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Every fashion collection begins with research. But how do you start? How much should you do? How do you use that research? *Fashion Design Research* is designed to answer these questions and demystify the process for students.

Illustrated throughout with inspirational photographs and images of good practice within student sketchbooks, the book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on market, fabric, and color research follow before the final chapter shows how to gather all the information together, understand it, and use it in a process known as triangulation. Additionally, case studies from a wide range of international designers showcase different working methods.

By offering a clear approach to research for fashion design, this book will inspire students to embrace an activity that is both fun and fruitful.

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