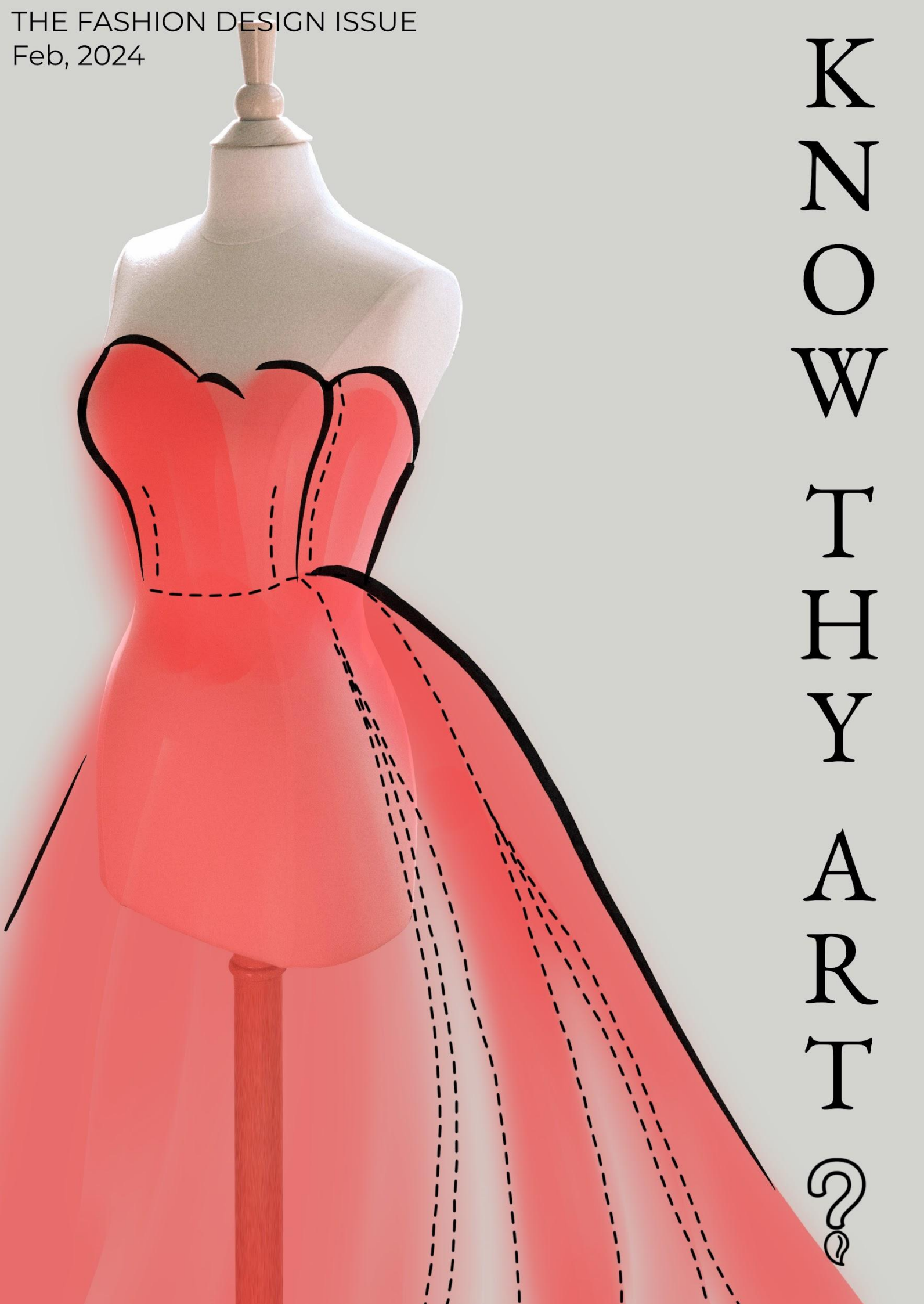


THE FASHION DESIGN ISSUE
Feb, 2024



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Never wear checks with stripes! Design is in everything we wear; from wearing animal skins to survive the ice age to slaying it on the runway and rocking a casual Friday. But how did fashion design ever become a thing? How is fashion perceived in today's world and where is it heading? We explore all in The Fashion Design Issue of Know Thy Art Magazine.

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In the jeans

THE HISTORY OF FASHION DESIGN

Around the year 1826, a man named Charles Frederick Worth is believed to be the world's first fashion designer. But, let's take a step further back in history. The Egyptians used cotton grown on the banks of the Nile to make tunics that were bedecked with gold. The Aztecs used dyes made from insects to colour their clothes and the Indus Valley civilisations had block printed fabric.

You could say that a sense of self-expression was already being knit into the hosiery that is fashion today. The traditional clothes of the Germans, Japanese and Pacific aborigines were vastly different, even though they all had the same primary purpose of keeping themselves warm. It took weavers and tailors to put their heads together to come up with a few design choices that translated into these traditional clothes that date back centuries.

