Contents

Introduction x

Developing a Fashion Curriculum xi

Teaching Fashion $\, {\rm xi} \,$

The Fashion Classroom xiii

Enrichment Programs xiv

Achaemenid Empire (Persia), Frieze of the Archers, detail, from the Palace of Darius I, Susa, Iran, 522–486 BCE. Polychrome glazed brick. Photo by dynamosquito. www.flickr.com/photos/dynamosquito/4489669323. CC BY-SA 2.0.



Chapter 1 Fashion Then and Now 2

Historical Context for Understanding Fashion Design 3

Fashion Movements in History 3

Western Fashion Evolution

Since the 1800s 5

Fashion Influences 9

Fashion Icons 9

Globalization 12

Appropriation vs. Appreciation 12

Working Conditions in

Mass Production 13

Activism Toward the Global

Assembly Line 13

The Optimistic Side of

Global Networks 14

Fast Fashion 14

Sustainable Fashion 15

The Future of Fashion 16

Current Influences 16

Technology 16

Putting It All Together:

A Ubiquitous Fashion Item 16

Jeans History 16

From Work Pants to Casual Wear 17

Globalization 19

Studio Activity:

Historic Paper Doll Lesson 20

Chapter 2 Fashion Aesthetics 22 The Fashion Forecast 23

Environmental Scanning 23

Trend Forecasting 24

Understanding Color 24

Color Theory 24

Psychological Properties of Color 26

Color Forecasting 26

Elements and Principles 27

Elements of Art 27

Principles of Design 31

The Design Process 35

Research and Ideation 36

Art and Design Skills 36

Creative Strategies for

Problem Solving 38

Studio Activity: Mood Board Lesson 39



High school student work. Max W. and Keilah T., New Frontier Mood Board. Kent State Summer Fashion Academy.



Chimú culture (Peru), Feathered Shirt, 1200s–1400s. Cotton, feathers, silver, 10" x 18" (25.4 x 45.7 cm). Metropolitan Museum of Art, Gift of Mr. and Mrs. Charles Diker, 2006, 2006.567.1.

Chapter 3 **Cultivating Artistic Voice** 40

The Evolving Ideal 41

Impact on Self-Esteem 42

Media 43

Body Types 43

Hourglass 44

Triangle 45

Inverted Triangle 45

Rectangle 46

Circle 46

Determining Body Type 47

Impact of Color and Fabric Choices 47

Personal Style 48

Design and Identity 48

Fashion Themes to Self-Expression 49

Personal Expression 50

Originality 53

Finding Inspiration 53

Consumer Needs 53

Copyright and Fair Use 54

Studio Activity: Lookbook Lesson 55

Studio Activity:

Upcycled Garment Lesson 56

Chapter 4 **Tools and Materials** 58

A Look Back at Fashion Tools and Materials 59

Introduction to Textiles 60

The Fashion Classroom Setup 62

Equipment 62

Materials 62

The Sewing Container 64

Working by Hand 65

Hand Sewing: Basic Stitches 65

Crochet and Knit 66

Machine Sewing 68

Introducing Machine Sewing 68

Contemporary Technologies 68

Putting It All Together 69

Patterns 69

Draping 70

Assembly 70

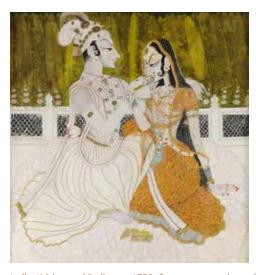
Embellishments 71

Studio Activity:

Two-Yard Kimono Lesson 72



Photo @ Gorodenkoff/Shutterstock.



India, *Krishna and Radha*, ca. 1750. Opaque watercolor and gold on cotton, 40 %" x 37 %6" (103.2 x 94.5 cm). Philadelphia Museum of Art, Purchased with the Edith H. Bell Fund, 1984, 1984-72-1.

Chapter 5 **Designing Fashion Accessories** 74

Types of Fashion Accessories 75

History of Accessories 76

Shoes 76

Hats 77

Jewelry 78

Bags and Handbags 79

Contemporary Accessories 80

Accessories as Art 81

Creating Accessories 82

Shoe Construction 82

Handbag Design Basics 84

Materials for Accessories 85

Creating a Complete Look 86

Making Artistic Choices 86

Expressing Identity 87

Studio Activity:

Papier-Mâché Shoe Lesson 88

Chapter 6 **Unconventional Fashion** 90

Getting to Know Unconventional Fashion 91

History of Unconventional Fashion 91

Aesthetics of the Unconventional 96

Works of Art 96
Fashion Statements 96
Innovation 97

Creating the Unconventional 98

Media and Tools Used in Unconventional Fashion 98

Unconventional Fashion in the Classroom 99

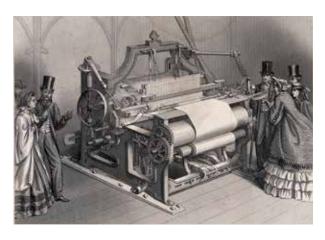
Getting Started 99 Choice-Based Learning 103

Studio Activity: Sweater Bag Lesson 104

Studio Activity: Duct Tape Bag Lesson 106



Nora Fok, *This Is Life*, 2010. 3500 knitted nylon spheres. Courtesy Nora Fok and The Harley Gallery. Photograph by Frank Hills.



W.G. Taylor's
Patented Power Loom
Calico Machine, ca.
1862. Engraving, 5
5/8" x 8 1/8" (14.4 x
20.7 cm). Wellcome
Collection.
wellcomecollection.
org/works/haezt8uj.
CC BY 4.0.

Chapter 7 **The Fashion Industry** 108

Milestones in Fashion Production from the 1700s to the 2000s 109

Fashion Production 110

Types of Production 110

The Supply Chain 111

Vertical and Horizontal Integration 112

Design-Driven vs.

Manufacturing-Driven Firms 113

Creating Samples and Prototypes 114 Craftsmanship and Quality 114

Fashion Marketing 115

Understanding Consumers 115
The Fashion Cycle 116
Branding 118
Approaches to Fashion Marketing 118

Working in the Fashion Industry 121

Portfolios 122

Education 122 Careers 123

Studio Activity: Fashion Show Lesson 126

Timeline: 100 Years of American Fashion 128

Fashion Industry Careers 133

Lesson Plan Template 136

Resources 137

Index 141