



# Fashion Design: A Guide to the Industry and Creative Process

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### Chapter 1 Activity

#### Fashion period / Key designer style report

**Team project (max. 5 persons) or individual project**

**Brief:**

You are being challenged to research, develop, and deliver a style report based on a fashion period or key designer.

Select a period or key designer from the list below. Research its historical context, including cultural and societal background, and collate ample visual research to gain a full understanding of the look which dominated this period or designer's work. Report on your findings through a portfolio-ready style presentation including brief contextual overview, key style elements (silhouette, materials, and details), and key colors.

1400–1450 Netherlands  
Italian Renaissance  
The court of Henry VIII  
The court of Elizabeth I  
Louis XIV and Versailles  
Louis XV and Madame de Pompadour  
Louis XVI and Marie Antoinette  
Neoclassical fashion  
1820–1840 Romantic dress  
The crinoline age (1850–1870)  
The bustle period (1870–1890)  
Arts and Crafts fashion  
Art Nouveau fashion  
Paul Poiret and Mariano Fortuny (1910s)  
Coco Chanel (1920s)  
Madeleine Vionnet (1930s)  
Elsa Schiaparelli (1930s)  
WWII (1939–1945)  
Christian Dior's New Look  
Cristóbal Balenciaga  
1960s and 1970s Pop Art  
Yves Saint Laurent 1970s  
Halston 1970s  
1970s Punk  
Rei Kawakubo  
Issey Miyake

Yohji Yamamoto  
1990s Minimalism  
John Galliano 1984–2010  
Alexander McQueen

**Objectives:**

- Gain appreciation of the interconnectedness between fashion and its socio-cultural context.
- Collect ample research about society, design, fashion, and related commercial objects.
- Identify ways in which past fashion can influence contemporary design, product development, communication, and retail.

**Strategy / Steps:**

- 1) Based on your assigned research topic, start by reading extensive background information about it. Seek out information about what was going on in society, what changes were happening in culture and the arts. Identify key words you will be able to use to guide further project steps.
- 2) Use the information gathered in step 1 to guide an extensive visual research process. Collect as many images as possible relevant to your topic area. Keep in mind that the aesthetic of a period or designer's style comes not only from clothing, but also from interiors, textiles, advertising, photography, art etc. Consider trustworthiness, clarity, and completeness of the visual material being collected. Ensure that all images are at the required size and resolution and communicate the necessary information in full (including color communication).
- 3) From the complete body of visual materials collected, develop an analysis of the key elements of style of your assigned research topic. Identify dominant silhouette(s), details, materials, and colors.
- 4) Present the results of your analysis as a portfolio-ready presentation.

**Deliverables:**

A portfolio-ready style report including:

- Synopsis of visual research collected (1–2 pages).
- Brief written discussion of socio-cultural context (approx. 500 words). Use academic citation formatting to support your written content.
- Core colors (palette of 15-18 colors, identified with textile Pantone or Coloro codes).
- Key silhouettes (1–2 pages).
- Key details (1–2 pages).
- Key materials (consider structure, texture, pattern, embellishments, and surface treatments).

**Estimated time required: approx. 1 week**