

# Fashion Design Portfolio

- Contents of a Fashion Design Portfolio
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- Electronic vs. Traditional Portfolio
- Building a portfolio for a potential employer
- A page in your Fashion Design Portfolio

# Mood / Inspiration Pages

- Make it visually interesting and enjoyable.
- Get your viewer excited about what your designs will entail.
- Use images from magazines and the internet that explain your design mood.
- Use colors, swatches of fabric, and even text that convey this same mood further.
- Keep it simple—do not confuse the viewer by putting all of your ideas on one page. Pick the best ideas you have and put them together in a logical and aesthetically pleasing way.



# Fabric and Color Swatches

- Fabric swatches can be on a separate page or included on your mood page.
- You should choose fabrics that make sense for the construction/drape of the garments you design.
- Make sure that your fabrics are season/trend appropriate.
- Swatches should be pinked around the edges to prevent fraying.
- If you can't find the fabric you want to use at a local fabric store, there are many online sites that will allow you to buy swatches inexpensively.
- You can use digital images of fabric instead of the real thing, but make sure they are clear.
- Color swatches are very important to convey your color story. These can be included on your mood page also.



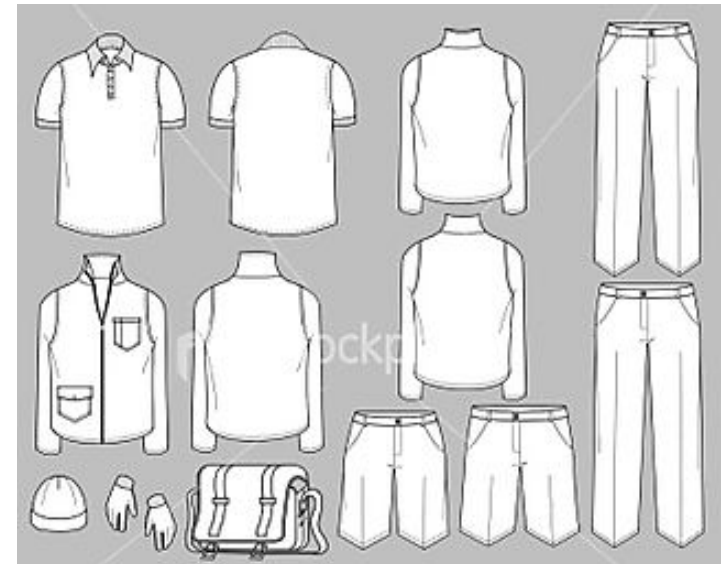
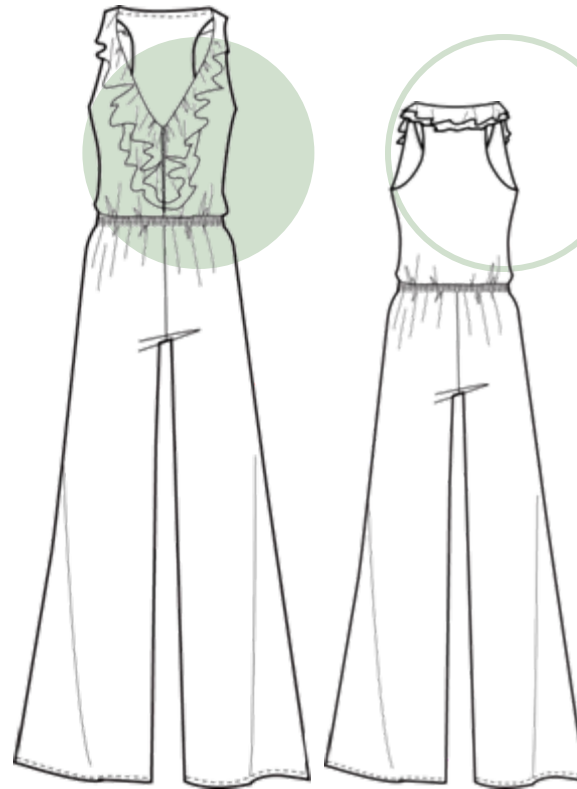
# Fashion Illustrations

- Fashion illustrations are a fun way to explain the attitude of a garment and show off your artistic talents.
- These images should show your individual “hand”.
- Illustrations should also showcase the most important feature of the garment.
- Illustrations are a way to show that you understand how certain fabrics drape, pleat, or hold form.
- This is also a great way to show you understand how clothes fit the body.



# Technical Flats

- Technical flats are black and white line drawings. You will need to show both front and back images done either neatly by hand or in Illustrator.
- The flat sketch needs to show that you have a clear understanding of how the garment is constructed.
- It pays to be detailed!!
- Don't forget to include stitch lines, closures, and seaming details.
- This is a skill almost every employer is looking for and one of the most important parts of your portfolio.

