

# Fashion Technology Handbook

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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

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Elevation

Showing Curvature

Sketching Colour

Enhancing Your Image

## 4. CHAPTER III

### DESIGNING PRINCIPLES

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Drawing the Garments

Creating Designs

Proportion Illusions

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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

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Three Quarter View

Changing the Angle of the Head

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Drawing Men

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