

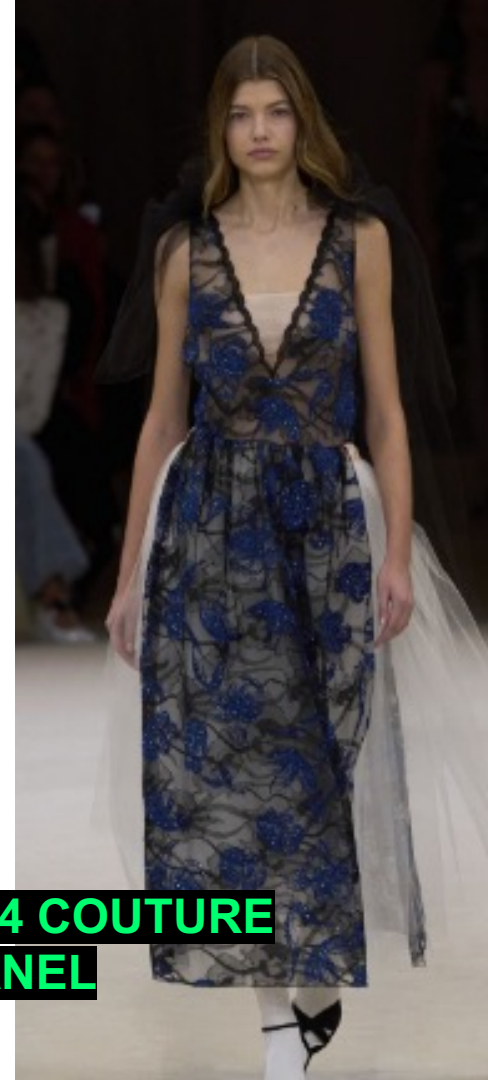
STEAM for Creative Innovation:
Practice based approach for
integrating wearable technology in
fashion design

Fashion Design

01 WHAT IS FASHION DESIGN?

Fashion is an **aesthetic activity** that results in functional, and **occasionally profitable, products**.

Fashion has served as a tool for class **differentiation, self-expression, social performance, cultural formation, and lifestyle articulation** (Kennedy, Calderin, Stoehrer, 2013).

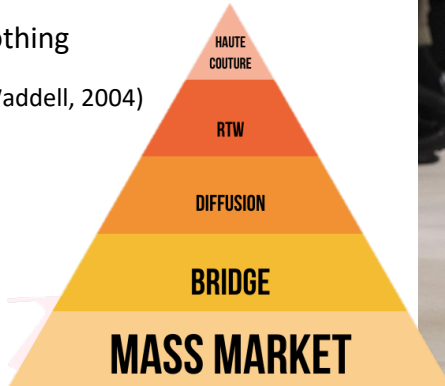


SPRING 2024 COUTURE
CHANEL

02 TRADITIONAL FASHION

HAUTE COUTURE

- The highest level of this skill or trade
- Signifies sewing or stitching
- Extreme attention to detail and finish
- Custom-fitted clothing
- Couture fabric (Waddell, 2004)



Waddell, G. (2004). How fashion works : Couture, ready-to-wear and mass production. John Wiley & Sons, Incorporated.



SPRING 2024 COUTURE
SCHIAPIARELLI



03 TRADITIONAL FASHION

READY-TO-WEAR

- Made in standard sizes
- Is being marketed completely.
- Clothing is crafted in smaller production runs that ensure originality and quality (Kearney, 1998).

- Fashion Capital
- Fashion Calendar
- Fashion Show
- Tier of fashion



TYPES OF FASHION

MASS MARKET

- Provide fashion items at affordable prices
- Less expensive textiles and faster
- Manufactured in large quantities
- Mass manufacturing procedures to save time and money
- Only available in standard sizes
- Follow the trend of fashion brand (Waddell, 2004)



Mass Market Brands and store picture



Zara product picture

Fashion Trend Theory

1. Trickle-up (Designer/ editor)
2. Trickle-down (Sub culture)
3. Trend book (WGSN, Percler)

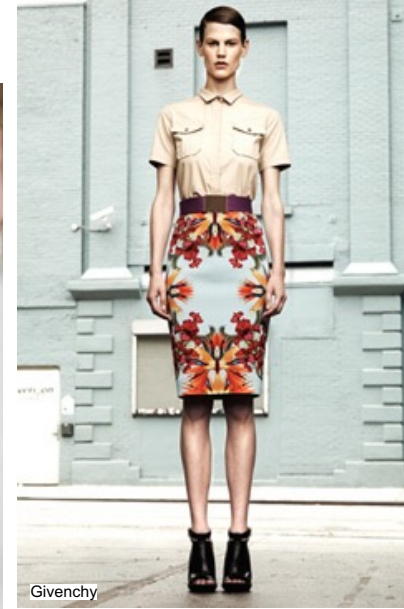
Fashion Show:

