

FASHION LONDON

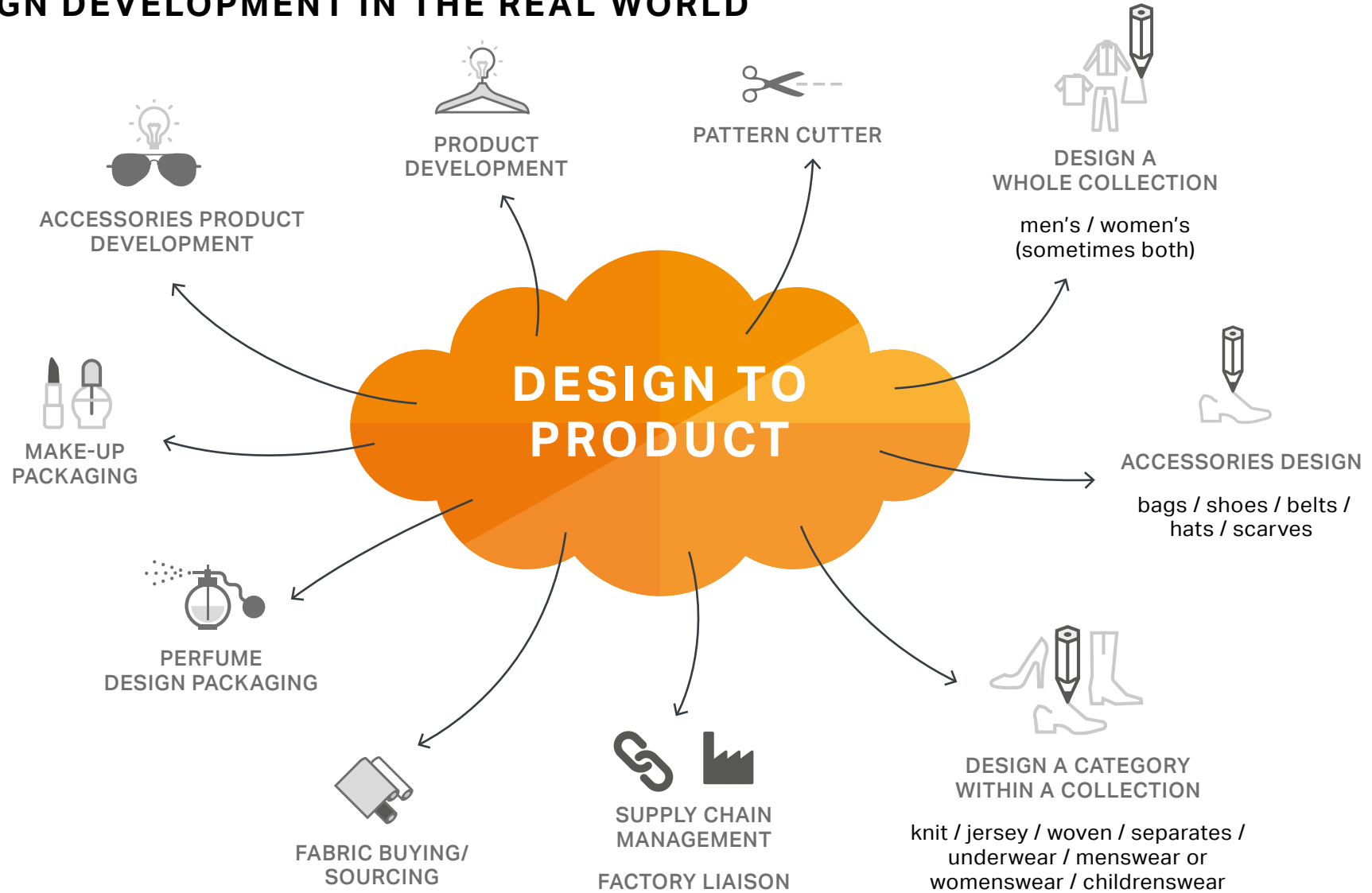
LESSON 5: DESIGN TO PRODUCT

In this session you will:

- ♦ create your t-shirt, based on the research done in lesson 2 and the design drawn up in lesson 4.



