OUTRAGEOUS FASHION



Get the inside scoop on FASHION DESIGN from START to FINISH

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Nelson Literacy Directions

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1 What's "In Fashion"?

Design "in Fashion" Products

What do we mean when we say that something is "in fashion"? Usually it means that people think a new product looks so good, they want to buy it and wear it.

Let's say the product is a new style of jeans for kids. The jeans will be in fashion when most kids love the design and want to buy and wear them. A fashion design process for jeans is on page 6.

Fashion for Seasons

Clothing fashions can change from season to season and year to year. Colours and types of fabrics can also change. For example, if jeans were designed for summer, they may be made with a light cotton fabric.



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Arts and Technology

Fabric for Fashion

Designers need to know about all kinds of fabrics. Natural fabrics include wool, silk, cotton and linen. Synthetic fabrics include polyester, nylon, viscose and rayon.



a fabric swatch









Fashion is art and design

Fashion **Design** Process

The fashion design process always starts with ideas and finishes with products!

TEXT TYPE
Procedure

Aim: Design Jeans for 2020

Imagine you need to design and make a new pair of jeans for kids in the year 2020. This is how you might design them in ten steps.



A mood board example

1 Think of Ideas

Create a "mood board" to help you imagine the style and colour of the jeans. Use pictures and fabric samples.

2 Draw Your Ideas

Draw lots of designs for your new jeans based on the "mood board" style and colour.

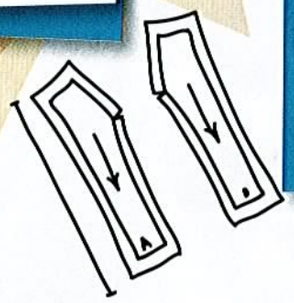
3 Final Design

Draw the final design to show all the details such as pockets, zips and buttons.



4 Create a Pattern

Use the final design to create a paper pattern for your jeans. Make the paper pattern by drawing an outline of each of the pieces. Cut out the pattern.



5 Choose Fabric

Next, decide which is the best fabric to use. Denim is a good choice for jeans.

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Denim Fabric

Denim was once used for workers' trousers because it was hard-wearing. It became a popular fabric for clothes in the 1950s. At that time, some schools in the USA banned students from wearing denim.



a denim fabric swatch

6 Lay Out

Lay out the fabric. Place the pattern pieces on the fabric. Then pin them on so that they don't move.

7 Cut Out Pieces

Then carefully cut the fabric around each of the pattern pieces. The fabric pieces are now ready to sew together.

8 Sew Jeans

Now it's time to start stitching. Sew the fabric pieces together to make your new pair of jeans.

9 Final Details

Add the final details, such as zips and buttons.



10 Try on Jeans!

Do the jeans fit? YES!

2 Fashion for Boys

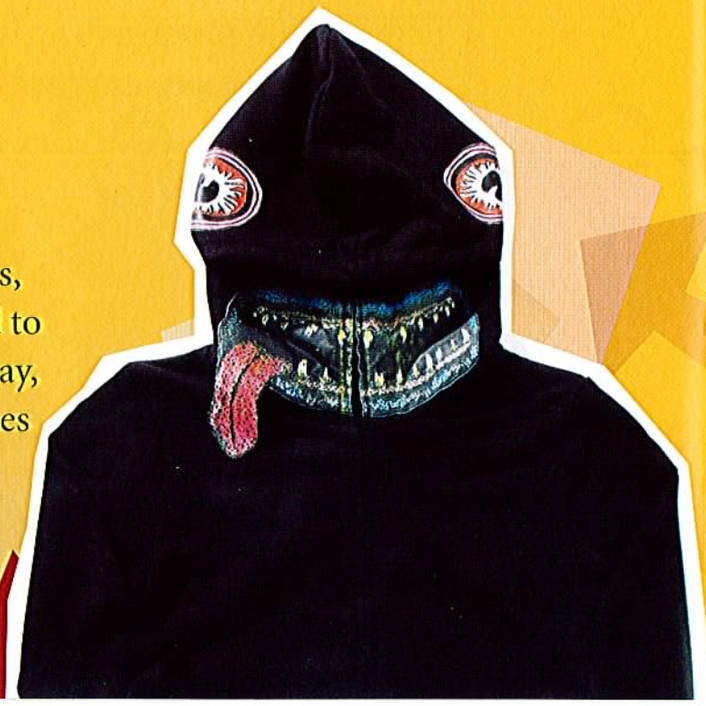
Munster or "Monster" Clothes?



Sam is a fashion designer for kids' clothes. She started by designing clothes for her three sons. First Sam created a scary, misbehaving character called Mikey Munster. Mikey Munster had a fat, pudgy nose and white pointy teeth. Then she thought about what sort of clothes her character would like to wear. She knew that her three sons would like to wear clothes just like the ones that Mikey wore.

Munster Kids Clothes

When people saw Sam's boys wearing Mikey Munster clothes, they liked them so Sam started to design clothes for all boys. Today, Sam and her team design clothes for boys, girls and toddlers.



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Munster Clothes Names

Sam and her team created cool names for each piece of clothing. For the winter tops, they created names like Jaws, People Eater and Smashem.



DO YOU WANT SHARK'S TEETH ON YOUR JAWS JACKET?



Pillow-Fight Fashion

Sam's sons loved pillow-fights so she designed some pillows. Kids love to sleep on them and play with them!







Fashion Design Tip
Fashion designers should always listen to their customers and design clothes that they want to buy.