1. Type:

RTW (prêt a porter)
CTR (Haute Couture)
Pre-Fall, Resort

2. Season:

3. Fashion Capital





TECHNIQUE-

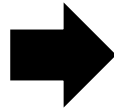
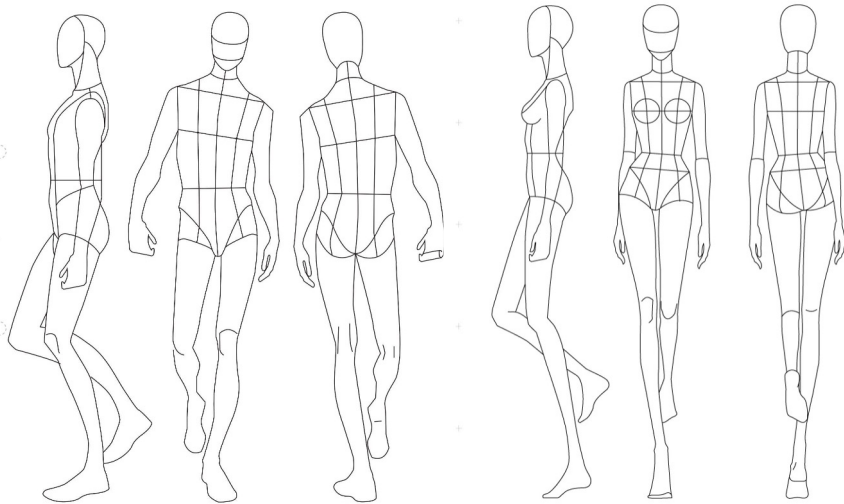
Draw, Draft and Drap

01 FASHION ILLUSTRATION

FASHION ILLUSTRATION:

Full outfit drawn on a figure with full styling.

These can be drawn with the use of a figure template. Conventional sketches are based on the ideal and standard body shape.



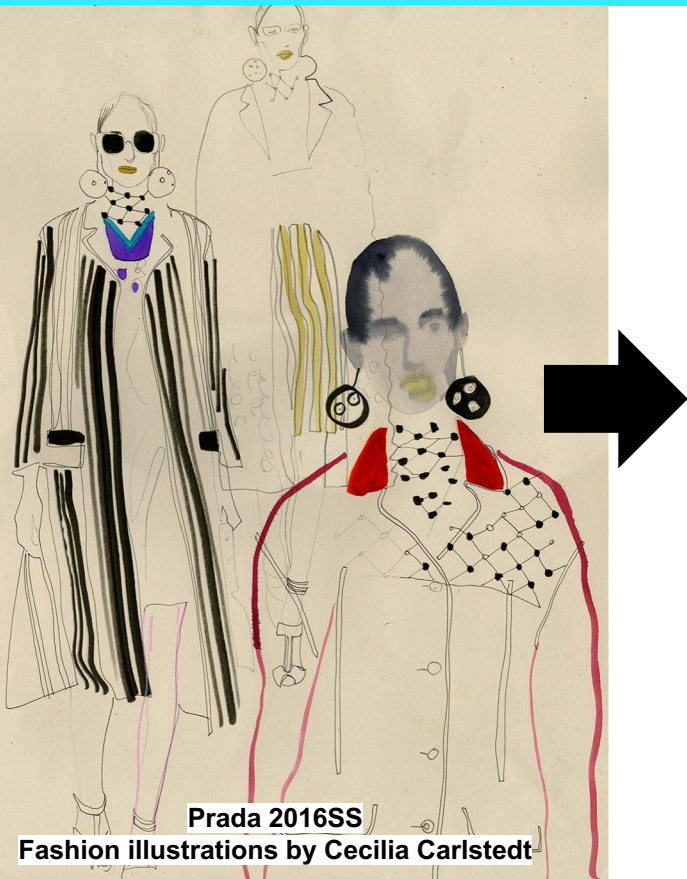
Fashion illustrations

03

UGLY DRAWING AND ILLUSTRATION

Not requiring perfect drawing skill. Illustration is about the creative idea and design concept.

