

100 years of fashion illustration

100 Years of Fashion Illustration: A Journey Through Style and Art

100 years of fashion illustration tells a captivating story of creativity, culture, and craftsmanship that has evolved alongside the fashion industry itself. From the delicate ink sketches of the early 20th century to the digital masterpieces of today, fashion illustration has not only documented trends but also shaped how we perceive style and beauty. This artistic form has bridged the gap between high fashion and everyday admirers, capturing the essence of garments and the spirit of the times in a way photography often cannot.

In this exploration, we'll delve into the rich history of fashion illustration over the past century, highlighting key movements, influential artists, and the techniques that have brought fashion dreams to life on paper and screen. Whether you're an aspiring illustrator, a fashion enthusiast, or simply curious about this unique art form, understanding 100 years of fashion illustration offers inspiring insights into the world of style communication.

The Early 20th Century: The Birth of Modern Fashion Illustration

At the dawn of the 1900s, fashion illustration was primarily a tool for haute couture houses to showcase their latest designs before photography became widespread. Magazines like *Vogue* and *Harper's Bazaar* relied heavily on illustrators to bring the elegance of Parisian fashion to readers worldwide. Artists such as Paul Iribe and George Barbier became household names for their ability to combine fine art with fashion sensibility.

The Art Deco Influence

The 1920s and 1930s were marked by the Art Deco movement, which deeply influenced fashion illustration with its geometric lines, bold colors, and stylized forms. Illustrators embraced this aesthetic, producing images that were not only informative but visually striking artworks in their own right. This period saw a shift from purely functional sketches to more expressive, mood-driven representations of clothing.

Techniques and Materials

During this era, watercolor, gouache, and ink were the primary media. Illustrators often used delicate brushwork and fine lines to highlight the textures of fabrics like silk and velvet. The challenge was to convey movement and drape through minimal strokes, a skill that set great illustrators apart.

Mid-Century Fashion Illustration: Glamour and Iconic Style

The 1940s to 1960s can be considered the golden age of fashion illustration. With Hollywood's glamour and the rise of ready-to-wear fashion, illustrators captured the imagination of a society eager for beauty and sophistication. Illustrators like René Gruau became legends, known for their dramatic use of color and dynamic compositions that elevated fashion into high art.

René Gruau and the Power of Minimalism

Gruau's work exemplified how less can be more in fashion illustration. His bold outlines, strategic splashes of red, and elegant poses conveyed luxury and allure without overwhelming detail. His iconic advertisements for Dior and other couture houses remain influential today.

The Role of Fashion Illustration in Advertising

During this period, fashion illustration was central to advertising campaigns. Before photography could fully capture the mood of a design, illustrators created compelling images that told a story, evoked emotions, and helped brands establish their identity. This interplay between art and commerce elevated the status of illustrators to that of creative collaborators.

The Digital Revolution: Transforming 100 Years of Fashion Illustration

As the century turned, the advent of digital tools brought a seismic shift to fashion illustration. Software like Adobe Illustrator and Photoshop opened up new possibilities for artists, enabling them to experiment with textures, layers, and colors in ways never before possible. This transformation did not replace traditional methods but rather expanded the toolkit of illustrators.

From Paper to Screen

Many contemporary fashion illustrators blend hand-drawn sketches with digital enhancements, creating hybrid works that retain the charm of traditional art while benefiting from modern technology. Tablets and styluses have made it easier to produce detailed illustrations quickly, meeting the fast-paced demands of today's fashion calendar.

Social Media and the Democratization of Fashion Illustration

Platforms like Instagram and Pinterest have dramatically changed how fashion illustration is consumed and shared. Emerging artists can now showcase their portfolios to global audiences instantly, gaining followers and clients without the need for traditional publishing channels. This democratization has led to a resurgence in the art form, with fresh styles and diverse voices redefining what fashion illustration can be.

Iconic Fashion Illustrators Who Shaped the Past Century

To truly appreciate 100 years of fashion illustration, it's impossible not to acknowledge the creatives who left indelible marks on the industry.

- **Paul Iribe** – One of the pioneers who blended elegance and whimsy in early 20th-century fashion plates.
- **George Barbier** – Known for his rich, colorful depictions and contributions to **Gazette du Bon Ton**.
- **René Gruau** – The master of minimalism and the embodiment of mid-century glamour.
- **Megan Hess** – A contemporary illustrator who fuses classic techniques with modern aesthetics, widely recognized for luxury brand collaborations.
- **David Downton** – Celebrated for his fluid lines and portraits of fashion icons, bridging traditional and digital illustration.

Each of these artists brought unique perspectives and techniques that pushed fashion illustration forward, influencing how designers, editors, and consumers visualize clothing.

The Art and Purpose of Fashion Illustration Today

In today's fast-evolving fashion landscape, illustration continues to play a vital role. Beyond its commercial uses, it serves as a medium for storytelling, cultural commentary, and personal expression. Fashion illustrators often highlight diversity and sustainability, themes increasingly important within the industry.

