

FASHION DESIGN

Fashion design involves creating unique combinations of forms, fabrics, colors, and details to express cultural and social ideas. The PDF defines it as an aesthetic activity producing functional products that serve for differentiation and expression.

KEY CONCEPTS

- **Definition:** Changing dress styles favored by social groups at a given time and location, resulting in functional and occasionally profitable products.
- **Purpose:** Acts as a tool for class differentiation, self-expression, social performance, cultural formation, and lifestyle articulation.

Types of Fashion:

- **Haute Couture:** The highest level of custom-fitted clothing, emphasizing sewing, extreme detail, finish, and couture fabrics.
- **Ready-to-Wear:** Produced in standard sizes, marketed completely, and crafted in smaller runs to ensure originality and quality.
- **Mass Market:** Affordable items using less expensive textiles, mass-produced in large quantities and standard sizes, following trends to save time and money.

HISTORICAL AND CULTURAL ROLE

- Fashion reflects societal changes and allows individuals to challenge norms, as seen in innovative collections that redefine body contours.
- It blends artistry with commerce, balancing creativity with market demands across different production levels.

EXAMPLES



Chanel Spring 2025ss Couture



Balenciaga Spring 2025 RTW



Uniqlo x Needles 2025fw Mass Market