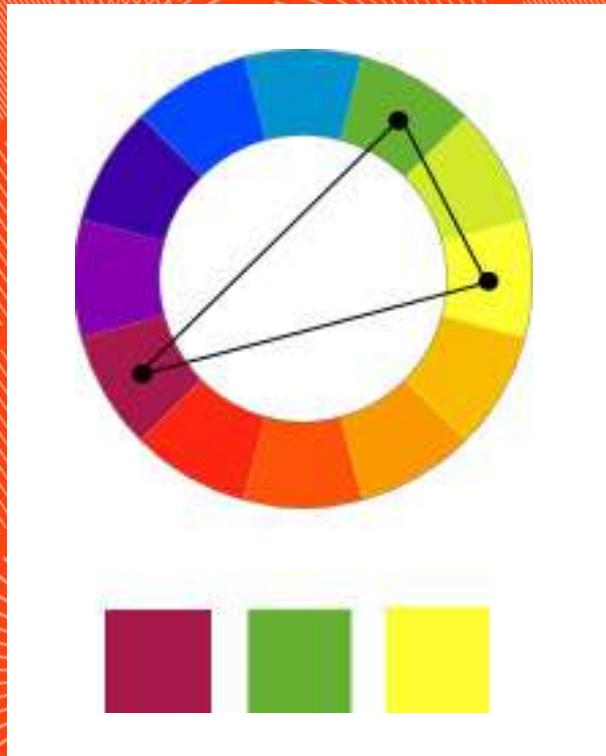


Jil Sander Spring 2011



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Split- Complementary Colour



- Colours that lie on each side of its complements
- e.g. Green VS Purple



Jil Sander Spring 2011

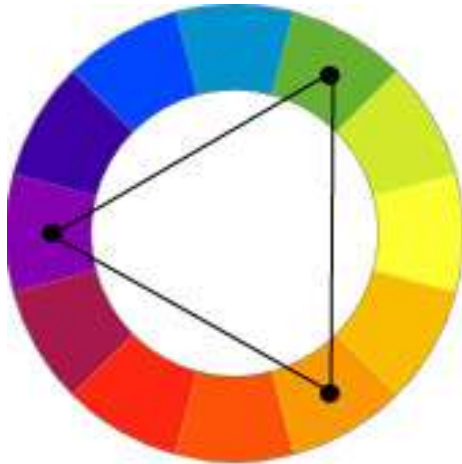


Supima Spring 2015



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Triad Colour



- **Three colours that appear equally distant from each other on the colour wheel**



Gucci Spring 2011



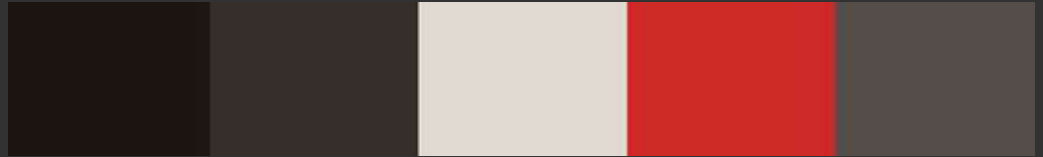
Mulberry Fall 2017



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Accented Neutral Colour

- White, black, grey used with a bright colour
- e.g. Black suit with red tie



Thom Browne Spring
2012



Narciso Rodriguez Spring
2012



- **Create illusion and visual aesthetics and impression**
- **Lead the eyes, indicate direction, length and width**
- **Establish a point of emphasis**

Iris van herpen



- **Straight and curve**
- **Refer to the direction of visual interest and visual aesthetics in a garment created by construction details such as:**
 - **Seams**
 - **Gathers**
 - **Tucks**
 - **Topstitching**
 - **Trims**

**Left and Right: Gareth Pugh
Spring 2017**



Vertical Line



- **Straight lines:**
- **Opposite to the natural curve of body**
- **Affected by fabric selected**

- **Vertical lines:**
- **Add height or length to body**
- **Narrow the body**

Left: Jil Sander Spring 2022
Right: Ports 1961 Spring 2017



Horizontal Line



- Add width and shorten the body
- Attract attention to part of body (Men's sport shirt with horizontal strip give illusion of a broad chest)
- Rest, quiet and calm

Left: Proenza Schouler
Spring 2017
Right: Fendi Fall 2017



- **Follow body's contour**
- **Imply fluidity, more feminine, and unstable feeling**
- **Attraction and draw attention on desired part**

