



The Fundamentals of Fashion Design: Second Edition

By Jenny Udale, Richard Sorger



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The Fundamentals of Fashion Design (2nd edition) by Richard Sorger and Jenny Udale offers a fully illustrated introduction to the key elements of fashion design, from the initial concept of a fashion idea to realising it in 3D form.

New case studies featuring contemporary designers contextualise the ideas explored within the book and offer key insights into working - and succeeding - in the fashion industry.

A range of design exercises also helps readers to discover new techniques. This title inspires readers to succeed at what they are best at - designing clothes.

The book features interviews with: Alan Humphrey Bennett, Bally; Boudicca; Kristin Forss, Marni; Louise Grey; Richard Grey; John-Gabriel Harrison; Virginia James, Poetry and Wrap; Peter Jensen; Winni Lok, Calvin Klein; Michele Manz, 7 For All Mankind; Colin McNair, John Varvatos.



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