Experimenting Design Applications of Creative Pattern Cutting with the Concept of Inner Wear to Outer Wear Trend

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Abstract

As we are living in a world of fast moving fashion, the emotions and impressions of the customers who buy fashion is extraordinary. The "celebrities fuel the under wear as outer wear trend inspiring 132% rise in sexy chemise sales as women brave wearing them outside". Feeling of attraction has prioritize in the fashion world by now. Individuals that follows a sophisticated lifestyle often spend their leisure by clubbing, parting and night life. The target market selected is the world top city by GDP and top destination for night life which is New York City. Here we have target to introduce an innovative niche market to the Victoria secret which is the most popular subsidiary of limited Brands, Inc in USA and this research was to find out creative applications of pattern cutting to develop an outer wear collection inspiring from innerwear.

Both qualitative and quantitative research methods were used to gain a better output to the design research. Creative pattern cutting is a process where advanced technical design skills are utilized combining with creativity and aesthetic beauty. By all these means the design research is to bring out the concept of "Inner wear to outer wear" targeting a group of clients through a range of outerwear. As a result of this research an alliance between the creative pattern cutting and design skills were developed and new stitching and finishing methods were figured out. That will benefit the future fashion designing industry.

Keywords

Inner wear, Outer wear, Creative pattern cutting, Construction methods

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References

I am a fashion design graduate from the Open University, Sri Lanka.


7. 5 Pattern cutting and design

Pattern cutting by adapting shapes from block patterns can be traced back to the middle of the nineteenth century. As the craft developed the basic rules evolved, but rules can be broken or changed if this comes from new creative directions. The designer has to become familiar with the types of woven and knitted structure of fabric. Knowledge of the basic source of fabrics and how this affects the enormous number of finishes that can be applied to fabrics has to be acquired. However, the most important qualities that a designer must consider when creating a design are: weight, thickness, drape, stretch and shear (the amount the fibres distort in the warp and weft).

Refbacks

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