The real question is, when did fashion design become a solicited talent? A business? A profession? And a practice? This is where we come back to Charles Frederick Worth. In the early 19th century in the fashion capital of the world - Paris. Worth ran a draper shop and simply happened to advise people what fabrics and styles would look good on them. And the rest as they say is sashay!



FASHION DESIGN TODAY

The Industrial Revolution was a watershed moment for inventions, design and production. Fashion design combines all these facets to establish and run a successful fashion industry. In exclusive boutiques, the supply chain for beads, fabrics and other raw material is imperative. Along with this, modern machines were developed during the industrial revolution to mass produce the clothes. For mass production, the key facets are analysing the demands, making designs that are efficient, palatable to the masses, running manufacturing and distribution.

Today, fashion has become like any other business where a market runs on supply and demand. Fashion design had also become like any other profession that required a bit of study, a bit of experience and the right career opportunity to express one's talent.

In Fashion, however, change is always the only constant. Shoulder pads from the 1980s were frowned upon in the early 2000s and somehow became "boss" again the 2010s. Hits, misses and comebacks - this is basically the nature of fashion. When every office started having a computer in the late 1980s, UI design was basically a black screen with neon-green text. Somehow this colour-pop combination made its way to 80s fashion too. Vivid neon colours, holograph, prominent prints and of course denim dominated the 80s.

This was totally different from the 70s. Woodstock waves, flower-power daisies, political signage and headbands were iconic fashion statements for the generation lost in a daze.

Elvis wore it, fans copied it, fashion chains produced it and soon everyone sported it. This was and still is how fashion design is advertised. Givenchy made brilliant designs but Audrey Hepburn sporting the LBD in "Breakfast at Tiffany's" is what made the brand even more famous. Jackie Kennedy in Coco Chanel's pink suit set, William Travilla's white dress on Marilyn Monroe and Valentino on Julia Robert's, star power and fabulous designs together made these designs iconic.

From suave to elegance to straight-up novelty costumes that make fashion gala events look like a halloween exhibition, fashion design has managed to still be a hot... or should I say, a haute topic even in today's mad world.

THE FUTURE OF FASHION DESIGN

La **c**e **d**

We cannot talk about the future of fashion without discussing the future of the planet. Sometimes, that which is glitzy has also a grimy underbelly that goes largely ignored. “Fast-fashion” has been one of the many banes that this planet has had to endure. Social media influencers make styles popular and stores like H&M and Mango will rush to produce copies. These chains mass produce it, sell off the rack, it gets popular among the masses, only to be replaced by a new style in the following week’s Instagram post.

Considering a single polyester t-shirt may take about 200 years to naturally decompose, we can roughly imagine the burdens we dump on the planet. This is why there is no

Wi **t**h

doubt that an ideal world would already have a systems design to make the fashion industry sustainable. A system to ensure a smaller carbon footprint from production to consumption and finally to disposal or recycling.

Perhaps in this instance, the words of Vivienne Westwood are most apt, “Buy less. Choose well. Make it last. Quality, not quantity.” If those classic jeans last you a decade, why not? Like fine wine, denim also tends to age well. Or like Stella McCartney is both a fashion designer and an animal rights activist. You do not have to squint and wonder if she has used faux-fur on her creations because it almost certainly is.

St **y**

The ideals and values that fashion designers hold dear, tend to show in their work. For those who feel a sense of social responsibility towards the planet, the future of fashion bears a lot of promise.

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There are a myriad of sustainable inventions in fabric, style, distribution chains and even fashion influencing that are yet to take the world by storm.

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Innovations in fashion design could begin on 13 De La Rue, 5th Avenue or even your local Primark. And once again, what is in fashion, will change.

SENSEI SPEAKS

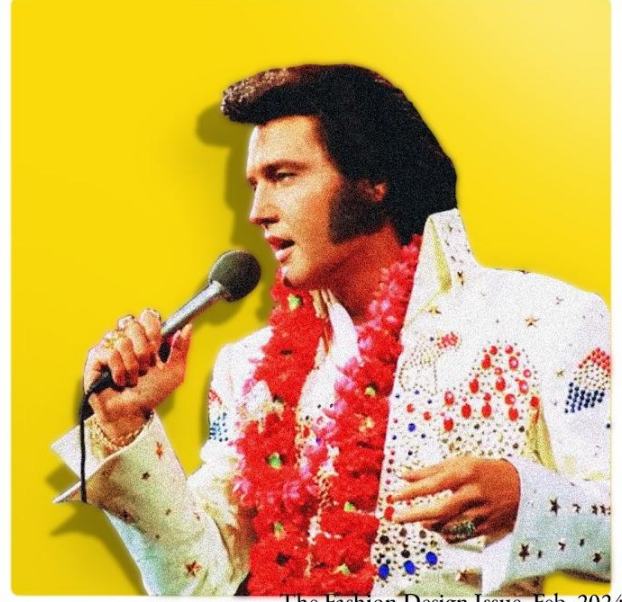
Fashion is not something that exists in dresses only.
Fashion is in the sky, in the street,
fashion has to do with ideas,
the way we live, what is happening.