Tips for Aspiring Fashion Illustrators

If you're inspired by the legacy of 100 years of fashion illustration and want to explore this creative avenue, here are some helpful pointers:

1. **Study the Classics:** Familiarize yourself with historic fashion illustrators to understand their techniques and styles.
2. **Master the Basics:** Focus on anatomy, fabric texture, and movement to bring your sketches to life.
3. **Experiment with Media:** Try both traditional tools like watercolors and digital platforms to find your unique voice.
4. **Stay Current:** Follow fashion trends and social issues to make your work relevant and meaningful.
5. **Build a Portfolio:** Showcase your best work online to attract clients and collaborations.

Fashion illustration is as much about creativity as it is about communication. The ability to interpret and visualize fashion concepts artistically remains an invaluable skill.

Looking Ahead: The Future of Fashion Illustration

As technology advances, the boundaries of fashion illustration will continue to expand. Augmented reality (AR), virtual reality (VR), and 3D modeling offer exciting new dimensions for illustrators to explore. Imagine interactive illustrations that allow viewers to virtually "try on" garments or experience the texture of a fabric through digital means.

Moreover, the growing emphasis on inclusivity and sustainability encourages illustrators to challenge traditional beauty standards and celebrate diverse identities through their work. This evolution ensures that fashion illustration remains a vibrant, dynamic art form that reflects the values and aesthetics of its time.

While 100 years of fashion illustration showcases a remarkable journey through changing styles and technologies, its essence remains rooted in the passion for capturing the fleeting beauty of fashion. Whether through delicate pencil strokes or cutting-edge digital renderings, illustrators continue to inspire and shape the way we see fashion—one sketch at a time.

Frequently Asked Questions

What is the significance of 100 years of fashion illustration?

100 years of fashion illustration marks a century-long evolution of artistic representation in fashion, showcasing how styles, techniques, and cultural influences have shaped the portrayal of clothing and trends over time.

How has fashion illustration evolved over the past 100 years?

Fashion illustration has evolved from detailed hand-drawn sketches using traditional media like watercolor and ink to incorporating digital tools, mixed media, and more abstract and expressive styles, reflecting changes in technology and artistic trends.

Who are some iconic fashion illustrators from the last 100 years?

Notable fashion illustrators include René Gruau, Antonio Lopez, David Downton, and Gladys Perint Palmer, each known for their distinctive styles and contributions to fashion art throughout the century.

How did fashion illustration influence the fashion industry in the 20th century?

Fashion illustration was crucial for designers to communicate ideas before photography became widespread, influencing magazine editorials, advertising, and fashion shows by visually shaping public perception of new trends.

What role does fashion illustration play in modern fashion?

Today, fashion illustration complements photography by offering unique artistic interpretations of designs, helps in concept development, and is used in marketing, branding, and social media to create visually compelling narratives.

How have technological advancements impacted fashion illustration in the last 100 years?

Technological advancements introduced digital drawing tablets, software like Adobe Illustrator and Procreate, enabling artists to create, edit, and share their work more efficiently while experimenting with new styles and techniques.

What are common themes explored in fashion illustrations over the past century?

Common themes include the celebration of femininity, cultural and social movements, changing beauty standards, the interplay of art and fashion, and the reflection of historical events through clothing styles.

How did World War II affect fashion illustration?

During World War II, fashion illustration focused on practicality and resourcefulness due to fabric rationing, with simpler designs and an emphasis on utility, while also serving as a morale booster through glamorous and aspirational imagery.

Can fashion illustration be considered fine art?

Yes, fashion illustration is increasingly recognized as fine art because of its artistic merit, cultural significance, and the skill involved, with works exhibited in galleries and collected by art institutions worldwide.

What exhibitions or publications commemorate 100 years of fashion illustration?

Various museums and galleries have hosted exhibitions celebrating 100 years of fashion illustration, and publications like 'Fashion Illustration: 100 Years' by various authors compile iconic works, tracing the history and impact of the art form.

Additional Resources

100 Years of Fashion Illustration: An Evolution of Style and Technique

100 years of fashion illustration encapsulates a fascinating journey through artistic expression, cultural shifts, and technological advancements that have shaped how fashion is visualized and communicated. From the early 20th century's delicate hand-drawn sketches to today's digitally-enhanced imagery, fashion illustration has served as both a creative outlet and a strategic marketing tool, bridging the worlds of art and commerce. Examining this century-long evolution offers valuable insights into changing aesthetics, industry demands, and the ongoing dialogue between tradition and innovation.

The Origins and Early Developments

Fashion illustration in the early 1900s was deeply rooted in fine art traditions, with artists often trained in classical techniques. The period witnessed hand-rendered sketches primarily created with pencil, ink, and watercolor. These illustrations were more than mere representations of clothing; they conveyed mood, movement, and lifestyle aspirations. Publications like Vogue and Harper's Bazaar played a pivotal role, commissioning illustrators to showcase the latest couture in an era before widespread fashion

photography.

