



## Fashion Thinking: Creative Approaches to the Design Process (Required Reading Range)

*By Fiona Dieffenbacher*



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### **Fashion Thinking: Creative Approaches to the Design Process (Required Reading Range)** By Fiona Dieffenbacher

Students often struggle to develop their own style and approach to design. While the design process is fundamental to the way all fashion designers work, there is no right or wrong method: each emerging designer must find their own authentic process.

**Fashion Thinking** establishes key approaches to design and enables this process of discovery. Nine student projects form the core of the book, representing a diverse range of strategies at each key stage of the design cycle. By following each throughout their various stages of development, these examples offer a unique and inspiring insight into the thinking behind a final collection and enables emerging fashion designers to discover their own working method in the process.



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**Bibliography**

- Sales Rank: #1208857 in Books
- Brand: imusti
- Published on: 2013-02-07
- Released on: 2013-02-07
- Original language: English
- Number of items: 1
- Dimensions: 11.77" h x .73" w x 8.65" l,
- Binding: Paperback
- 224 pages

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### Editorial Review

#### Review

Strong, valuable resource. Beautiful pages,.eye-catching and inspirational. Will push students ideas generating conceptual thinking. -- Jayne Littlehales, Stafford College, UK The emphasis on in-depth inquiry and an individual approach will inspire students to further explore their own emerging design thinking and methods to achieve a confident end result. -- Krystyna Kolowska, Nottingham Trent University, UK This is a really valuable book for anyone teaching students to develop design conceptually. It uses plenty of visual prompts and does a really good job of explaining the complex processes involved in fashion design development to students. -- Kathryn Brownbridge, Manchester MET University, UK

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AVA Academia's **Course Reader** titles are designed to support visual arts students throughout the lifetime of an undergraduate degree. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject.

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#### About the Author

Having studied at the prestigious Parsons the New School for Design in New York City, Fiona Dieffenbacher started out working for Donna Karan and was mentored by both Michael Kors and Anna Sui. She later opened her own boutique, and her collections retailed across the US and Japan. Fiona is now Program Director of the BFA Fashion Design course at Parsons.

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