• COCO CHANEL •

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FACTY FACTORSON

- The École Supérieure des Arts et Techniques de la Mode (ESMOD) is the world's first Fashion Design Institute.
- According to the Business Research Company, the "Fast Fashion" industry was worth approximately \$122.98 billion dollars in 2023 and is likely to be worth \$142.06 billion in 2024.
- The Nightingale, designed by Faisal Abdullah, is currently the most expensive dress in the world, priced at almost \$28 million dollars and is studded with about 750 diamonds.



ASK THE EDITOR

Can you please suggest a good Fashion Design software for beginners?

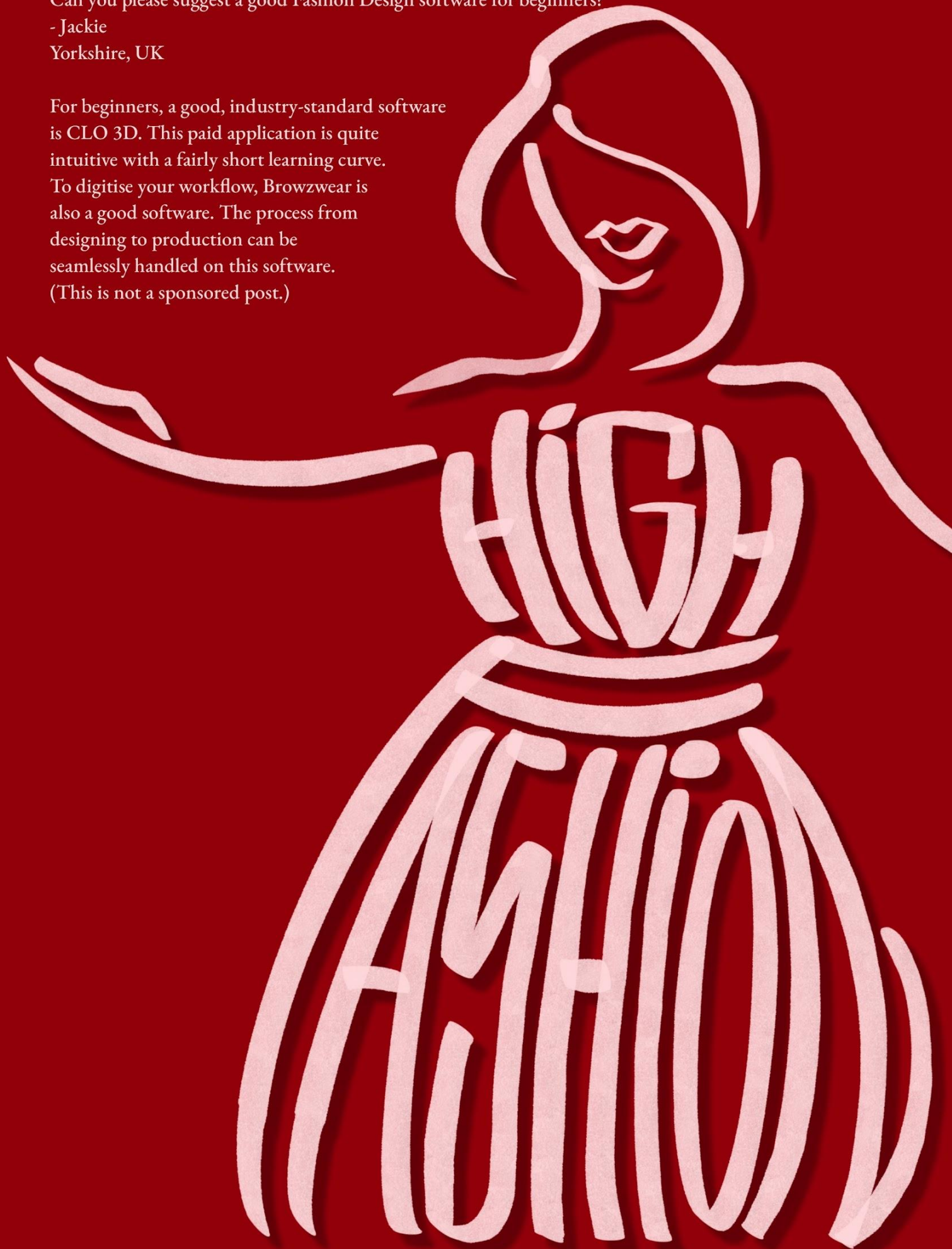
- Jackie

Yorkshire, UK

For beginners, a good, industry-standard software is CLO 3D. This paid application is quite intuitive with a fairly short learning curve.

To digitise your workflow, Browzwear is also a good software. The process from designing to production can be seamlessly handled on this software.

(This is not a sponsored post.)





FREEBIE

Summer Sky Print

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www.facebook.com/groups/knowthyart/

SNEAK PEEK INTO THE NEXT ISSUE

THE LANDSCAPE DESIGN ISSUE

Design is indeed everywhere! When design is in spaces, it is meant for all senses. This makes landscape design utterly important and impressive. Explore the knack of making cohesive design through terrain and foliage in next month's issue of Know Thy Art magazine.