LET'S LOOK AT SOME ILLUSTRATIONS from FAMOUS FASHION BRANDS!!!



Prada 2016SS

Fashion illustrations by Cecilia Carlstedt

PRADA 2016SS



PRADA

04

UGLY DRAWING AND ILLUSTRATION

YOHJI YAMAMOTO 2013FW

Yohji Yamamoto



Yohji Yamamoto 2013FW Fashion illustrations by Helen Bullock

05

UGLY DRAWING AND ILLUSTRATION

MEADHAM KIRCHHOFF 2013FW

MEADHAM Kirchhoff



Meadham Kirchhoff 2013FW Fashion illustrations by Helen Bullock



06

UGLY DRAWING AND ILLUSTRATION

BALMAIN 2013SS



BALMAIN
PARIS



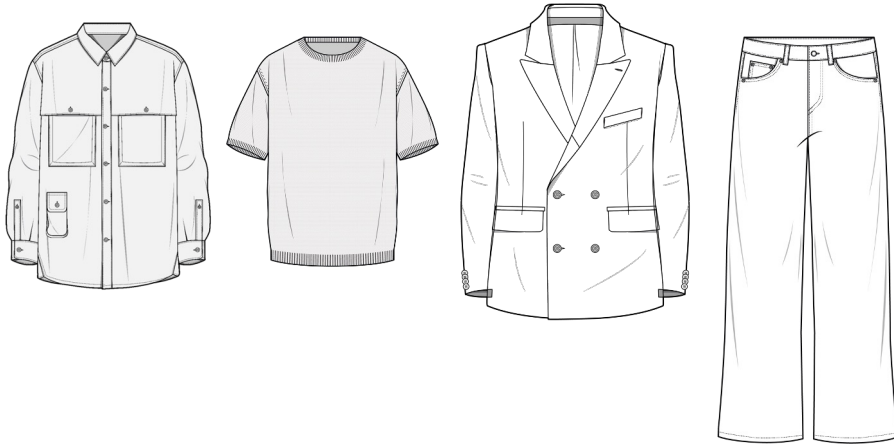
Balmain 2013SS Fashion illustrations by Rei Nadal

07 PRODUCTION DRAWING/ FLAT DRAWING

Production drawing shows **the factory or pattern cutter the shape** of the garment when laid flat, without any artistic flare or stylization.

It clearly shows the details of the garment, Including:

- **Type of stitches**
- **Shape/detail e.g. darts or tucks**
- **Trims and fastenings**



: J E N N Y K T R A N :
FALL15-COLLECTION
LOOK-3



Fashion flat drawing from Pinterest



TECHNIQUE- OPEN SEAM AND DIY FASHION

01 HOW TO CREATE AN OPEN SEAM?

FIRST YOU NEED TO KNOW....

In order to create a seam you would need to sew through two or more pieces of fabric to connect them.

01 You will have two fabric or more

02 And you need to distinguish the right side and wrong side of the fabric

- **RIGHT SIDE:** is the side that should be seen when you are wearing
- **WRONG SIDE:** is the side that won't been seen when you are wearing



STEP 1

- ★ PUT ONE FABRIC UNDER THE OTHER FABRIC



NOTICE: The right side should be faced to each other

That's mean the wrong side should on top

02 HOW TO CREATE AN OPEN SEAM?

STEP 2

★ LEAVE A SEAM ALLOWANCE

A seam allowance is the space between a seam and the edge of the fabric.

How much is seam allowance? (UK / EU based) that is **1cm**

STEP 3

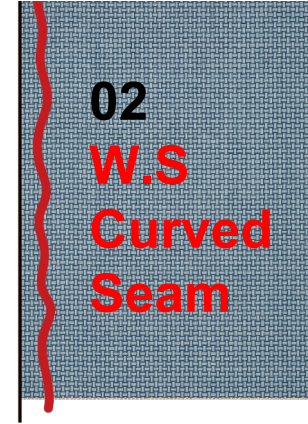
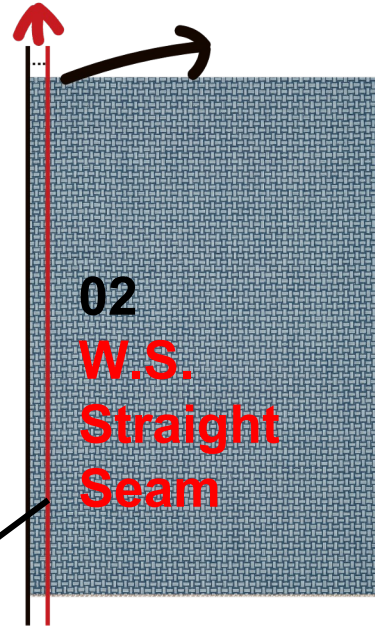
★ SEW THE SEAM

You can sew the seam by hand stitching or using a sewing machine. And your seams can be straight or curved.

