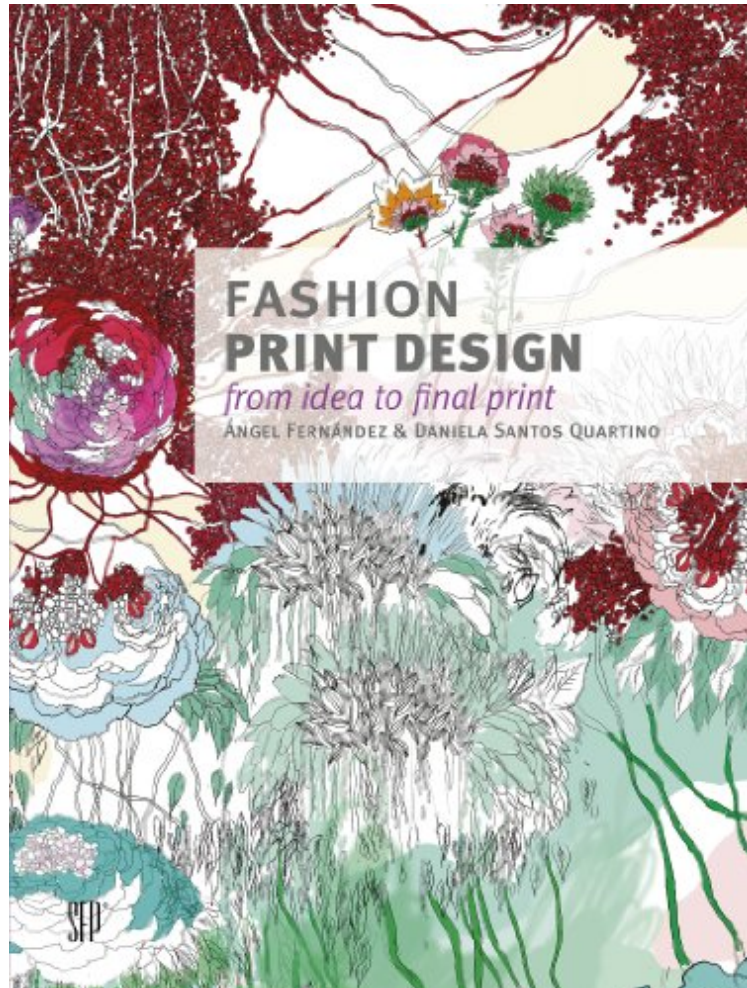


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## Fashion Print Design: From the Idea to the Final Fabric

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This illustrious guide to modern print design is, first and foremost, an art book, but serious designers will find it to be a useful reference as well. The editors of this collection provide a straightforward account of the development of the most influential print styles in high fashion around the world today. Advice, instruction, and hundreds of vibrant examples will inspire designers with an open mind. Serigraphy and its various manifestations, digital printing, a wide range of embroidery combinations, and thermotransference are just some of the proven, popular print techniques

described in detail. If you're just getting started, find tips on purchasing the right equipment and keeping a print design notebook. Use the glossary of nearly 40 different fabric types to your advantage. A substantive selection of motifs and patterns, such as sports themes, geometric designs, and fairy tale prints, should ignite any fashionista's imagination.

About the Author Angel Fernandez graduated with a BA in Fashion from the Lanca School of Fashion in Bilbao. He did his postgraduate degree in Fashion Design at Central Saint Martins in London. He has worked as a fashion designer for over 20 years and he has taught at fashion design and illustration at various fashion schools. He is currently a professor at the Catalan Institute of Fashion in Barcelona.