



## Fashion Design (Portfolio (Laurence King))

*By Sue Jenkyn Jones*

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### **Fashion Design (Portfolio (Laurence King))** By Sue Jenkyn Jones

This book offers a thorough grounding in the principles of fashion design, describing the qualities and skills needed to become a fashion designer, examining the varied career opportunities available, and giving a balanced inside view of the fashion business today. Subjects covered include how to interpret a project brief; building a collection; choosing fabric; fit, cutting and making techniques; portfolio presentation; and fashion marketing and economics.

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## **Editorial Review**

### **About the Author**

Sue Jenkyn Jones is Course Director for MA Digital Fashion at the London College of Fashion, University of the Arts. She has worked within the fashion industry and as the owner and designer of a successful womenswear brand sold in major stores worldwide.

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