Left: Issey Miyake Fall 2016

Middle and Right: Dries van Noten Fall 2014



Diagonal Zigzag Line



- Slimming purpose as it direct the eye over body curves at an angle
- Softening effect
- Powerful movement
- Add interest in design

Left: Valentino Fall 2021
Middle: Givenchy Fall 2008
Right: Sonia Rykiel Fall 2015



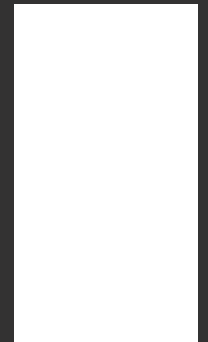
- **Function of line: create shape**
- **Shape – “silhouettes” to present the body**
- **Symmetric and Asymmetric**
- **Fundamental to the style of outfit**
- **Formed form side seams, shoulder line, waistline and hemline**
- **Create a strong shape and a well-proportioned outfit**

Cha Myung “new image
of woman”

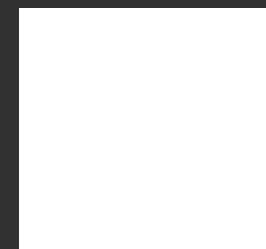


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Tube- Shaped



Left: Rick Owens
Fall 2020
Middle: Chalayan
Spring 2013
Right: Viktor and
Rolf Spring 2022



Left: Tze Goh
Fall 2010
Middle:
Haesung
Bong 2019
Right:
Jacquemus
Fall 2016



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Trapeze- Shaped



Left: Mary
Katrantzou Spring
2013

Right: Molly
Goddard Spring
2020



Left: Lavin Fall 2012
Middle: Oscar de la
Renta Fall 2017
Right: Christian Dior
Fall 2012



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Hourglass-Shaped



Left: Balenciaga Fall 2018

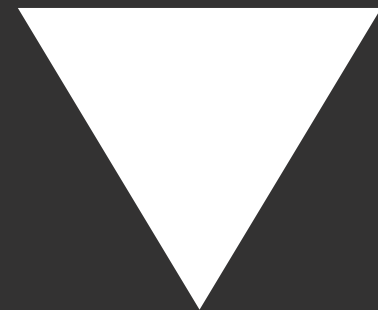
Middle: Alexander
McQueen Fall 2020

Right: Marine Serre
Fall 2020



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Wedge- Shaped



Left: Jacquemus
Spring 2017
Middle: Balmain
Spring 2021
Right: Rick Owens
Fall 2020



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Back Fullness Shaped



Left: Jean Paul
Gaultier Couture
Spring 2010
Right: Comme des
Garçons Spring 2019



Irregular Shapes



Left: Matty
Bovan Spring
2020
Middle:
Richard
Malone
Spring 2020
Right:
Puppets and
Puppets
Spring 2020



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Fashion Presentation and Visualisation



