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Fashion Design and Product Development

Harold Carr and John Pomeroy

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Editorial Offices:

Blackwell Science Ltd, 9600 Garsington Road, Oxford OX4 2DQ, UK

Tel: +44 (0) 1865 776868

Blackwell Publishing Inc., 350 Main Street, Malden, MA 02148-5020, USA

Tel: +1 781 388 8250

Blackwell Science Asia Pty, 550 Swanston Street, Carlton, Victoria 3053, Australia

Tel: +61 (0)3 8359 1011

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Preface

The aim of this book is to present fashion design as a commercial activity. Therefore the book does not contain illustrations of past or present fashion concepts. Nor do the authors seek to prescribe what makes fashion ideas in themselves successful or unsuccessful. There are many other books which attempt to do this. What this book attempts to show is how the process of design and product development within a company tests, changes and refines fashion ideas, be they original, adapted or copies.

When the authors use the word design, they imply a process which begins with market research, to identify the need for a style or garment product, and ends only when the company has manufactured and sold the last garment. The challenge of market research first of all produces a visual response: a story board, a fashion sketch or draping fabric around models. To create samples and manufacture garments, however, requires a complex interaction of many themes.

The designer must select the fabric and trims, which not only average half the total cost of manufacture but are also an intimate part of the design concept, if not the primary stimulus and feature of the design. The designer should play a part in the design of the process which manufactures the styles, in order to ensure that the factory has the competence to copy the design image faithfully, and to prevent busy industrial engineers throwing the baby out with the bath water. The designer's decisions determine fabric usage and the work content of the style, together the basis of direct costs. The designer should argue with cost accountants and production managers in order to define accurately the adaptations needed to reduce the cost of manufacturing and make a profit at a given price. The designer should know from the beginning the implications of a new style for capital invest-