

Fashion Technology Handbook

Author:- Meenakshi Narang

Format: paperback

Code: NI42

Pages: 216

Price: Rs.495US\$ 75

Publisher: NIIR PROJECT CONSULTANCY SERVICES

Usually ships within 5 days

Fashion and life style exist parallel to each other. Fashion leads the world & it will continue to do so through times. Human cannot be ever segregated from fashion. Fashion keeps on changing along with the times, it can be old styled, and traditional, modern, rigid, practical, customary, experimental, trendy, sober, etc. generation have witnessed the colour and glamour that constitutes the fashion. Accessories are the extra elements of fashion which enhance the look of your garments design. They form an excellent focal point if used carefully. It helps in making you appear taller or shorter. Some of the examples of accessories are scarves, belts, jewellery, handbags, shoes etc. The Principles are concepts used to organize or arrange the structural elements of design. Again, the way in which these principles are applied affects the expressive content, or the message of the work. The principles are: balance, proportion, rhythm, emphasis and unity. The elements of design converge to create a equal distribution of visual weight within the particular composition. Balance in design principles is the design or arrangement of elements that appear to be a whole with equilibrium. The simplistic type of balance is called symmetrical balance which has a basic appeal to the viewer. Asymmetrical balance is achieved by unlike object that has equal eye attraction. Asymmetrical balance is based on: balance by value and colour, balance of shape and texture and by position and eye direction. The Indian fashion industry has experienced significant expansion in the last decade mainly driven by the growth of domestic designers, some of whom have gained international recognition in recent years. Industry growth in India is mainly driven by the growing exposure of domestic designers at international forums, but growth is also supported by other factors such as the launch of focused business education courses for emerging designers and the establishment of an industry association.

This book basically deals with history of fashion, sketching, designing principles, drawing the garments, understanding and application of silhouettes, basic principles of fashion illustrations, fashion accessories and their creative uses, designing techniques, achieving texture in pen and ink, sketching human body, drawing of hands & postures, structure of feet & postures drawing of other parts of body, contemporary western fashion style, etc.

Professional students, new entrepreneurs and designers will find valuable educational material and wider knowledge of fashion technology in the book. Comprehensive in scope, the book provides solutions that are directly applicable to the basic principles, history, designing principles, language guide of fashion industry.

1. Introduction

2. CHAPTER I

HISTORY OF FASHION

Vedic Age

The Persian Influence

Greek Influence

The Purdah System

3. CHAPTER II

SKETCHING

Proportion

Elevation

Showing Curvature

Sketching Colour

Enhancing Your Image

4. CHAPTER III

DESIGNING PRINCIPLES

Introduction

Use of Illustrations

Drawing the Garments

Creating Designs

Proportion Illusions

Horizontal Proportions

Vertical Style Lines

Horizontal Style Lines

Diagonal Style Lines

Curved Lines

Various Lines and their Meanings

Optical Illusions and its Application

5. CHAPTER IV

THEORY OF COLOUR

The Lexicon of Colours

Colour Mixture

6. CHAPTER V

BASIC SILHOUTTE

Understanding and Application of Silhouttes

Various Ways to Show Size or Accentuate different Parts of the Body

Silhouttes of Garment

7. CHAPTER VI

FASHION ILLUSTRATIONS

Proportion of the Ideal Figure

Major Muscles of the Neck

Three Quarter View

Changing the Angle of the Head

The Third Dimension

Construction in Simplified Block Form

Drawing Women

Drawing Men

Design Development Sheets

Working Drawings

Illustrating Various Details

8. CHAPTER VII
BASIC PRINCIPLES OF FASHION ILLUSTRATIONS
Drawing Still Objects
Perspective

9. CHAPTER VIII
FASHION ACCESSORIES
Fashion accessories and their Creative Uses
Does and Don'ts

10 CHAPTER IX
DESIGNING TECHNIQUES
Design, Research and Sources of Ideas
Design Techniques Materials
Achieving Texture in Pen and Ink
Wax-Resistant Effects
Line Drawings
Drawing Pens
Figure Proportion
Figure Proportion Table

11. CHAPTER X
SKETCHING HUMAN BODY
Sizes and Proportions of Different Parts of Body
Profile of Head or Face
Front Position of Head
Drawing of Hands & Postures
Structure of Feet & Postures
Drawing of Other Parts of Body
Illustrations

12. CHAPTER XI
FASHION INDUSTRY LANGUAGE GUIDE

13. CHAPTER XII
CONTEMPORARY WESTERN FASHION STYLE

About NIIR

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation

of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

NIIR PROJECT CONSULTANCY SERVICES, 106-E, Kamla Nagar, New Delhi-110007, India.
Email: npcs.india@gmail.com **Website:** NIIR.org

Thu, 01 May 2025 08:52:49 +0000