Female Fashion Illustration Templates

Hairline

Neckline

Armhole

Bust line

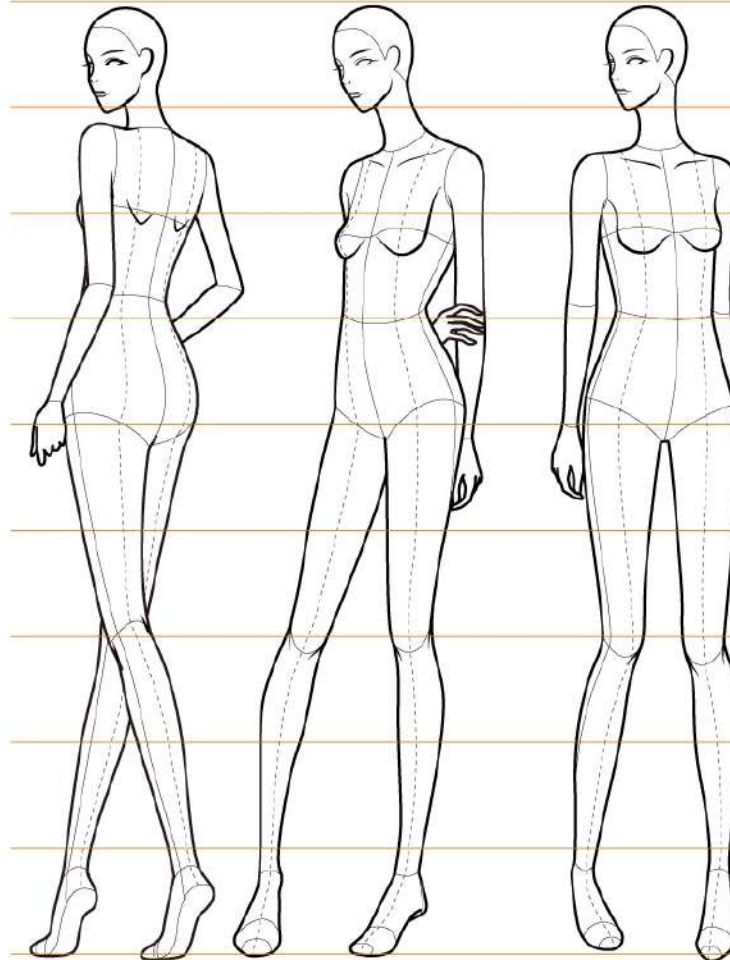
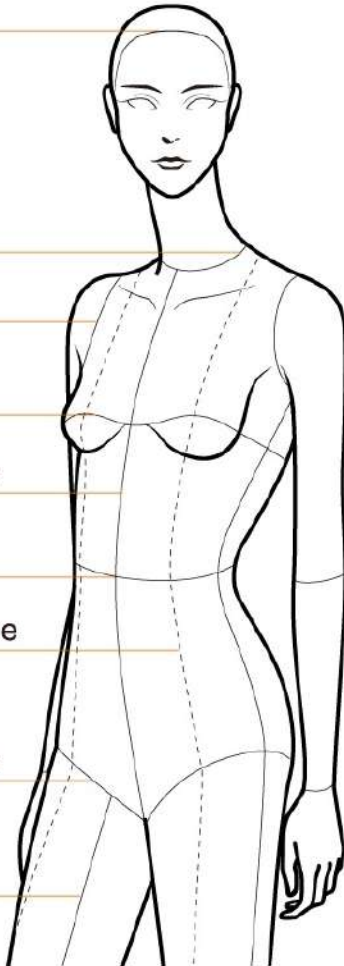
Center line

Waistline

Princess line

Crotch line

Inseam



9 head



Male Fashion Illustration Templates

Hairline

Neckline

Armhole

Chest line

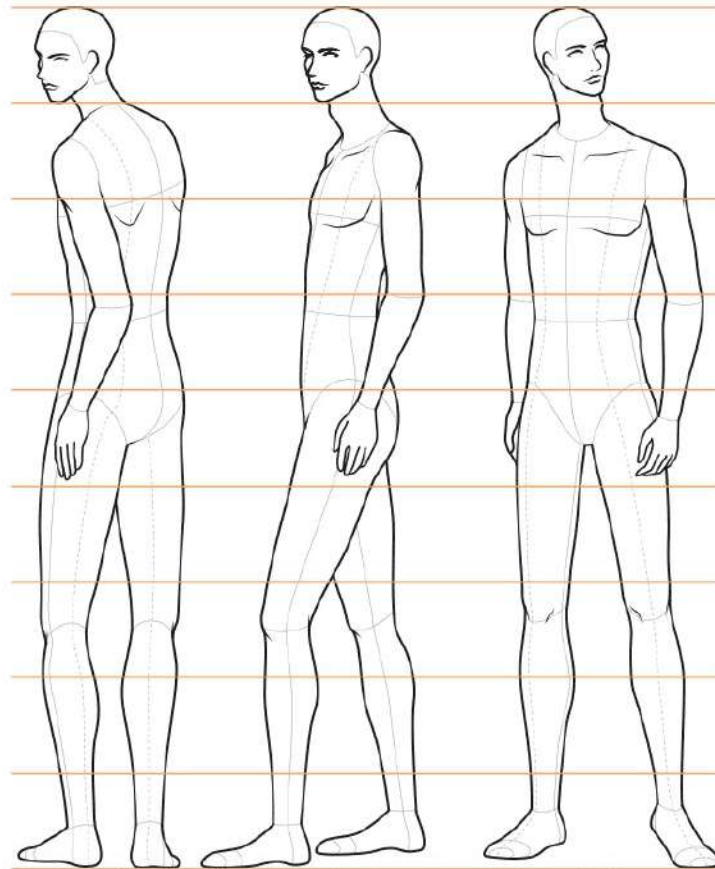
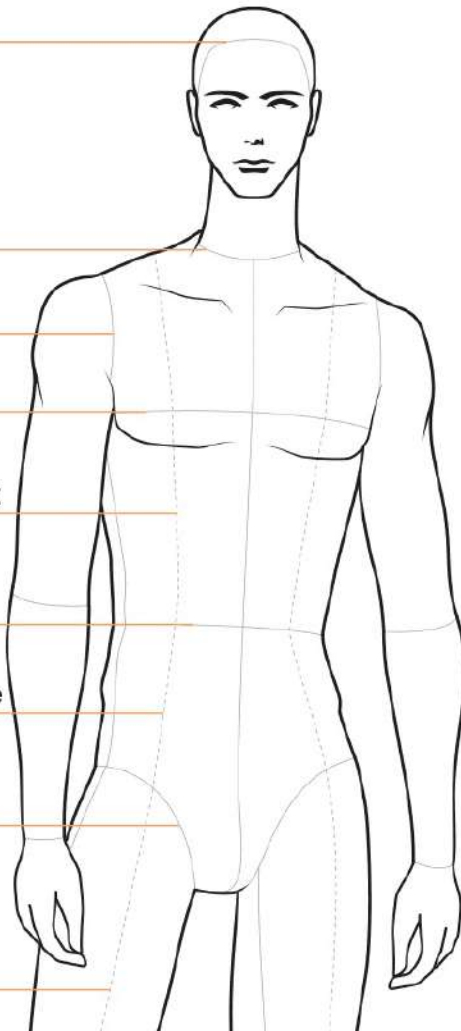
Centre front