CAREERS: DESIGN DEVELOPMENT IN THE REAL WORLD



DISCOVER: SETTING THE SCENE LONDON COLLEGE OF FASHION

Fashion employs more people than any other creative industry in Britain.

London is home to some of the world's top fashion colleges and students from around the globe come here to study.

London College of Fashion is one of those key colleges and acts as the launch pad to many successful designers, such as JW Anderson and Bethany Williams.

At London College of Fashion students are taught the design development process to enable them to generate new ideas every season. Many of the students go on to showcase their collections at London Fashion Week. Students also work in production and supply chain management or as pattern cutters.



DISCOVER: SETTING THE SCENE THE CRAFT OF SAVILE ROW

London's Savile Row is world-renowned. It is the place to go for stylish suits made by highly skilled tailors.

The long history of the street dates back to the first tailor setting up shop in 1785. The street name itself can be traced to Lady Dorothy Savile, wife of the 3rd Earl of Burlington.

It takes 100 hours or more to create a perfectly fitted hand made (tailored) suit of quality.

Every Savile Row suit starts life as a two dimensional length of cloth, transformed over time to fit the customer precisely. Every suit is unique, made to the customer's exact measurements, drafted into an individual paper pattern,



**SAVILE
ROW W1**
CITY OF WESTMINSTER



DISCOVER: SETTING THE SCENE

THE CRAFT OF SAVILLE ROW continued

Savile Row is where high ranking military staff have their uniforms made, a tradition going back to the 1780's.

Gieves and Hawkes has the most royal warrants of all the suitmakers on Saville Row.

Between 2000–2004 the number of tailors on the Row began to dwindle. Those that were left decided to club together and formed the Savile Row Bespoke Association (SRBA) introducing a trade association capable of safeguarding Saville Row's bespoke standards.

Every member house of the SRBA must employ a salaried apprentice at all times.

www.savilerowbespoke.com/about-us

What does tailor mean?

Dictionary definitions:

1. A person whose occupation is the making, mending, or altering of clothes, particularly suit, coats and outerwear garments.
2. To make (a uniform) to order; cut (a ready-made uniform) so as to cause to fit more snugly; taper.



DISCOVER: SETTING THE SCENE
THE CRAFT OF SAVILLE ROW continued

What is pattern cutting?

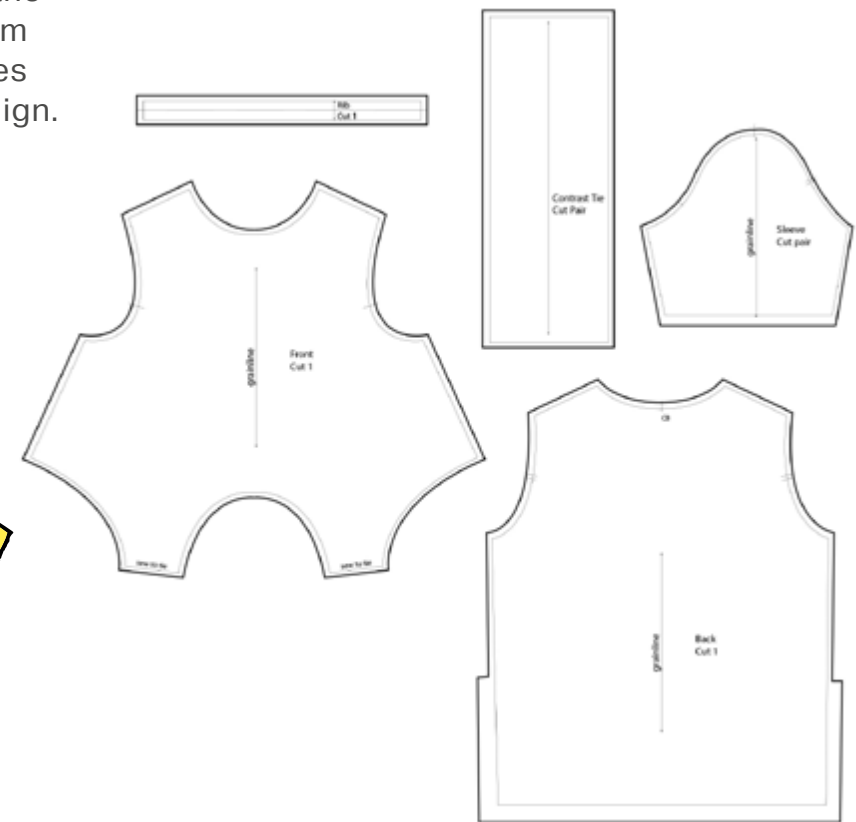
Pattern cutting in the fashion industry is the process of taking a design and making it into a paper pattern.

