

A REALLY quick example of the design process.

These are the main steps I go through when I design for a client

by Sandra Fremgen

Your client asks you to design a fashion fabric collection for Spring 2015

STEP ONE: CUSTOMER RESEARCH. Find out everything you can about the kind of person who will be wearing the fabric.

STEP TWO: TREND RESEARCH. If your customer is influenced by fashion trends, find out which trends you can incorporate into your fabric design.

STEP THREE: Use what you find out about your customer, trends and your art style to come up with a unique design. Usually you design 5 to 7 pieces of art for a collection.

STEP ONE: This is the customer I am designing for:



Her heroes



loves to take "Selfies" and post them on facebook



loves to go clubbing in Vegas!

Veronica
20 year old aspiring model/actress
living with her parents in Calabasas, CA



never misses Coachella

Dad bought her this car



Veronica

20 year old aspiring model/actress
living with her parents in Calabasas, CA



MOTIFS



Prints are loud and bright. They demand your attention. Florals and Tribal prints shown

STEP TWO: These are trend reports that show what looks are popular right now:

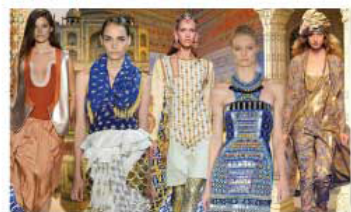
ETHNIC

culture clash

now into resort '13



fashion snoops spring 2014



Recent ethnic inspirations have included a nod to the Orient as well as Global Awakening, with a much more diverse pop culture influence. Spice Trail keys into the exotic lands of Morocco and India with rich material conversations like jacquard to heavy embellished details. Silhouettes speak to tradition with items like tunics and sarouel pants, while tribal patterns play up classics like tailored jackets. [View Full Report \(\\$13\)](#)

wgsn fall 2014: modern myth, cosmic folk



trendstop fall 2014: imperial flourish & folk tapestry tales



Key words:
Artisanal
Folkloric
Fantasy
Myth

wgsn s'15



mudpie s'15



metropolitan museum

Interwoven Globe:
The Worldwide Textile Trade,
1500-1800



I like: rich mixes of patterns with varying scales, bleeding ikats, mosaic, crude hand-drawn folkloric looks, embroidered bands, border prints
I can update this by: layering motifs, adding digital effects. I may try Byzantine, Peruvian, Indonesian, Asian, U.S. old West or Moroccan motifs. Need to FOCUS!

TEXTURE

natural world under a microscope

now into resort '13:



cotton inc fall 2014: underworld

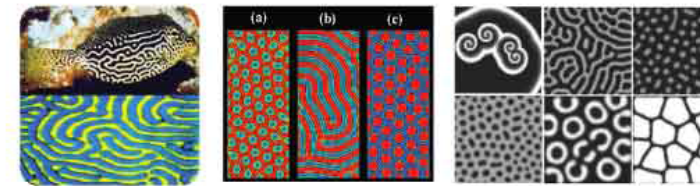


PV Spring '14

• Material Intensity: Textured jacquards, updated raffia and tweeds, crude embroideries and rustic fleece representing "raw luxury," and "magnified minerals" ..., spongy textures and blurry prints, ... stone motifs and mineral embroideries an appliques, and stone and wood buttons and trims.



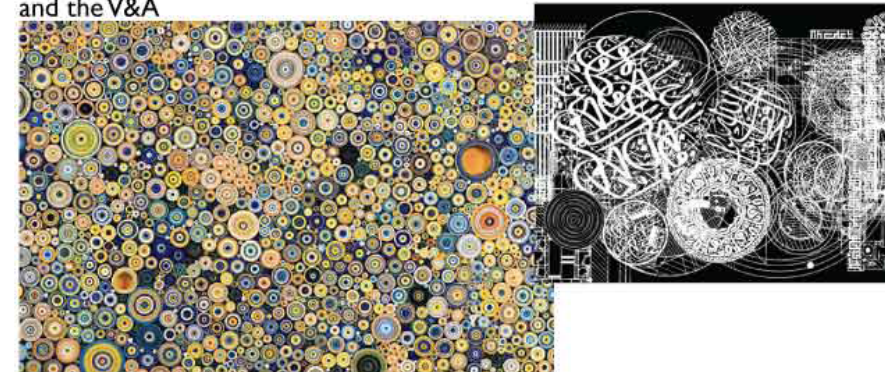
Key words:
Natural materials
Textures of home
Turing patterns



wgsn s'15



Jameel Prize exhibit at the San Antonio Art Museum and the V&A



mudpie s'15



metropolitan museum
Ink Art: Past as Present in Contemporary China



I like: shibori looks, geodes, turing patterns as new camo or animal, patterns as texture