Waistline

Princess line

Crotch line

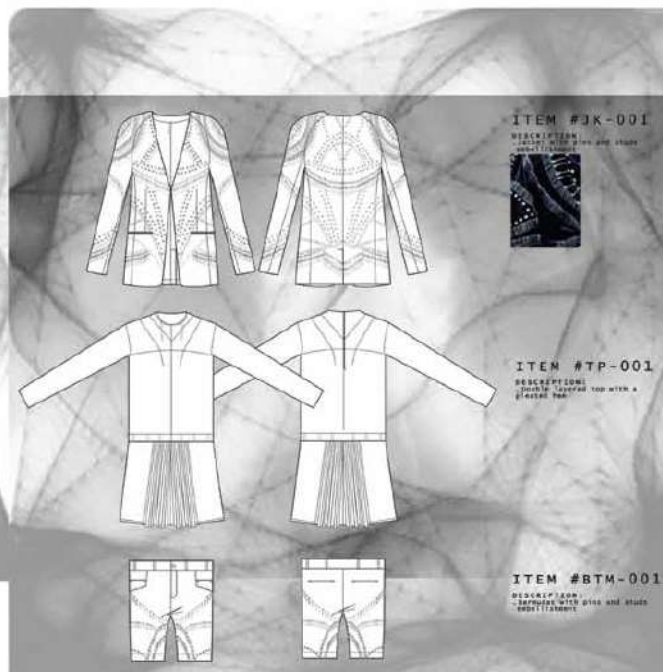
Inseam



9 head



TERRACOTTA WARRIORS THE TRUE COLORS 装俑 本色





THE RENEWAL LITERATION



FB001



FB003



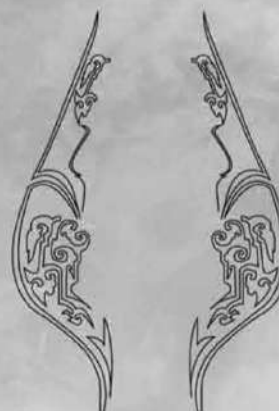
FB004



FB002



FB005



THE PATTERN OF THE BRONZE SHEET

THIS OUTFIT CONSISTS OF TWO ITEMS WHICH ARE JACKET AND A LONG ONE-PIECE DRESS.
THE JACKET IS MADE UP OF TWO COLORS OF LEATHER (FB002,3) AND THE
SHOULDER PART (FB004) IS EMPHASIZED BY RED STITCH LINES AND TRIMMINGS. THE COLLAR IS
DECORATED BY THE BRONZE SHEET (FB004) WITH LASER
CUTTING PRINT ON IT. THE SLEEVES ARE ENLARGED IN ORDER TO GIVE A TRADITIONAL
CHINESE CULTURE FEELING.
AND ONE BLACK LEATHER BELT IS ADDED TO ENHANCE THE WAISTLINE.





