



Fashion Design (Understanding Fashion)

Elizabeth Bye

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Fashion Design is a core text designed to introduce undergraduate students to the central concepts of fashion design. Whereas fashion design is often considered entirely frivolous, this book considers the significant cultural, economic, and ethical issues that designers must balance to be effective in the global fashion industry. After looking at the history of fashion design, the book provides an overview of the conceptual process involved in developing a fashion line and bringing garments to the market. It looks at the impact of individual consumer characteristics as well as aesthetic, cultural, and economic influences on design. The book addresses a key topic in the new *Understanding Fashion* series. The contextual analysis of fashion design alongside critical cultural, economic, and ethical concerns sets this book apart from other texts on the same topic. Designed to aid teaching and learning, each chapter includes key definitions, summaries, case studies, discussion questions and suggestions for further reading. Using this book as a guide students will develop an understanding of fashion design that challenges stereotypes and encourages them to think creatively about issues and ideas that motivate them.

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