I can update this by: making patterns mini, mixing scales of motifs within a print, using unexpected color mixes, letting patterns bleed, using tiny versions of folkloric patterns or asian characters as motifs

STEP THREE: These are my designs based on my customer + trend research+ my art style

"SPRINGBREAK IN CANCUN!"

by Sandra Fremgen

Print #1



"SPRINGBREAK IN CANCUN!"

by Sandra Fremgen

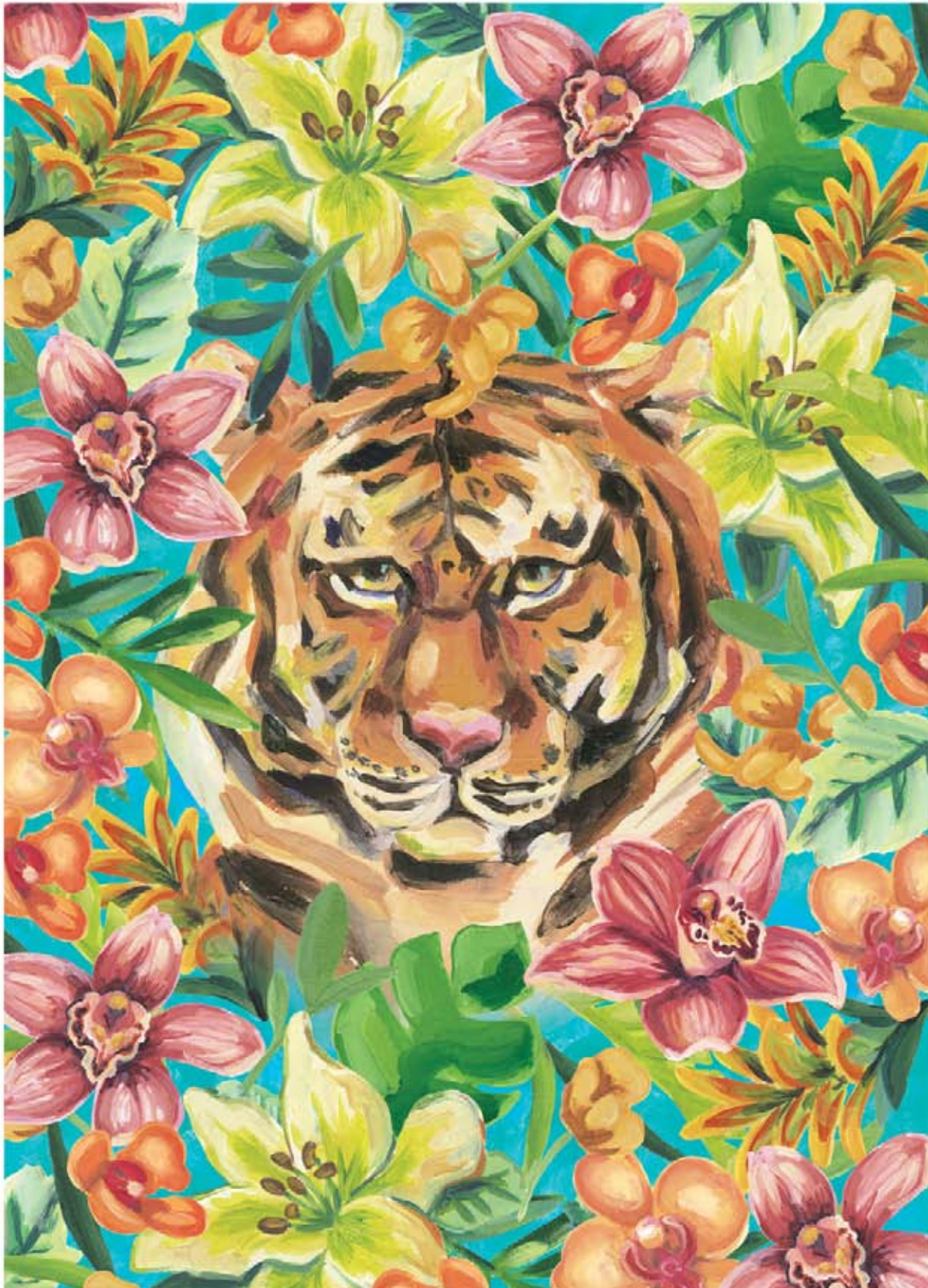
Print #5



"SPRINGBREAK IN CANCUN!"

by Sandra Fremgen

Print #9



"SPRINGBREAK IN CANCUN!"

by Sandra Fremgen

Print #7

