



# Fashion Design: Process, Innovation and Practice

*By Kathryn McKelvey, Janine Munslow*

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Fashion design seems to be a glamorous mystery for which only a fortunate few have sufficient talent. In reality, however, commercially successful results can be achieved if a number of logical processes are followed in the design process. It is not necessary to be blessed with a superlative talent.

The analytical, problem-solving approach of this textbook, combined with practical design projects and portfolio exercises, shows how the design process can be successfully applied to satisfy market needs and trends.

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