
Unit - IV

Practical Exercise 16

Objectives:

1. To learn to use **print media** as a source of information for fashion trends.
2. To enable identification of current fashion trends predicted for the season through media coverage and reports.
3. To visually identify similarities and differences in design interpretation by designers.

Material Required:

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

Procedure:

Prior to the exercise, the teacher may do the following:

1. Familiarize students with names of Indian and international fashion magazines.
2. Identify articles and photographs on a few global fashion trends reported in newspapers and Indian magazines in the last one year.
3. Discuss the keytrends based on photographs of collections from Indian and/or international runway shows.

The students will do the following:

1. Select a current keytrend as reported by the media.
2. Identify visuals of garments or fashion accessories/products (e.g. watches, bags, shoes) based on the keytrends.
3. Study the details of silhouette, material, colour, print, texture (as applicable).
4. Cut out pictures from different magazines which show design variations of the same trend by different designers/ brands.
5. Stick the pictures in a scrapbook along with a brief note on how designers/ brands interpret the same trend in different ways.

Observation and Discussion:

1. Are there commonalities in fashion trends presented by designers in their shows?
2. Are these designs currently available in Indian stores?
3. Are the designs similar to or variations of predicted trends? Are they more commercial (wearable/ practical) than designs on the runway?