

What's inside this book?

Inspiration

Before you begin ...
What's inside this book
Interviews with designers:
• Zandra Rhodes
• Valentino
• David Sassoon
• Peter Jensen
• Christian Lacroix
• Norman Hartnell
• Anna Sui
• Kitty Joseph
• Alexandra Groover
Designer sketchbooks

Let's draw the basics

Starting to draw
From stick to full figure
Trying different poses
Feet, hands, faces, hair
Designing clothes
Dresses
Skirts
Shirts
Knits
Trousers

Let's design

Shorts
Jackets
Coats
Party wear
Necklines & collars
Pockets & cuffs
Shoes & boots
Bags & hats

Starting to design
What's a brief?
Following a brief
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Building a moodboard
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Celia Joicey
Dennis Nothdruff
How to draw like a *F*ashion designer

How to draw like a *F*ashion designer

inspirational sketchbooks

tips from top designers



Name: Anna Sui
Born: 1964, Detroit
Design training: Parsons School of Design, New York
Trademark style: High-fashion runway mixed with retro and rock 'n' roll



I dress up the same figure like you would a paper doll.



Anna's signature style includes ruff collars.

Coloured markers are a good way to show prints.



Notice how the colour palette works across the collection.

Interview

How do you set about drawing?
 I do quick pencil sketches to work out the details - the shape, seams, pockets, buttons - on specific garments. I do more finished sketches when I'm trying to plan how the collection will be worn on the catwalk.

Where do you draw?
 At my desk in my office.

What do you like to draw with?
 Coloured markers.

How do you start your design drawings?
 I trace and repeat the same figure, and dress her up like you would a paper doll.

Do your drawings always look like the finished garment?
 Remarkably so. I'm proud of how accurately I can draw printed fabrics and woven textures.

How does a drawing become a finished garment?
 My quick sketches are given to our pattern makers to follow.

How important is drawing to your business today?
 I think anything you can do to communicate your ideas clearly is a big help.

Do you keep your drawings?
 Yes.

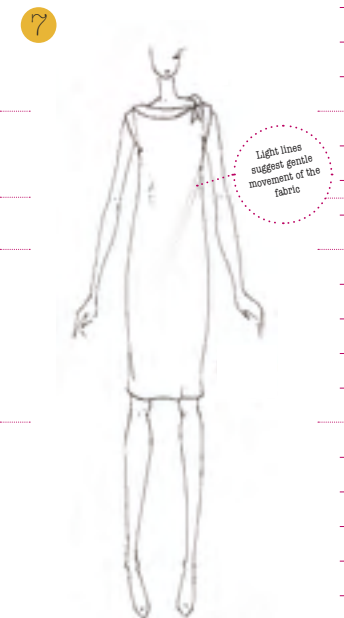
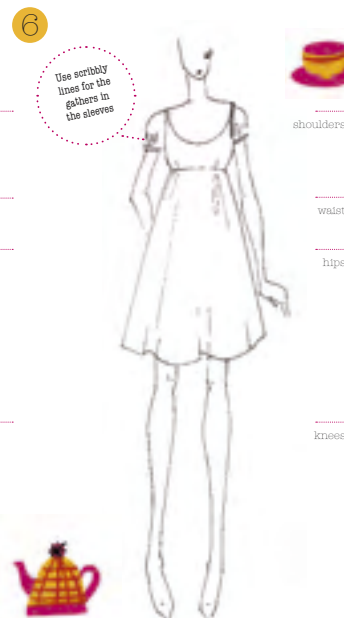
Are there any drawings that are really special to you?
 I'm fond of the drawings I did for my Spring 2007 'Rooooo Pirate' collection.

Background

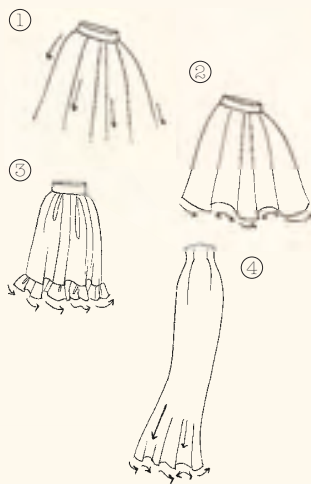
Anna Sui is an American fashion designer whose collections include a treasure chest of retro looks. She is inspired by all kinds of themes, including rock and punk music and the Wild West.

