

Chapter 6

Designing the Line



Learning Objectives

Understand Options for building and editing a line

Balance a line in terms of design and costs

Differentiating the line through custom color and prints

Steps in the designer's workflow from concept until the line goes into production

Introduction to the Line

Line or collection — multiple garments targeted to a particular customer for a specific season

- Coordinates
- Separates
- Items



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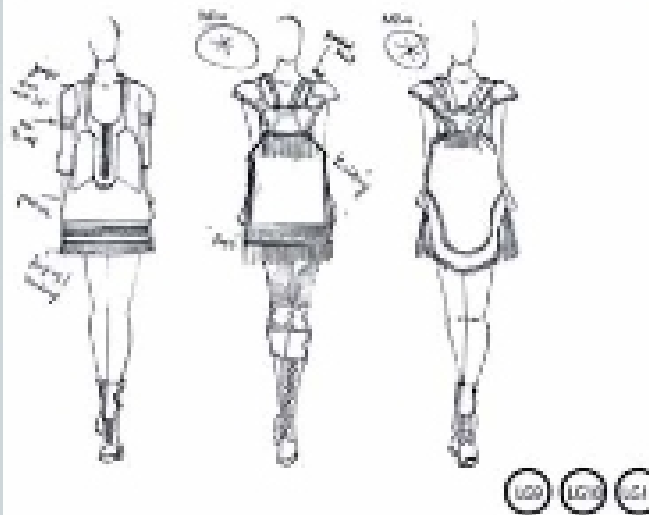
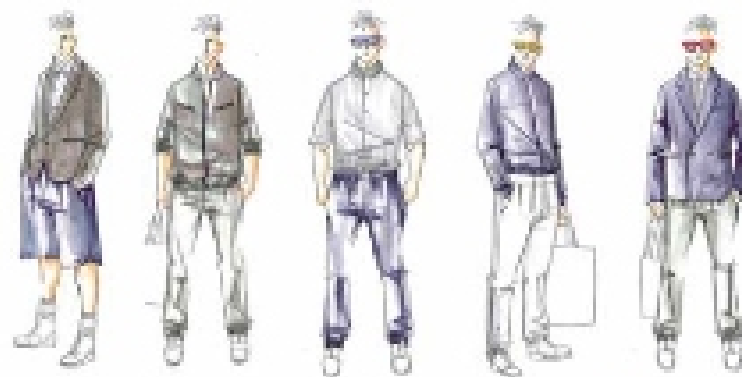
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Designing a Line of Coordinates

Groups related to each other in color, fabric, styling, and mood

Coordinated groups offer styling options with different figure types and preferences while using the same colors and fabrics



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Designing a Line of Separates

Garments in the store belong to the same season but they are not coordinates

"Fast fashion" stores offer knockoffs of current runway fashions

Coordination isn't important in categories where consumers buy garments for each occasion or use



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Designing an Item Line

Item lines run the gamut from inexpensive and inviting for impulse buyers to expensive or limited production goods for collectors (e.g Knitwear)

Designers specialists with detailed knowledge of the fabrics and techniques within their category



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