



Diseño de moda

By Sue Jenkyn Jones

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A valuable primer on the fashion industry for the 21st century, this is for anyone who is considering a career in this competitive field. It describes the qualities and skills needed to become a fashion designer; examines the wide range of career opportunities available; and gives an authoritative, balanced overview of the fashion business today. By combining history, theory, and practice, practical guidance and proven advice on such topics as the uses and language of clothing; patterns and fabrics; measuring, cutting, draping, and sewing; building a collection; researching and sketching; portfolios and self-presentation.

Cubriendo las bases importantes de la industria de diseño de modas del siglo 21, esta obra sirve como una referencia definitiva para cualquiera que está considerando entrar a la industria. Describe las cualidades y habilidades necesarias para convertirse en diseñador de moda, examina las opciones de trabajo que existen y da un recorrido general y actual de la industria. Combinando historia, teoría y práctica, esta guía práctica contiene consejos sobre el uso de ropa, telas, pautas, medidas, cortes, cortinas y ayuda para coser, dibujar y presentar.

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Editorial Review

About the Author

Sue Jenkyn Jones is a senior lecturer in fashion design at Central Saint Martins College of Art & Design. She has worked within the fashion industry and was the owner and designer of a successful womenswear brand that was sold in her own shops in London and major stores worldwide.

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