Then you can stitch the straight or curved line (**RED LINE**) to attach both fabric

Remember need to do backstitching at the beginning and the end of the stitching

Seam Allowance 1cm
(Wide)



You can see the result after attaching two fabrics

And the next step : **OPEN THE SEAM**



03

HOW TO CREATE AN OPEN SEAM?

After sewing the seam:

1. Plain seam: a seam that has been stitched and pushed to one side.



OR

2. Open seam: a seam that has been stitched and then pressed open.



Finally, you can **overlock the edges** of the seam allowance to create a clean edge



04

Basic Methods of clothes making

1. **Draping**
2. Drafting

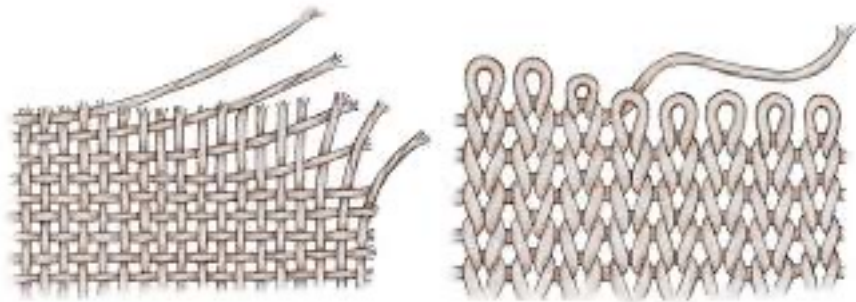
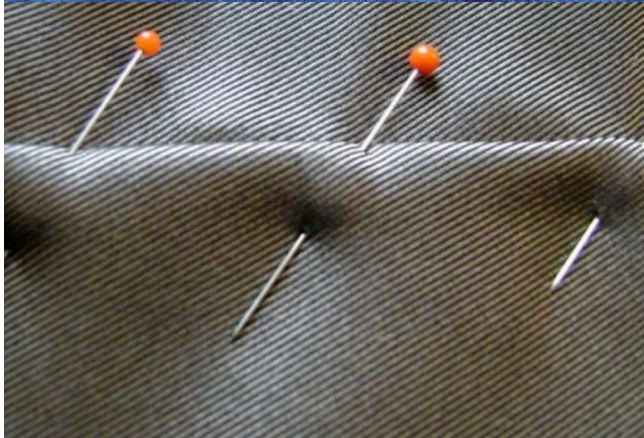
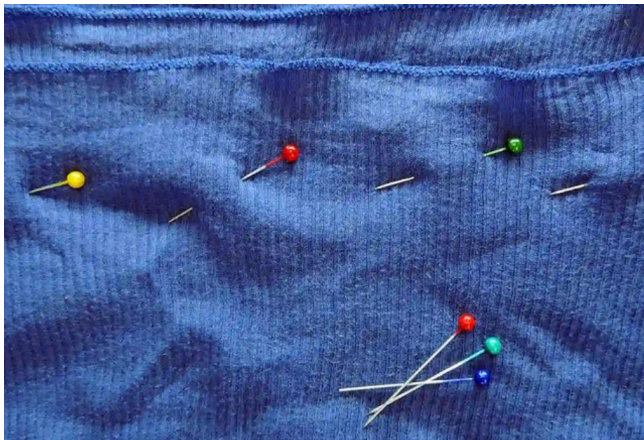


- 1) Mark 1cm allowance
- 2) Right side to right side
- 3) Follow the marked line to sew
- 4) Backstitches (in the beginning and end)
- 5) Open seam (Iron out)
- 6) Serger or overlock the edges