To transfer a 2D design into a 3D product, it is necessary to first create a pattern out of card or paper. To transfer a 2D design into a 3D product, it is necessary to first create a pattern out of card or paper. The person who creates the pattern is known as a pattern cutter.

- ♦ The pattern is laid on the cloth and the pieces cut out. The pattern is annotated with instructions on how to assemble the pieces.
- ♦ A machinist makes the garment. This may be a sample machinist if it is a prototype (toile) or in a factory if the garment is in production.

This is an example of a pattern for one of the t-shirts in our example range.

- ♦ A suit jacket would have more pattern pieces such as pockets, linings and lapel.
- ♦ The grain line corresponds to the weave of the cloth and the seam allowance. Marks called notches where pattern pieces should align.



DISCOVER: CREATING A GARMENT FROM CONCEPT AND DESIGN DEVELOPMENT ACTIVITY 5A

For this task you will be able to experience the role of a designer and pattern cutter.

You can start to alter and customise your t-shirt/garments according to your design idea.

There are no rules to this activity. You can use all the t-shirts/garments you bring and mix them up or work on just one.

Use art materials where appropriate and explore a range of possibilities and different versions of their designs. Each version should be recorded through drawing and photography.

Ideas to help get started:

- ◆ combine layers
- ◆ cut the garment up and sew it back together
- ◆ cut a new neckline shape
- ◆ change a sleeve shape or remove
- ◆ use paint or markers to show surface design or patterns for print or embroidery.



TOILES AND PATTERNS WORK-IN-PROGRESS.
Photo Jessica Saunders@LCF

**DISCOVER: CREATING A GARMENT FROM CONCEPT AND DESIGN DEVELOPMENT – 3D MANIPULATION
ACTIVITY 5A**

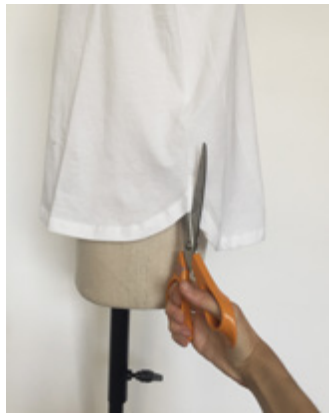
The images show of ways that a t-shirt can be manipulated into different shapes and silhouettes.

The developmental garments are called **toiles** and will inform the final design details.

Techniques include:
cutting, knotting, twisting



1. Cut at side seam.



2. Tie front and back ends together.



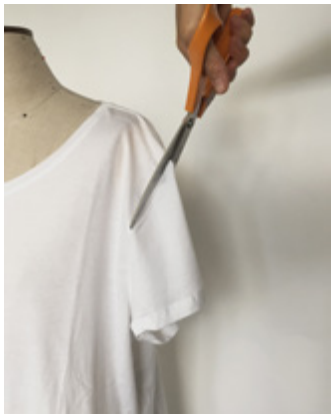
3. Cut at centre back.