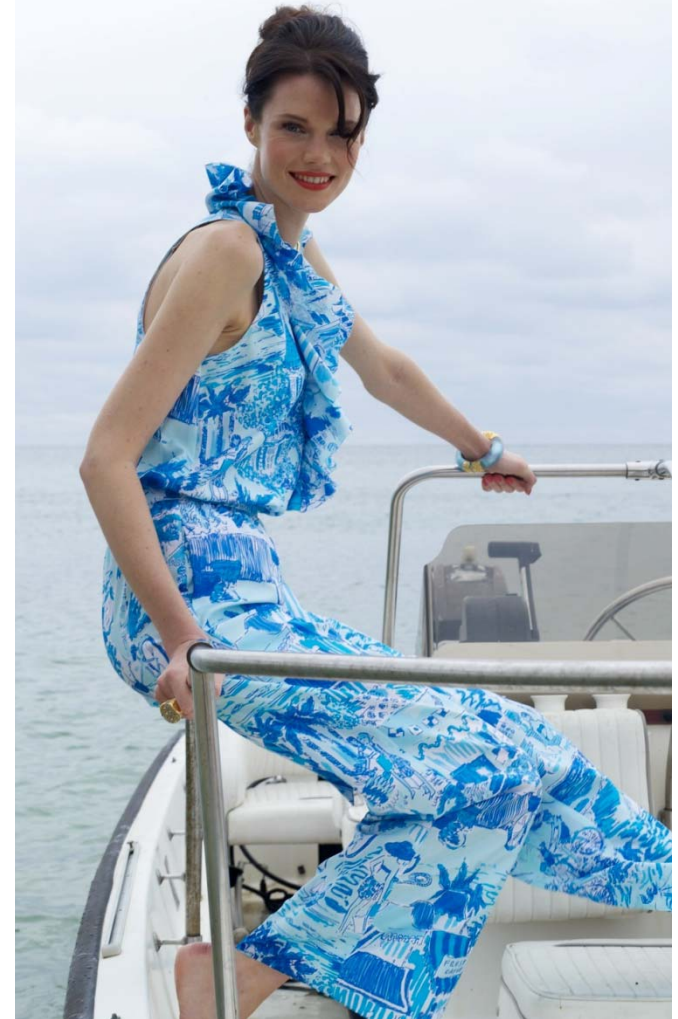


# Photographs of Garments

- Photographs of Actual Garments
  - Including photos of garments you have constructed is a plus. It will show employers that you understand how to construct a garment and also most importantly that you know how to bring your vision to life!
  - It is best if these photos are taken professionally, however if that is not possible make sure to photograph them with a clean background and good lighting.



# Putting it Together



# Electronic vs. Traditional Portfolios

## ELECTRONIC

- Portable and can be easily sent via email, which is especially great if you are applying out of state.
- Can best display your Illustrator or Photoshop skills.
- Multiple copies, good for easy distribution.
- Unfortunately this is an easy way for your work to be copied, so you may want to ask the employer to politely return after viewing.

## TRADITIONAL

- Celebrates the arts and crafts of fashion design.
- Is more tactile and charming, which helps to “romance” the interviewer. (Remember you are selling your ideas!)
- You can include real fabrics, color swatches, notions like buttons, zippers, and beads.
- Hard to preserve. These portfolios require upkeep; because they will go through many hands.

# Building a Portfolio for a specific Company

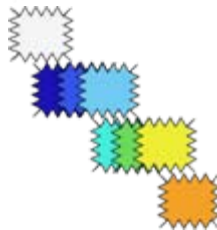
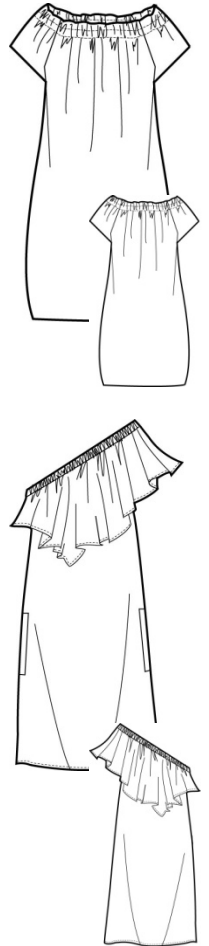


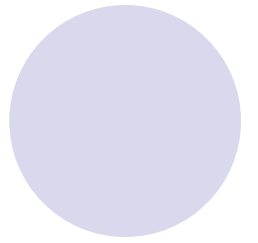
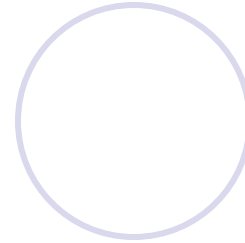
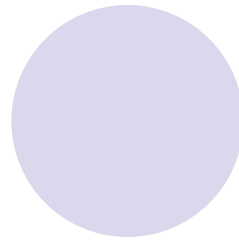
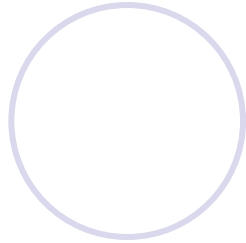
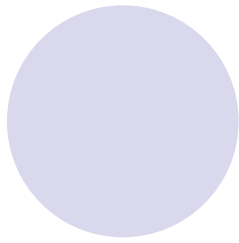
- It is always a plus to include a project in your portfolio that is geared toward the company you are interviewing for.
- Do your research! Make sure you understand the customer and that understanding is reflected in your designs.
- Do not try to change the company. Many design companies have their flaws, but your portfolio review is not the time to point those out. Instead, show how you can be an asset to them and make sure it is clear in your designs.
- Pick an upcoming season. Don't design broadly. For example, if you are interviewing for a design position in May, a good idea may be to design a 3-6 piece line for Summer 2010.
- Make sure that your line is true to the brand you are designing for. Show that you have a good grasp on what sells/works for the company and you can make that product even better.
- As they say in the industry, "You're name is not on the door!"...yet.

# A Page in Your Portfolio...



## Lilly Pulitzer Summer 2010





**Best of Luck!**