05

Draping

1. How to Pin
2. Type of fabric: Woven and Knit



Raquel Allegra



Valentino

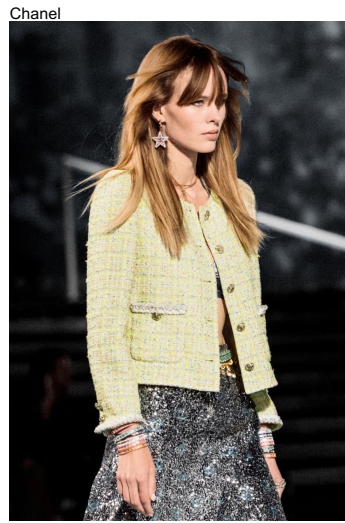
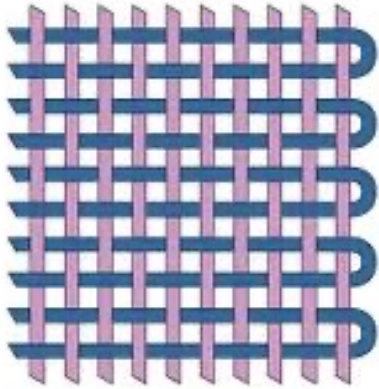


Vera Wang

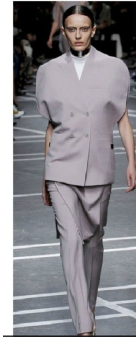
06

Woven

- 1:1 Plain weave
- 1:2 Tweed weave
- 16:1 Satin weave



Hellessy

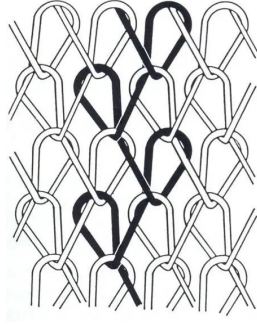


Givenchy, Stella McCartney, REFINERY29'S, VICTORIA BECKHAM

07

Knit

- Fine
- Chunk knit



Detail:

Cable, Jacquard

Style:

Cardigan/jumper/tee

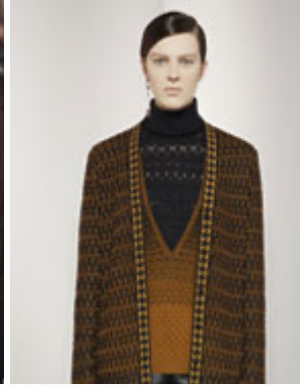
Method:

Fully fashion, cut and sewn

Michael Kors



JOURNAL STANDARD



Isabel Marant



Prada, Celine, Chanel



Ralph Lauren

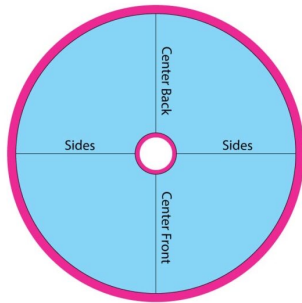
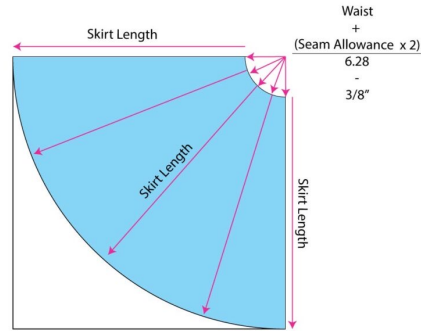
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Basic Methods of clothes making

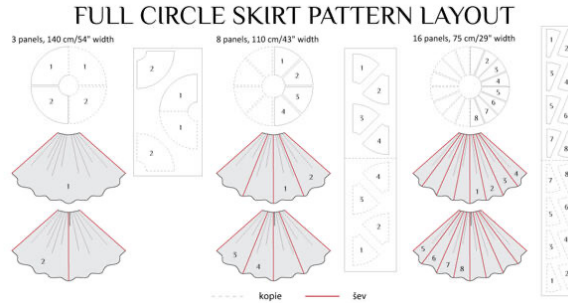
Drafting

Circular pattern

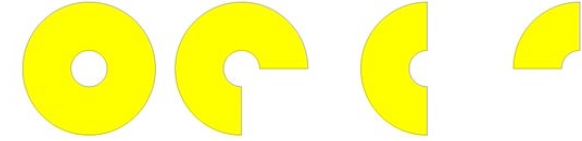


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Sartor



Sure Fit Designs



UNDERCOVER



Bibhu Mohapatra



Louis Vuitton



Lana Mueller

09

Basic Methods of clothes making

Drafting

Try different shapes and calculate



Pattern Magic by
Tomoko Nakamichi