

2.1 31201 BASIC FASHION KNOW HOW

UNIT-1

1. Introduction to Fashion Know how,
2. Role of Fashion Designer,
3. Fashion Terminologies,
4. New Fashion and its Adaptation,
5. How does the fashion industry works,
6. Fashion Brands,
7. Branding and Promotion,
8. Fashion Leaders,
9. Basics of Garment Design,
10. Design Details,
11. Idea on Mood Board & Story Board,
12. Basic Prototype (toile, muslin),
13. Card Pattern, Assembling,
14. Basics of Fashion Showing,
15. Presentation and Pricing.

Reference books:

1. Fashion Promotion: Building a Brand through Marketing and Communication. Gwyneth Moore
2. A Beginners Guide to Sewing. Quayside Publishing
3. Basic Pattern Skills for Fashion Design (2nd Edition). Jeanne Price and Bernard Zamkoff
4. Fashion from Concept to Consumer, Gini Stephens Frings
5. The Fashion Design Reference & Specification Book Kindle Edition by Jay Calderin (Author), Laura Volpintesta (Author)

