

# **CHAPTER 7**

Designers

## FAMOUS DESIGNERS

Known for special styles or looks

Examples:

- Ralph Lauren → classic elegance
- Giorgio Armani → fine tailored
- Tommy Hilfiger → casual, street smart
- Vera Wang → elegant evening gowns

## COLLECTIONS

At least twice (sometimes three or four) times a year a designer will turn out a collection

- A collection is the group of clothes designed and produced for a specific season
- Can have from 50-70 items
- Can be developed for different prices and clientele (men/women)

## APPAREL INDUSTRY DESIGNERS

Most designers don't have name recognition

- They work for garment manufacturers that produce clothing for a brand or store label

Ex: Target

Knock-offs: copies of a designer item—done by adapting the design to produce a less expensive version  
less-expensive fabric used and details are changed

## DESIGNER TERMS

**Couture**—(French word for “dressmaking”) is the designing, making, and selling of high-fashion clothing

**Haute Couture**—the most fashionable, expensive, and exclusive designer clothing

**Haute**—French word for “high”, means high class or fancy

**Licensing**—giving legal permission to use your name to promote a product

most common are: beauty products, perfumes, accessories, home furnishings (Jessica Simpson, Justin Bieber, J. Lo, Hilary Duff, etc).

\*\*NOT to be confused when a celebrity is in a commercial (Brad Pitt in Chanel perfume commercial)

**Royalty**—a fee and percentage of profits paid to someone when their name is licensed

## DESIGN PROCESS

- 1) Finding Inspiration—art exhibits, theater productions, movies, newspapers, magazines, traveling
- 2) Sketching Designs—preliminary design sketch (croquis) and is later revised to add details like yokes, pockets, belts, collars, etc.
- 3) Draping—arranging fabric into graceful folds and attractive lines (Project Runway); allows the designer to see the actual details of the design
- 4) Selecting Fabrics and Trims—cost is a major factor
- 5) Making Sample Garments—designer usually works with a person who makes patterns; preliminary pattern is made; trial garment is made and placed on model; garment is revised if necessary



**FRESH OFF THE RUNWAY**

## MEET THE DESIGNERS

Giorgio Armani—finely tailored menswear; women’s suits with menswear details

Christian Dior—introduced the “new look” (closely fitted bodice and long, full skirt)

Gabrielle “Coco” Chanel—classic “little black dress”; suits with boxy, collarless jackets

Betsey Johnson—funky, youthful fashions that have a sense of humor; all of her fashion shows ends with her doing a cartwheel

Gucci—handcrafted luggage and saddlery; eventually handbags

Versace—sophisticated and elegant women’s wear designs



## TICKET OUT THE DOOR

While you're watching these runway shows, write down:

- 1) Your favorite runway show
- 2) Why was it your favorite?
- 3) Which was your least favorite runway show?
- 4) What made it your least favorite?
- 5) Describe the theme/set of one of the designers.  
What do you think they were trying to convey to the audience? Did the clothes they design/model help create that environment?

RUNWAY SHOWS—SPRING/SUMMER  
'13 COLLECTIONS

Gucci:

<http://www.youtube.com/watch?v=WKyKvqGrX44>

Betsey Johnson:

<http://www.youtube.com/watch?v=C0Zm0-c7wIA>

Dior:

<http://www.youtube.com/watch?v=uaSFaFsxkj8>

Versace:

<http://www.youtube.com/watch?v=WdUB8QbbccU>

Giorgio Armani:

<http://www.youtube.com/watch?v=gaF5oTv5lFs>

Chanel:

<http://www.youtube.com/watch?v=gD1jD0p5EJs>

## Meet Your Designer!

Jayden—Oscar de la Renta

Alex—Louis Vuitton

Kaytlyn—Vera Wang

Sienna—Dolce & Gabbana

Shana—Tommy Hilfiger

Brienna—Miuccia Prada

Emily—Marc Jacobs

Hailee—Calvin Klein

Sasha—Valentino

Kennedi—Stella McCartney

Karlee—Isaac Mizrahi

Courtney—Michael Kors

Brooke—Ralph Lauren