



The Fashion Design Reference Specification Book: Everything Fashion Designers Need to Know Every Day (Paperback)

By Jay Calderin, Laura Volpintesta

Rockport Publishers Inc., United States, 2013. Paperback. Condition: New. Language: English . Brand New Book. An essential primer for students and first-stop reference for professionals, The Fashion Design Reference Specification Book takes the fashion designer through the entire design process, from conceiving a garment to marketing it. This valuable handbook contains the information and ideas essential to planning and executing fashion projects of every scale and distills them in an easy-to-use format that is compact enough to slip into a tote. Linking six central phases in the cycle of fashion--research, editing, design, construction, connection, and evolution--The Fashion Design Reference Specification Book helps designers develop effective strategies for building a cohesive collection and communicating their vision.

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