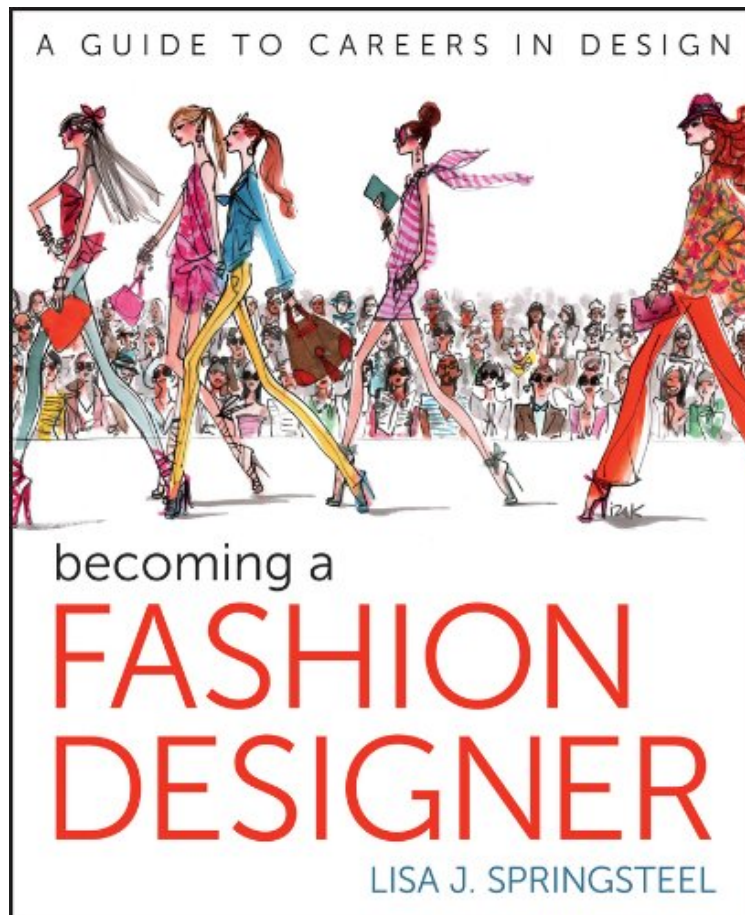


Becoming a Fashion Designer

Lisa Springsteel

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Lisa Springsteel : Becoming a Fashion Designer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Becoming a Fashion Designer:

2 of 2 people found the following review helpful. Probably the definitive book for those thinking about a career in fashion. By Greeny This book is the antidote to the more common projections of glamour associated with work in the fashion industry. Actually, I think there's more glamour than in most professions. Yet the expectations set by culture are far from the reality. To me this book was designed with an ideal format for covering a career in a field. There are textbook-like sections that don't feel like a textbook due to the author's biographical content. And there are interviews with all types of professionals in the field. The interviews seemed genuine to me, not trying to promote the industry or the images portrayed in the media. The big takeaway is that this industry is complex, challenging and involves a mostly non-artistic work. Success depends on a mixture of artistic appreciation, business acumen and marketing-sales work. I think if a young person reads this book and then desires a career in fashion it would be a positive signal. I found the book intrinsically interesting. 2 of 2 people found the following review helpful. What Designing Minds Will want to Know. By Antigone Walsh If your budding fashionista is entranced by America's Next Top Model, Project Runway or Fashion Star, they will greatly enjoy this gentle introduction to the fashion industry. It is an attractive book, filled with

appealing artwork and photos. It is filled with interviews from fashion luminaries ranging from Anna Sui, Daymond John, and Stuart Weitzman as well as interns with well known fashion labels. This is certainly not an expose but a loving portrait of the industry and general advice on how to secure a career. The tips are generic, ie., get an internship, put together a killer portfolio, pump up your resume, go to fashion school. The resource section is comprehensive and the portion on sustainable fabrics was welcome. This is a fun filled manual sure to inspire and encourage those intrigued by the industry. Recommended. 6 of 6 people found the following review helpful. If only this book was published when I was going into college! By FogCityBookGal Becoming a Fashion Designer is an awesome book to buy for your daughter, son, niece, nephew, or godchild who is into fashion and a sophomore, junior, or senior in high school. It talks about the ins and outs of the fashion business along with a quiz to see if they are really interested in all the aspects of the industry. I can also see this book being a great tool for first year fashion institute educators. If your students aren't interested in this book, they probably have no place taking any kind of fashion course! As someone who has graduated fashion college, it was still a delightful read. I enjoyed the articles with well known fashion designers and other people in the industry. I enjoyed it immensely, but I think I would have enjoyed it even more as a teen, just getting a glimpse inside the world of fashion. I remember when it was all new to me - this book brought back all the new giddiness of that time in my life.

