

Designer's Guide to Fashion Apparel

Evelyn L. Brannon

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Designer's Guide to Fashion Apparel explores the creative process of apparel design and the development of a collection. From budget to couture, children's to men's and women's, fashion-forward to traditional and formal to active, the text demonstrates the proper application of design principles in creating aesthetically pleasing apparel while emphasizing the importance of production parameters as dictated by the needs of the target consumer. Written from an industry perspective, the book is intended to nurture the student's interest in design while providing the thorough

grounding needed for a successful career in the business.

About the Author Evelyn L. Brannon is Professor Emeritus at Auburn University.