



## Fashion portfolio and its uses in modern fashion industry

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### Abstract

Fashion could be a vogue or standard style, particularly in dress, footwear, lifestyle, accessories, makeup, hairstyle and body. Fashion could be a distinctive and infrequently constant trend within the vogue during which individuals gift themselves. A portfolio could be a compilation of materials that illustrate your beliefs, skills, qualifications, education, coaching and experiences. It provides insight into your temperament and work ethic. A fashion style portfolio could be an assortment of samples place along by a clothier to point out off his or her skills to a prospective leader or fashion college. A typical fashion style portfolio consists of fashion illustrations, a concept or mood board with fabric swatches, flat sketches, cost sheets & CADs or drafting. Any student want to pursue an undergrad degree in fashion style can likely need to submit a portfolio once applying to the colleges of his/her selection.

**Keywords:** fashion, portfolio, illustrations, boards, drafting's

### Introduction

A fashion design portfolio is a assortment of samples place along by a tailor to point out off his or her skills to a prospective leader or fashion faculty. A typical fashion design portfolio ought to embrace fashion illustrations, an inspiration or mood board with textile swatches, flat sketches & "floats", and CADs. It can also be explained as an assortment of samples place along by a tailor to point out off his or her skills to a prospective leader or fashion faculty.

### Objectives

- Contents of a Fashion Design Portfolio
- Its uses in Modern Fashion Industry

- Types: Electronic vs. Traditional Portfolio
- Process of developing Garment from theme

### Contents of fashion design portfolio

- Theme/Inspirational/Mood Board

Make it visually fascinating and pleasant.

Get your viewer excited regarding what your styles can entail. Use pictures from magazines and therefore the net style your design mood. Use colors, swatches of cloth, and even text that convey this same mood additional. Keep it simple do not confuse the viewer by swing all of your ideas on one page. Choose the simplest ideas you have got and place them along during a logical and esthetically pleasing approach.

### Theme Board



Fig 1

**Inspirational Board**



Fig 2

**Mood Board**



Fig 3

▪ **Story Board**

The storyboard “tells the story” of the designer's idea. The storyboard consists of original illustrations and flats, as well as extra materials (such as images from the Internet or magazines, paper, fabric swatches, patterns, etc.) that have influenced the unique design.

▪ **Color and Fabric Swatches Board**

Fabric swatches can be on a separate cover on your mood page. You must choose fabrics that make feel for the construction/drape of the clothes you design. Make positive that your fabric are season/trend appropriate.

Swatches should be pinked round the edges to stop fraying. If you can't locate the cloth you choose to use at a nearby cloth store, there are many on-line web sites that will permit you to buy swatches inexpensively.

You can use digital photographs of fabric as a substitute of the actual thing, but make sure they are clear.

Color swatches are very necessary to bring your shade story. These can be included on your temper web page also.

▪ **Client Board**

The board in which all the required data regarding your particular consumer is given. Like the profession, interests, age, status, life style etc.

▪ **Illustrations**

Fashion illustrations are a exciting way to explain the attitude of a garment and exhibit off your artistic talents. These photographs should exhibit your man or woman “hand”.

Illustrations need to additionally showcase the most important characteristic of the garment. Illustrations are a way to exhibit that you recognize how positive fabric drape, pleat, or preserve form. This is also a splendid way to exhibit you understand how garments suit the body.

▪ **Drafting**

Pattern drafting is associate necessary technique followed by designers and stylists once coming up with an outfit. Before patterns are copied onto material, a similar sketch is ready on paper. This process is known as pattern drafting and it typically needs loads of focus and experience.

▪ **Design Analysis Sheet**

Cost Sheet- Overall expenses of every things used. Specification sheet- Flat Drawings of clothes, Detail of all the components of the garment, Size, Full Length, Pattern detail of explicit dress, Trims used, Style No, Construction Details etc

**Concept board:** Shows ideas and Thoughts

DATE:	21-Feb	STYLE #	S115003
DESCRIPTION:	dress	SEASON:	spring 2012
		SELLING PRICE:	150.30
SIZE RANGE:	4-6-8-10-12	COLORS:	Beige Dark Brown
MARKERS	Self, Quilt 52"		
MARKER YARDAGE:		ALLOWANCE	
1. MATERIAL	YARDS	PRICE	AMOUNT
	4 yards	19.94	\$79.36
LINING			
INTERFACING			
TOTAL MATERIAL COST			\$79.36
2. TRIMMINGS	QUANT	PRICE	AMOUNT
BUTTONS			
PADS			
ZIPPERS			
APPLIQUES			
ELASTIC	1 yard	2.00	\$2.00
LABELS, POLY BAGS, HANITAGS			\$0.12
HANGERS, SIZE TICKETS			\$0.12
OUTSIDE SERVICES			
TOTAL TRIMMINGS COST			2.24
3. LABOR			
CUTTING			1.30
SEWING			12.42
GRADING			0.11
MARKING			0.35
TOTAL LABOR COST			14.38
4. TOTAL COST			95.96
5. MARK-UP	65%		150.30
6. WHOLESALE PRICE			
Suggested Retail	100%		316.73

Front

Back

MATERIAL SWATCH

Fig 4

**Uses in Modern Fashion Industry**

A portfolio will set you except for alternative applicants, whether or not during a skilled or academic setting.