CHIFFON BLOUSE

LEATHER BOAT NECKLINE
TASSEL DETAIL ON SHOULDER
MATERIAL: LEATHER/SILK CHIFFON
COLOR: BLACK

LEATHER SHORT PANTS

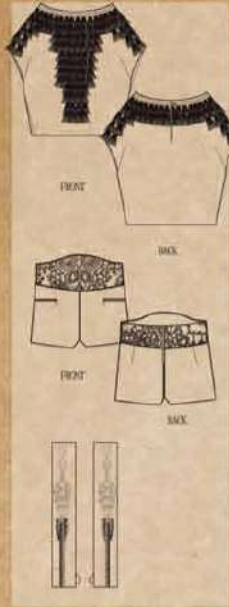
DETAIL: KNITTED WAIST BAND
ZIPPER POCKET ON THE SIDES
MATERIAL: LEATHER
COLOR: BLACK

ACCESSORY

LEATHER GLOVES WITH BLEACHING

HEADPIECE

MATERIAL: LEATHER
COLOR: BLACK



FABRICATION



OUTFIT 1

SLIP LONG DRAPING DRESS

TWISTED CHUNKY CHAIN NECKLINE
TASSEL DETAIL AT THE FRONT
MATERIAL: SILK CHIFFON
COLOR: BLACK, GOLD

KNITTED DRESS

MATERIAL: LEATHER ROPE
COLOR: BLACK

HEADPIECE

MATERIAL: LEATHER
COLOR: BLACK



FABRICATION



OUTFIT 4









ETERNAL TERRACOTTA WARRIORS



ETERNAL TERRACOTTA WARRIORS





OUTFIT1 THE WARRIOR



Metal Plate
- Shirt trim



20L Plastic Button
- Shirt fastening

Cotton/Spandex Satin
- Shirt

Artificial Leather
- Pants

Warriors are the front line soldier in the war. They fight hard for their life, their family and their country.
Heavy metal armor is only protection from slaughter.

This outfit includes a slim-fit shirt with metal plate trimming, and the ankle length leather pants, to express the powerful yet weak inside sense of the warrior.



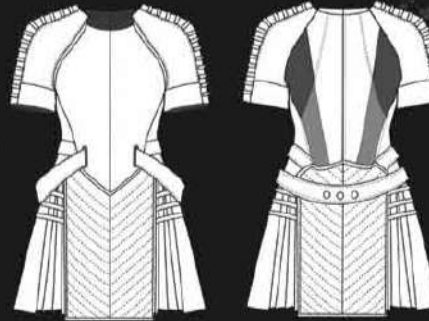


#1



Multi-textiles armor one-piece

- roll-up epaulet sleeve with padded shoulder
- tight fit body in double jersey knit
- conceal zip fastening at C.B
- cut out back panel
- leather trims throughout edges and sleeves in contrast color
- adjustable belt featured with studs at C.B



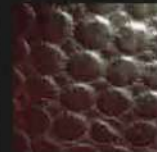
embossed PVC



overlapped sequins



metallic double jersey



lightweight quilt leather



silk chiffon

Color:





Womenswear Trend Book

LOOK 02
WOODNOTES



NLW1819_58_01
Oversized shaggy
coat with colour
blocking and hood

NLW1819_58_02
Printed silk dress with
leather hem

NLW1819_58_03
Colour blocking Kelly-
bag with fur front and
fur handle

ICE AGE

LOOK 02
COLD BREATH



NLW1920_54_01
Checked double-
breasted coat with
lapel

NLW1920_54_02
Striped shawl jumper
with lace fastening and
stand up collar

NLW1920_54_03
Corduroy patterned
combat boot with lace
fastening

RETRO
ALPIN



Womenswear Trend Book



NLW1920_87_01
Midlengths jumper with
cut out and short blouse

NLW1920_87_02
Flared flower skirt with
patched pockets

NLW1920_87_03
Elastic shoelace with
rhinestone deco and
labeling

PANTONE®



PANTONE®



PANTONE®



PANTONE®



NLW1920_151_01
Coloured nylon puffer
jacket with patched
pockets and belt

NLW1920_151_02
Crafted knit dress with
hooded parka style

PANTONE®



PANTONE®



PANTONE®



PANTONE®





NLM2021_109_01
Striped woven
T-shirt with adjustable
shoulder straps

NLM2021_109_02
Cotton utility shorts
with contrasting
nylon belt



NLM2122_27_01
Chunky cashmere cardigan
with wide button facing
and welted side pockets