The complete guide to the fashion industry, featuring interviews with top designers who explain the intricacies of the world of fashion design. Anyone who has ever tried to launch a fashion design career knows how grueling it can be. The fashion industry is a highly prominent field, yielding a competitive environment that is greatly guarded, secretive, and difficult to infiltrate. Becoming a Fashion Designer provides all the information, resources, and tools you need to help you navigate these obstacles and successfully launch a career in fashion design. Of the various job opportunities available in the fashion industry, the career path of a fashion designer consistently ranks as the most popular position in the field, making the competition even greater. The book pays special attention to this and demonstrates several ways in which an aspiring fashion designer can stand out from the competition. A dynamic and comprehensive career guide, this book imparts insider tips from top fashion designers and executives based around the world. Expert advice includes an introduction to a career in fashion design, educational requirements, career opportunities, the design process, portfolio creation, preparation for getting hired, steps to start and run one's own fashion design business, as well as a forecast of the future of the fashion industry. Features original interviews from top designers and high-profile fashion executives, including Ralph Rucci, Reem Acra, Peter Som, Anna Sui, Nanette Lepore, Kay Unger, Stuart Weitzman, Dennis Basso, Randolph Duke, Zang Toi, Pamella Roland, Robert Verdi and Daymond John. Includes cases in point and insider tips throughout. Includes illustrations, drawings, sketches, and photographs demonstrating various aspects of working in fashion design, with special contributions from renowned illustrator, Izak Zenou and legendary fashion photographer, Nigel Barker. Offers in-depth resources to assist you on your journey to becoming a fashion designer. Whether a student, recent college graduate, industry professional or career changer, you'll learn everything you need to know to successfully develop a fashion design career.

.com QA with Rebecca Lazaroff, Founder and Creative Director, bellebeanzer Q. What do you do on a daily basis? A. As a business owner/designer, my day is equal parts reflection, creativity, and always embracing the moment. It starts with maintaining our mission to strengthen the connection between a child and a parent through smart design. I put the strategy of the business first in order to design my line. It's imperative to decide on your point-of-view and commit to that in all that you do. For bellebeanzer, it's about integrity, intention, and inspiration--from aesthetic and function, to fabric and factories I choose for production, from boutiques who ask to carry our line, to the interaction with my customers. Q. What was your greatest challenge when launching your collection? A. There are two great challenges to any business venture, what you know and what you believe. You bring with you a certain number of skills and knowledge, and the rest you need to learn and/or build relationships with those who have what you're missing. For bellebeanzer, in addition to the aesthetic choices we made, our garments are designed to strengthen the connection between parent and child through smart design. The intention and technical design of our garments had to be just right, and we needed a key design team in place to help us deliver that to our families and caregivers. What you believe will be tested again and again, and it all comes back to your vision, mission, and values. We were offered quick fixes, cheaper alternatives, and watered down versions of our line. However, bellebeanzer values integrity, intention and inspiration in all that we do. Ultimately, keeping that in the forefront of our mind made our choices clear. QA with Natasha Mayinda, Fashion Design Intern at Ann Taylor Q. What are your main responsibilities as a fashion design intern? A. At Ann Taylor, my primary responsibility is assisting the sportswear team. It involves everything from organizing the sample closet to preparing tech packs. On some days, I spend hours exploring the trim closets to look for certain buttons and hook and eyes. Q. What is the most challenging aspect of being an intern? A. The most challenging aspect of being an intern is the relatively short duration of it. Once I was familiar with my team and the organization that I had worked for, the internship was close to ending. Q. What advice would you give someone beginning an internship? A. Open your eyes and absorb as much as you can. Most of the time, the tasks can feel

menial, but there is always something to learn. Q. What is your favorite fashion quote? A. "I believe that my clothes can give people a better image of themselves, that it can increase their feelings of confidence and happiness." ndash; Giorgio Armani