4. Tie left and right part together.



DISCOVER: CREATING A GARMENT FROM CONCEPT AND DESIGN DEVELOPMENT – 3D MANIPULATION
ACTIVITY 5A continued



5. Cut at shoulders.



6. Cut an A-shaped hemline.



7. Tie shoulder strings together or sew by hand to create neck drape.



8. Crop the front for a crop top look.



DISCOVER: CREATING A GARMENT FROM CONCEPT AND DESIGN DEVELOPMENT – 3D MANIPULATION
ACTIVITY 5A continued



9. Take hold of longer back pieces.

10. Tie them at the front for a more fitted look.



11. Bring ends of tshirt together at back part.

12. Cut a small hole on each side.

13. Remove the hem from the sleeve

14. Cut a strip of fabric approximately 1cm wide and 25cm long and use it as a string.



DISCOVER: CREATING A GARMENT FROM CONCEPT AND DESIGN DEVELOPMENT – APPLYING DESIGNS
ACTIVITY 5B

Once your 3D designs have been finished, it is time to go back to drawing.

- ◆ You should create 3–5 final designs using their 3D outcomes to draw from.
- ◆ Have your customer board and concept board with you to make sure your final designs represent both areas.
- ◆ Check your designs are 'on message' in accordance with their brand and tagline.




NOTE

This can be done with a shirt or any other garment appropriate to the ideas and aims of each student/team.

DISCOVER: CREATING A GARMENT FROM CONCEPT AND DESIGN DEVELOPMENT – APPLYING DESIGNS

ACTIVITY 5B continued

Create 3–5 final designs using your 3D outcomes to draw from.

1 	2	3	4
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5

Do your final designs:

Represent your concept

Represent your customer?

EXPLORE: FIELD TRIP TO LONDON COLLEGE OF FASHION ACTIVITY 5C

London College of Fashion (LCF) was established over 110 years ago to train women and girls to work in the couture houses of the east end of London.

This diverse college now supports students supporting graduates into the workplace through a range of specialist courses.

Many students want to set up their own business when they graduate, the college provides support for graduates to get their brand started in the industry.

London College of Fashion's Centre for Sustainable Fashion has been a pioneer in sustainability over the last ten years

Complete the task sheet on the next page after your visit.



EXPLORE: FIELD TRIP TO LONDON
COLLEGE OF FASHION continued

IMAGE, DRAWING OR DESCRIPTION

Photograph or draw the outcomes from your LCF workshop

Outcome 1

REFLECTION

What did you learn about London College of Fashion?

Which outcome from your workshop do you like the most and why?

Outcome 1

CONNECT: THE FINAL PRESENTATION
ACTIVITY 5D: PRESENT, DISCUSS, EVALUATE

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.

Evaluate your photos, garments and drawings and discuss:

- ◆ Evaluate the photographs or drawings.
- ◆ Do you need to update your designs?
- ◆ Discuss your understanding of pattern cutting
- ◆ Explain the processes you followed to design your final t-shirts
- ◆ List the different words you have learnt and their meaning

Findings could be incorporated into your final presentation (see Final Presentation brief page 15).

Follow on activity

Make a pattern on paper from one of the final design ideas.



Photography @faceplaceslases @asbomag



Photography @asbomag

CONNECT: THE FINAL PRESENTATION ACTIVITY 5E

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to master.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

Option 1

At the end of lesson:

Show your group journey so far and indicate what you have learnt in lesson 5.

- ◆ show the t-shirt you have created
- ◆ talk about your design concept / inspiration
- ◆ discuss the process and how the final shapes relate to the concept and brand identity.



CONNECT: PERFORMING AND EVALUATING ACTIVITY 5F

The discussion questions opposite could be considered whilst you watch each group presenting. Discussions could be as a whole class or in small groups.

Your answers could be verbal or written on the board, flip chart or in your workbooks.



If you WATCHED the presentation:

- ♦ Did you enjoy the presentation?
- ♦ What did you like most about the presentation?
- ♦ What skills do you think are needed to make a good presentation?



If you GAVE the presentation:

- ♦ How did you feel the presentation went?
- ♦ What went well when presenting?
- ♦ What could have been improved on when presenting? (Consider: speed of delivery, images used in the slides, content)

Evaluate your progress in your workbooks or your blog space.

CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 5G

Reflecting on the branding activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you learn about converting a 2D sketch into a 3D product?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...

Focus in the class?

Try new ideas

Try alternative versions