NLM2122_27_02
Soft turtleneck sweater with contrasting back





NL2122_21.01
Merino round neck sweater
with geometric front stitching

NL2122_21.02
Brushed winter chino
with adjustable hems and D-ring belt

PANTONE®
11-0103 TCX

PANTONE®
17-1210 TCX

PANTONE®
19-1110 TCX

PANTONE®
18-0510 TCX



NL2122_139.01
Cotton shirt with
graphic wave print

NL2122_139.02
D.b. 1 jacket with
contrasting lapel inserts

PANTONE®

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Inspiration: Chinese Cultural Influence on Fashion Design



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John Galliano Fall 2002 Ready-to-Wear



Fabrication developments:
Patchwork



Crochet



Print



Embroidery



Kenzo

Fall 2006 Ready-to-Wear



Pattern developments:

Stripe x floral

Metal studs

Dots x floral

Size and structure

Check x floral

Chinese knot buttons



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Christian Dior Fall 2009 Ready-to-Wear



Details developments:
A-line



Accessories



Mandarin collar
Fringe belt



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Armani Privé Spring 2009 Couture



Construction developments:
Modern qipao Side placket

Embellishment

Bold prints

Curved seams



Louis Vuitton Spring 2011 Ready-to-Wear



**Color combination and construction developments:
The new cheongsam with sequins, fringes and bold colors**



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Proenza Schouler Fall 2012 Ready-to-Wear



Construction developments:
Double-breasted/Bomber jacket



Motif developments:
Peacock embroidery



Landscape embroidery



Jason Wu Fall 2012 Ready-to-Wear



Construction developments:
Symmetrical details inspired by Qing Dynasty clothing, Mao jackets and shirts



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Dries Van Noten Fall 2012 Ready-to-Wear



Print developments:
Dragon prints on contemporary daywear



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Dolce & Gabbana Spring 2016 Menswear



Prints developments:
Peacock, dragon and swallow prints on contemporary daywear



Fall 2016 Menswear



Motif developments:

Floral, tiger, dragon and fish embroidery on contemporary daywear and modern tiger hat



Pre-fall 2017 Ready-to-Wear



Print developments:
Dragon prints and embroidery on contemporary daywear



Spring 2017 Ready-to-Wear



Print developments:
Digital print on modern cheongsams with embellishment



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Dries Van Noten Fall 2017 Ready-to-Wear



Pattern developments:
Dragon print with geometric patchwork quilt



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Manish Arora Fall 2018 Ready-to-Wear



Print developments:
Floral and fish prints on contemporary daywear



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Ann Demeulemeester Spring 2019 Menswear



Details developments:
Shawl collar with chinese knot buttons



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Yohji Yamamoto Fall 2019 Menswear



Details developments:
Stand collar with calligraphy embroidery



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Richard Quinn Spring 2020 Ready-to-Wear



Print developments:
Floral print on modern cheongsams



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Vivienne Tam

Spring 2021 Ready-to-Wear



Construction developments:
One-piece



Hoodies



Jacket lapel



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Chinese Arts Inspired Fashion



Ink Wash Painting



Pringle of Scotland
Spring 2018
Ready-to-Wear



Dries Van Noten
Spring 2019
Ready-to-Wear



Chloe Sung
Spring 2016
Ready-to-Wear





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Bamboo Painting



Armani Privé Spring 2015 Couture



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Calligraphy Motif



Vivienne Tam
Fall 2013 Ready-to-Wear



Adeam Spring 2017 Ready-to-Wear





Porcelain Pattern



Valentino Fall 2013
Ready-to-Wear



Giambattista Valli
Fall 2013 Couture



Roberto Cavalli
Spring 2013 Resort



Floral Vase



Valentino Spring
2018 Couture

Lanvin Spring
2015 Ready-to-Wear

Mary Katrantzou
Fall 2011 Ready-to-Wear



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Textile Art and Craft Techniques



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DIY Fabric Stamping





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Fabric Collaging





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Fabric Weaving and Knotting





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Hand Painting Fabric with Embroidery





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Q&A
Thank You