Anna Sui studied design briefly but left art school to work in the fashion industry. Her lucky break happened when a buyer from the department store Macy's in New York spotted her collection of six pieces at a trade fair. Later, the collection was displayed in the Christmas window of the store.

For more than 10 years, Anna Sui ran her business from her small apartment. Today she runs a worldwide fashion business, including ranges of clothing, shoes, eyewear and perfume.



Try this: drawing hems



Your designs will look more real if you show how the fabric in the skirt gathers and folds.

- 1 Draw lines down from the waistband to show where the fabric is gathered or pleated.
- 2 Join the fabric at the hem. Use a shallow curve between each pleat, curving inward then outward.
- 3 To create a ruffled hem, add a frill to the bottom of the skirt. The frill should stick out at the sides. Use gather lines to show how the fabric folds where the frill joins the skirt. Draw folds at the hem too.
- 4 With a skirt cut on the bias, or diagonal, the fullness of the fabric falls at the bottom, not the top. Start the gather lines close to the bottom of the skirt. Join these at the hem with curves that go in and out. Dress 8 on page 48 tells you more about the bias cut.

Waisted dress

Start with a scooped neckline and add a frill below it.

Draw in the bodice, then add the waistband.

Create a nice full skirt to finish just above the knee. Add a curved hem with a frill below.

IDEA

Frills are a useful detail for highlighting necklines and hemlines. Make sure the frills stick out at the shoulders and at the sides of the hem to make them look three-dimensional.

Empire-line dress

Draw a scooped neckline and add puffed sleeves that rise slightly above the shoulder joints.

Draw the edges of the bodice to meet a seam just below the bust.

Hang the A-line skirt from this seam. To make the skirt look full, draw lines in it to suggest folds in the fabric and use a wavy line for the hem.

IDEA

This style is called 'empire' after the French empress Josephine, who first made it popular. To learn more about this type of design, look back at fashions of the late 18th and early 19th centuries.

No-waist dress

Draw two gently curved lines across the collarbone to create a shallow neckline. Add a bow to one side for the fastening.

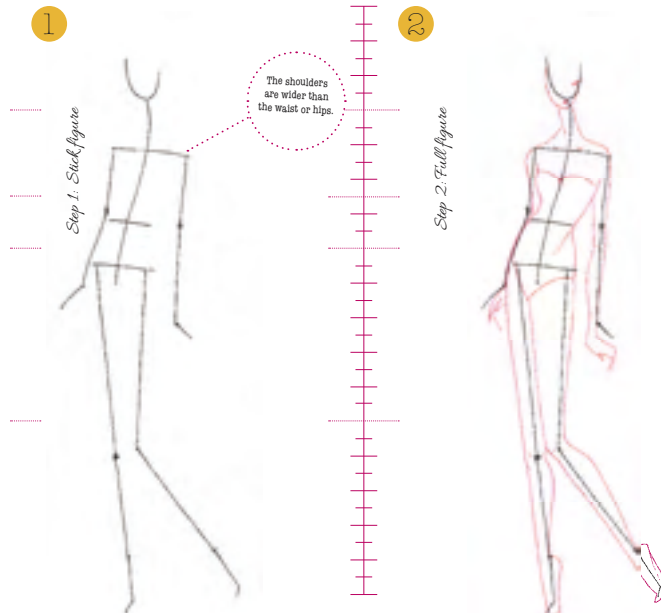
Hang the dress from the collar by drawing a line from the edge of each shoulder running straight down to just above the knee.

Give the hemline a very shallow curve.

Add a flare at each shoulder to create the capped sleeves.

IDEA

This simple silhouette, or shape, is also known as a sheath or sack dress. It became popular in the 1950s. To see more sheath dresses, look especially at the work of Cristobal Balenciaga.



