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SEWING TECHNIQUES

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OUTPUT INFORMATION

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Sewing Techniques

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Fashion & Sustainability

BASICS

FASHION DESIGN

Jennifer Prendergast

SEWING TECHNIQUES

An introduction to construction skills
within the design process



B L O O M S B U R Y

ADDITIONAL INFORMATION STATEMENT

Sewing Techniques provides new insights into Fashion garment construction by promoting three-dimensional learning through making as opposed to the more commonly prescribed two-dimensional visual design drawings. It refutes the notion that all learners, particularly creative ones; create in the same way. Fashion students are practical, experiential learners, whose practice often involves problem solving, reviewing practice, refining ideas and applying knowledge. Their learning styles range from kinaesthetic, visual, read/write or auditory or a combination of all of them. In order to facilitate their learning, different teaching approaches are required. Sewing Techniques proposes that by teaching the basic construction skills, using traditional, well-known techniques, learners can start to visualise their work in three-dimensions, allowing them to design from samples rather than more conventional visual research, encouraging experimentation and innovation. Sewing Techniques includes a range of practical exercises from very basic seam construction to more challenging component generation. Learners are taken through the exercises step-by-step demonstrated using a series of illustrations, photographs and fashion terminology in order to assist learning. The research investigation included interviewing fashion professionals, such as the couturier Elie Saab and the ethical designer Ada Zanditon, with their design thinking contextualising the practical exercises. Featured alongside these specialists were also interviews with undergraduate fashion students, many of whom now work for high end designers, such as Burberry (London), Roksanda Ilincic (London), Cerrutti (Paris), Maison Lejaby (Paris) and the African Fashion Network. Sewing Techniques is published by Bloomsbury and has already been translated in to three languages with the following sales recorded: the English Edition (1000 copies); the German edition (2000 copies); the Portuguese edition (2000 copies); and the Chinese edition (4000). It was cited by Kevin Almond in the 2016 journal article 'A Potential Dichotomy: Clothing, Fashion and the UK Apparel Industry' in The International Journal of Design Objects.



Sewing techniques are sometimes overlooked in the design process but acquiring these skills can be transformational. The ability to turn a two-dimensional design into its three-dimensional realization comes from having mastered basic sewing techniques. *Sewing Techniques* simplifies the often complex techniques that lie behind this process by arming designers with the precise information and skills needed to undertake each task.

Designers who develop a basic understanding of the processes involved in sample and garment construction often produce successful outcomes based on a more experimental and creative approach applied during the product development process. Developing a sample folio and being able to refer to samples and develop them according to each individual design project is a process that requires experimentation and creative thought underpinned by a basic understanding of sewing techniques. This book explores the essential equipment needed - from fabric types to diagrams identifying component parts of a sewing machine, to machine operation.

Throughout each process, clear diagrams accompanied by explanatory description panels allow readers to achieve the best possible results, including how to troubleshoot problems that may be encountered before and during sewing. Each section concludes with a project, progressing from easy to challenging. Fabrics for each project give designers the opportunity to handle different fabric types and understand the complexities of sourcing and selecting. Mastering the basic principles covered in *Sewing Techniques* will enable both fashion students and the contemporary craftworker to develop their techniques with a view to becoming creative practice-based professionals.

Book Blurb



Easy to follow. Nice graphics, visual imagery and layout of pages. Another excellent offering from Basics Fashion Design range - Complimentary to fashion design use.

Jayne Littlehales, Staffordshire College, UK

Keywords:

Sewing

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Links:

<https://www.bloomsbury.com/uk/sewing-techniques-9782940411917/>

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