



Fashion Illustration

Techniques, Design, Practice - a Manual

Edited by Willemina Hoenderken

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- This book conveys how fashion is perfectly staged through illustrations
- It outlines fundamental techniques, diverse materials and important basics of design, and presents approx. 400 illustrations created at the Bielefeld University (DE)
- A chapter on working practices gives a glimpse into the development and day-to-day business of a successful fashion company
- An essay on the cultural history of fashion illustration rounds off the book

Fashion is fascination, cult, protection and adornment. We experience it daily on our own bodies and we notice it in our surroundings. The manifestations of fashion in magazines, advertisements and the Internet are never ending: sophisticated, erotic, provocative or overly aesthetic pictures create specific images, carrying the beholder off into their own world. To inspire such an eye-catching sensation requires a concept, an idea, which takes shape in an illustration. In the fast-moving age of digital photography, this art is disappearing from the everyday life of the fashion designer and media. In doing so it affords illustration great additional value: it bears witness to individuality, it conveys the zeitgeist and mood. Text in English and German. Contents: Balancing act. Introduction TECHNIQUE Starting out. Explaining your materials; First steps. Drawing techniques; Exercises in animation. Experimenting with materials; The right direction. Collage; Your own way. Backgrounds; Step by step. Drawing on the computer. CREATION Pausing to take stock. Sketch book; Stumbling and standing up again. Figure drawing; Straight as a die. Workshop drawings; Focused. Heads; To the point. Styling drawings; Removing stumbling blocks. Creativity; Freedom knows no bounds. Illustrations. Essay. Fashion images. Some Observations Anna Zika WORKING LIFE The finishing line. How to get there; Interview. Willemina Hoenderken in conversation with Annette Görtz; The summit. Illustrating a winter collection; I did it! Interviews with professionals.

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