- It permits you to be a lot of personal and creative so as to expand on and exhibit your skills, knowledge, comes and experiences.
- A portfolio could be a technique of self-discovery and confidence-building.
- It's a multi-faceted thanks to organize your accomplishments, goals, aspirations, and private

thought. It showcases your personality to potential employers and organizations.

- It's a useful gizmo to incorporate in associate degree interview. It provides tangible proof of your skills and talents and demonstrates to the leader that you are qualified for that specific job.
- It are often useful in applying for bonuses, scholarships, grants and negotiating promotions and raises.
- A portfolio demonstrates previous work or learning experiences that can be helpful for academic credit.

**Types**

▪ **Electronic Portfolio**

E-portfolios provide a made resource for each students and school to find out concerning action of necessary outcomes over time, make connections among disparate elements of the programme, gain.

Portable and will be simply sent via email, which is particularly nice if you're applying out of state.

Can best show your Adobe Illustrator or Photoshop skills  
Multiple copies, good for distribution. The disadvantage of such a portfolio is that it can be easily copied. So, one should be very careful while giving it to someone for viewing it.



**Fig 5**

▪ **Hand-made Portfolio**

Hand-made Portfolio are those Portfolio which h are made manually. Celebrates the arts and crafts of fashion design. Is more tactile and charming, which helps to “romance” the inquirer. (Remember you are commercialism your ideas!)

We can embrace real materials, color swatches, notions like buttons, zippers, and beads. Hard to preserve. These portfolios require upkeep; as a result of they can bear several hands.



**Fig 6**

**Process of developing garment from theme**

Developing your styles for a replacement assortment involves three main elements. once beginning a group, new designers ought to think about their color story, style practicality, technical package, and garment patterns. Here's the breakdown of every step within the style development process:

**The Color Story**

Generating a color story is extremely vital. Your theme may be monochromatic or complimentary, however notwithstanding what story you select, they have to go well along. Some designers choose a picture, or series of pictures, to show their color story. Others use statement services which supply a range of various color swatches, silhouette, and textile forecasts. Once you choose your initial color story, you're able to utilize Pantone to develop color standards. Pantone functions as each a trend and color statement web site. they're additionally the business

commonplace for characteristic colours. every color piece of cloth is tagged and classified with numbers and letters, permitting you to simply notice actuality color.

**Design Illustration and Silhouette**

Customer satisfaction and practicality plays a giant role in coming up with a garment. The designer and products developer have to be compelled to take into thought what their client wishes during a specific garment. It may be something from adding a back pocket on a sport jacket or a forearm pocket for a runner's phone. By equalization operate with style, you produce a garment that matches complete wishes with client desires and wishes.

**Technical style and school Packs**

The world of style is rarely as simple and glamorous because it appearance. From demographic and trend analysis, finding your brand's voice, and narrowing down your assortment, the whole method will get a small amount

overwhelming. But, one in all the foremost vital items of the event puzzle is that the Technical style. tho' many folks don't understand this method, developing the technical sketch and technical package is important to maneuver onto Production. The technical package is comparable to the blueprint of the planning. It shows graphic placement, points of live, hierarchal measurements, trim placement, seams, etc. producing a garment while not a school pack would be like building a puzzle while not the image on the front of the puzzle box. The manufacturing plant would be aggregation the pattern blind, creating educated guesses wherever sure items go. prices for school Packs vary betting on the complexness of the garment, therefore it's vital to try to to your analysis. it's not continually regarding rock bottom worth, however the best worth. There square measure generally 3 factors that verify that style studio and manufacturing plant you chose: worth, quality, and speed; and {you will|you'll|you'll be able to} solely can choose 2. you'll pay a lot of for quality and speed, however you can't have nice quality, quick turnover, and an occasional worth. Deciding that 2 factors square measure most significant can assist you to decide on your merchant.

### **Patterns and Grading**

This is the last step within the development method. Garment patterns square measure the key ingredient to suit and styling. a lot of returns happen as a result of match problems than the other reason, particularly among on-line sales. A well match garment will be worn a lot of usually and pay less time in your customers closet, that will increase whole awareness and follow-up sales. You can produce patterns in 2 ways in which. The first, and best to figure with, is digital patterns. These square measure created on a pc and ready to be sent quickly and fairly simply between vendors. The second technique is by hand drawing the pattern items. you're ready to use either variety of pattern once moving to production, however, every manufacturing plant has totally different necessities, then flexibility is key!

### **Conclusion**

The purpose of making this presentation was to take one more step ahead of our knowledge and experience and to do great things in the fields of designing. It has helped us to develop the skills, strengthen the weakness, and to learn more about the field, and assess interests and abilities. It assists with career development by providing real work experiences. It has provided us with opportunities to explore our interests and develop professional skills and competencies. It has provided us with opportunities to apply what we had learned in classes to actual practice. Creating your own digital portfolio, is all about you, who you are, what you've done, what you hope to do and what you hope to be. Your digital/handmade portfolio can be with you forever.

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