



# Basics Fashion Design 01: Research and Design

By Simon Seivewright



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*Basics Fashion: Research and Design* leads readers through the essential stages of fashion research--then explains how to translate that research into design ideas. How does the design brief affect the design process? What is the target market? Should designers set a theme, concept, or narrative for a collection? Author Simon Seivewright, a distinguished designer and professor, answers these questions, then explores the process of design development in a series of structured stages. A variety of approaches to communicating and rendering design work are discussed, all illustrated with more than 200 inspiring full-color images.

- \* Understand design briefs, target markets, creating collection themes
- \* No-nonsense text and more than 200 full-color illustrations
- \* Case studies with contemporary designers



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### **Editorial Review**

#### **About the Author**

Simon Seivewright has exhibited his designs at Premiere Vision in Paris. As a woven textile designer and stylist, his clients have included Vivienne Westwood, Christian Lacroix, Missoni, Simply Red, BBC, and London Men's Fashion Week. He lives in Brighton, UK.

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