

# Fashion Design Course Principles Practice and Techniques A Practical Guide for Aspiring Fashion Designers

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## BOOK DETAILS

- Author : Steven Faerm
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## BOOK SYNOPSIS

This latest edition helps aspiring fashion designers understand demographics, psychographics, and the role of advertising; learn how to create a unique design vision through ethnographic research; develop a collection from first concept to finished project on the runway; see how to build a career in fashion, and more.

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