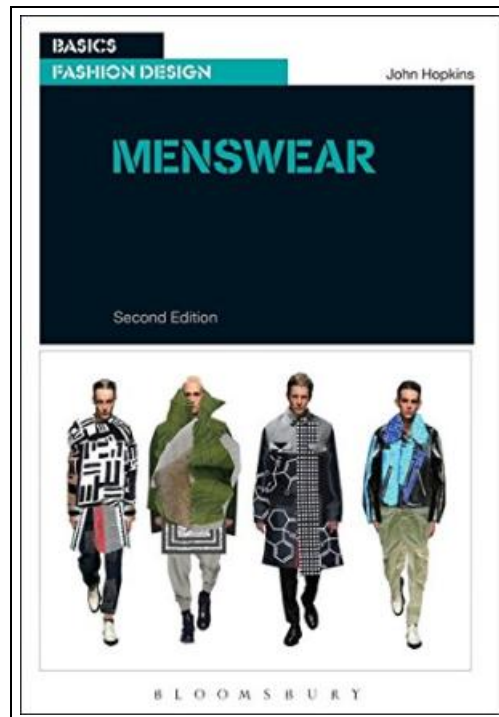


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Bloomsbury Publishing PLC, United Kingdom, 2017. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. Whether it s a military inspired trench coat or a Savile Row tailored suit, menswear design increasingly demands originality, innovation and above all, choice. Menswear, 2nd edition explores the evolution of menswear styles, from the origins of tailoring right through to modern sportswear - showing how historical and social influences continue to endure and influence the menswear collections of today. Interviews offer insight from a range of practitioners, including designer Lou Dalton, fashion entrepreneur Alan Maleh and tailor Ray Stowers. There s also practical advice on research for design innovation, street style, trends and forecasting and collection development. With a wealth of stunning new images and contemporary examples, new to this edition are end-of-chapter exercises to encourage design work, such as Design for Sportswear Fabrication and Tailoring for Menswear. Featured topics Historical Research for Design Innovation Counterculture Dressing Design Process Street Style Trends and Forecasting Tailoring for Menswear Collection Development Drawing for Men CAD for Menswear Menswear Portfolios Featured interviewees Lou Dalton Guy Hill and Kirsty McDougall, Dashing Tweeds Alan Maleh, Man of the World Ray Stowers, Stowers Bespoke Seung Won Hong, Fashion Illustrator Matthew Zorpas, The Gentleman Blogger.



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