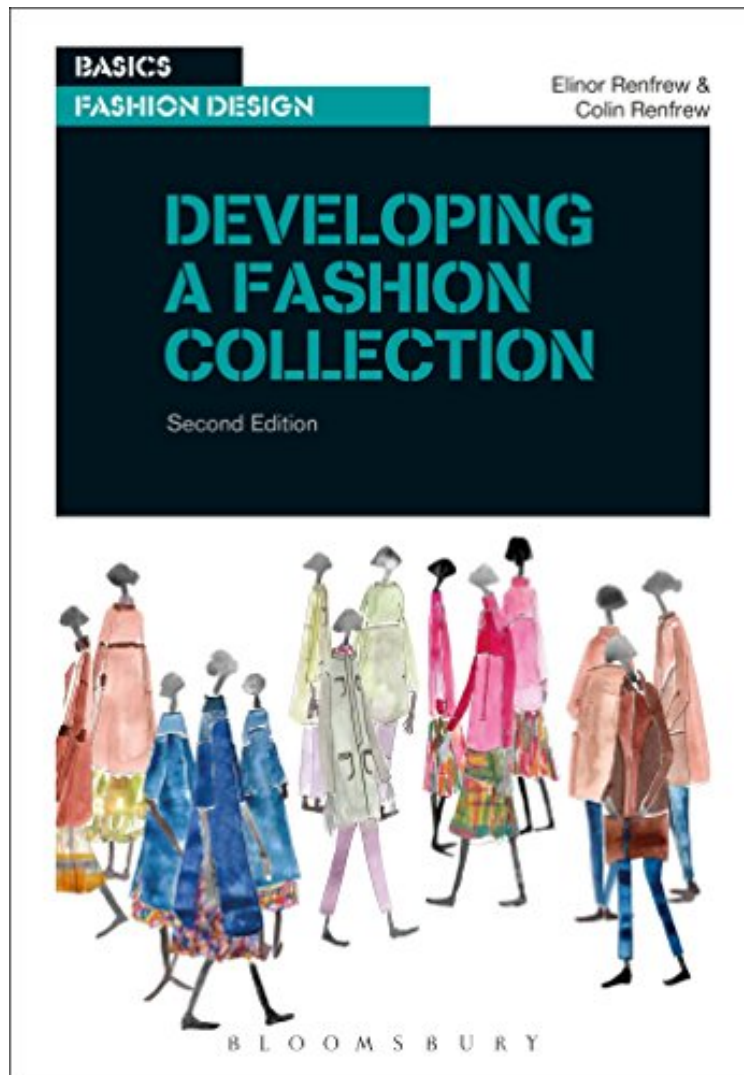


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Developing a Fashion Collection (Basics Fashion Design)

Elinor Renfrew, Colin Renfrew

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Fully updated with new interviews and inspiring images, the 2nd edition of Developing a Fashion Collection covers everything the fashion student needs to know before designing their own collections.Developing a Fashion Collection focuses on the process of designing a collection, and explores different types of research, fabric sourcing, the key roles

within a design team and the many sources of inspiration available to designers. Different market levels from ready-to-wear to online shopping are covered in-depth, and are given real-world context through insightful interviews with practising contemporary designers. Collections for niche markets, including knitwear, childrenswear and footwear are also discussed. The 2nd edition of *Developing a Fashion Collection* features interviews with high-profile international contemporary fashion designers, including Sister by Sibling, Holly Fulton, Todd Lynn, thefuturelaboratory, People Tree, Leutton Postle and Insley Nash.

"In the professional world, knowledge of the industry you work in is paramount for success. You need to know every name in this book." "Insight into real industry-based fashion practice is valuable knowledge that cannot be taught to students in a theoretical way. The first-hand insight into designers' working methods presented in this book - from conceptual research to producing a marketable collection - makes *Developing a Fashion Collection* a valuable practical tool for recent graduates and emerging designers embarking on their own careers." About the Author Elinor Renfrew is Associate Head of the Design School and Director for Fashion at Kingston University, UK and a member of the Graduate Fashion Week and British Fashion Council Steering Committees. Colin Renfrew is Pro Vice Chancellor Dean at Manchester Metropolitan University, UK.