

Practical Exercise 13

Objectives:

1. To identify the 'signature style' of an Indian fashion designer.

Material Required:

1. Unlined/blank sketchbook (A3).
2. Scissor, glue.
3. Fashion magazines.

Procedure:

1. Refer to current magazines or internet and identify a designer whose design aesthetic appeals to you.
2. Analyze the designer's characteristic/signature style in terms of silhouette/cut, fabrics, surface embellishment, colour palette preference etc.
3. From current magazines or internet, collect visuals of his/her collections over the last 2-3 years.
4. Compile and present the visuals in a notebook in chronological order with a brief note on the following details:
 - i. Name of the designer.
 - ii. Name of the label.
 - iii. Visually identifiable characteristic style.
 - iv. Stores from where the designs retail.

Observation and Discussion:

1. How established fashion designers have their distinguishable style.