The stroll: step 1

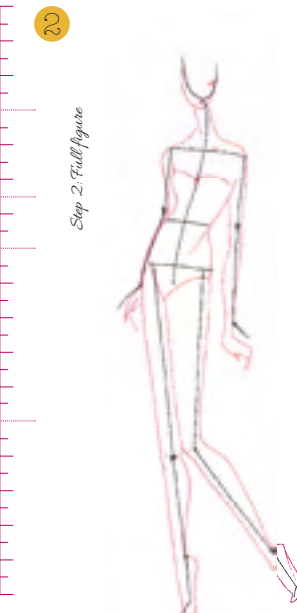
When you have mastered the basic croquis, try out different poses to add variety to your designs.

For this pose, start with an oval head and a gently curving spine. Draw the shoulders, waist and hips at a slight angle. Drop a line for the left thigh. Mark the knee. Drop a line for the other thigh so that both knee joints almost touch. Continue both lines down to the ankles.

Draw the upper arms and forearms the same length, marking the elbows and wrists. Add hands and feet.

IDEA

Pay careful attention to proportions. Here, the spine should be at least three times as long as the head and each leg should measure at least five times the height of the head.



The stroll: step 2

Draw the torso with a line that starts at each shoulder and curves out around each hip. Draw a line in from each hip for the lower torso.

Draw the outside of both thighs. For the straight rear leg, continue this line to the foot. Draw a single line between the thighs. Working from the back of each knee to the ankle, create a shapely curve for the lower leg. Add a curve at each ankle point for the heel.

Drop two graceful lines on either side of the head for the neck and the top of each shoulder.

IDEA

Keep checking the proportions - for example, the calf should be narrower than the thigh. Remember that the outlines of the limbs should be gently curved.



The lean: step 1

Draw an oval head, then the spine with an exaggerated curve. Draw the shoulders, waist and hips at an angle across the spine.

Drop a line for the straight rear leg from the raised hip to the foot. Mark the knee and ankle. Drop a line for the bent leg from the lower hip to the knee, then continue to the ankle.

Draw the bent arm from the highest shoulder, then the outstretched arm. Mark the elbows and wrists.

IDEA

Look at fashion magazines to find models in poses you like. Trace the pose and draw lines for the spine, shoulder, waist and hips to help create a basic guide for your own fashion drawings.



The lean: step 2

Draw the torso with a line starting below each shoulder curving into the waist, then out around each hip. Draw a line in from each hip to create the lower torso.

Draw the silhouette, or shape, of the front leg first with curves for the thigh, calf and ankle. Fill in the leg behind.

Drop two graceful lines either side of the head for the neck and the top of each shoulder. Draw the silhouette of each arm.



Finding out what's needed

It's fun to design clothes that you want to wear yourself, but usually fashion designers have to work with clients, who have particular demands. As a designer, you will be asked to work to a set of guidelines, which will form the basis of your collection. These guidelines are called a brief.



Before you pick up your pencil and get started, you need to find out what the brief is by asking questions about the clothes you're going to design.

- Who is the target market? Who will wear your designs?**
- Men or women?
 - Will it be one person or a group?
 - How old are they, roughly? Are they very young or teenagers or middle-aged or elderly?
 - What's their lifestyle? What will they be doing in your clothes? Will they be at work in an office or at a glamorous party?
 - What size are they?

Which part of the market are you aiming for - high street or couture?

Couture is the creation of exclusive designs by top fashion houses. Usually, the clothes are made from expensive fabrics. Often, the clothes are hand-sewn with lots of attention to detail. Only a few of each style are made. The clothes are shown at fashion shows and set the trend for the season ahead. This is the high end of fashion.

What's high-street fashion? Often, high-street fashion copies the basic style and look of the couture fashion houses, but the clothes are cheaply made in huge quantities to sell around the world quickly. High-street garments are usually made from cheaper fabrics than couture and with less attention to detail. This is the affordable end of fashion.



What's the creative brief?

- Is there a theme that you need to follow or can you go wild and do whatever you like?

Which season? Spring/summer or autumn/winter?

- Think about the types of fabric and colour to suit the season.
- Will your clothes need to be warm or cool?

What's the budget?

- Think about the price range of the clothes. Will they be sold in your local market or at an expensive department store? The answer will make you think about whether to use an expensive fabric, such as silk, or a cheaper fabric, such as cotton jersey.

