



## **Fashion Illustration**

### **Techniques, Design, Practice - a Manual**

**Edited by Willemina Hoenderken**

<b>ISBN</b>	9783897903951
<b>Publisher</b>	Arnoldsche Art Publishers
<b>Binding</b>	Hardback
<b>Territory</b>	USA & Canada
<b>Size</b>	9.06 in x 12.2 in
<b>Pages</b>	312 Pages
<b>Illustrations</b>	400 color
<b>Price</b>	\$65.00

- 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.

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