During this era, illustrators such as Paul Iribe and Georges Lepape revolutionized the field by introducing fluid lines and vibrant colors that complemented the Art Deco movement. Their work not only highlighted garments but also set trends in visual storytelling. The advantage of illustration over photography at the time was clear: artists could emphasize idealized proportions and imaginative elements that photography could not capture, infusing garments with an almost fantastical allure.

Impact of Technological Constraints

Before the prevalence of color photography, fashion illustration was indispensable in fashion magazines and advertising. The limitations of printing technology meant that illustrators had to work within strict palettes and styles, often translating complex designs into simplified yet elegant visuals. This necessity fostered a distinct artistic language—characterized by elongated figures, stylized poses, and dramatic shading—that became synonymous with high fashion imagery.

Mid-Century Shifts: The Influence of Photography and New Media

The mid-20th century marked a critical turning point for fashion illustration. The emergence of photography as a dominant medium introduced competition, challenging illustrators to redefine their role. The 1950s and 1960s, for example, saw iconic illustrators like René Gruau, whose bold, graphic style maintained the relevance of hand-drawn images by combining elegance with modern minimalism.

Despite photography's rise, fashion illustration retained unique advantages. Illustrators could exaggerate or soften features, manipulate fabric textures, and create compositions unconstrained by reality. This flexibility was particularly valuable in haute couture, where conceptual and avant-garde designs benefited from artistic interpretation.

Fashion Illustration and Advertising

In advertising, the mid-century saw a symbiotic relationship between illustration and marketing strategies. Brands leveraged the emotive power of hand-drawn images to evoke luxury and exclusivity. Illustrators such as Antonio Lopez brought a fresh, youthful energy that resonated with emerging consumer demographics. This era also witnessed the birth of fashion illustration as collectible art, blurring lines between commercial work and gallery pieces.

Late 20th Century to Present: Digital Transformation and Revival

The latter decades of the 20th century into the 21st century introduced digital tools that transformed fashion illustration. Software like Adobe Illustrator and Photoshop enabled artists to create complex, layered images with unprecedented speed and precision. While some purists lamented the loss of traditional techniques, many embraced digital media to expand creative possibilities.

Simultaneously, a resurgence of interest in hand-drawn fashion illustration has emerged, fueled by social media platforms such as Instagram and Pinterest. Contemporary illustrators blend analog and digital methods, often sharing their creative process with a global audience. This democratization of fashion illustration has diversified styles, incorporating influences from street art, graphic design, and animation.

Comparing Traditional and Digital Fashion Illustration

- **Traditional:** Offers tactile textures, organic line quality, and a sense of craftsmanship. However, it can be time-consuming and less flexible for revisions.
- **Digital:** Provides efficiency, ease of editing, and integration with other digital content. The drawback may include a perceived lack of authenticity or warmth.

The choice between these methods often depends on project goals, client preferences, and the illustrator's personal style.

The Role of Fashion Illustration in Contemporary Industry

Today, fashion illustration continues to hold relevance across several domains:

- **Design Development:** Illustrators assist designers by visualizing initial concepts and fabric behaviors before physical samples are produced.
- **Editorial Content:** Magazines and online publications use illustrations to complement photography or fill gaps when shoots are impractical.
- **Brand Identity:** Unique illustration styles help brands differentiate themselves in a saturated market.
- **Social Media and Influencers:** Fashion illustrators create engaging content that can

go viral, enhancing brand visibility.

Moreover, fashion illustration serves educational purposes, teaching students about form, proportion, and garment construction in an accessible visual language.

Globalization and Cross-Cultural Influences

Over the past century, fashion illustration has increasingly reflected global cultural dynamics. Illustrators today draw inspiration from diverse traditions, blending Western fashion motifs with elements from Asia, Africa, and Latin America. This cross-pollination enriches the visual vocabulary of fashion and challenges Eurocentric standards historically dominant in the industry.

Challenges and Future Directions

Despite its enduring appeal, fashion illustration faces challenges in an era dominated by fast-paced digital content and mass media. The need for rapid production sometimes sidelines the nuanced artistry that defines high-quality illustration. Additionally, the proliferation of 3D modeling and virtual reality tools presents new competitors for visual storytelling in fashion.

Nevertheless, the adaptability of fashion illustration suggests it will continue evolving rather than becoming obsolete. Emerging technologies such as augmented reality may offer new platforms for illustrators to create immersive experiences. Meanwhile, the sustained appreciation for artisanal craftsmanship ensures that hand-drawn fashion art remains a valued component of the industry's heritage.

Fashion illustration's 100-year legacy is a testament to its ability to capture the imagination, interpret cultural currents, and innovate alongside technology. Its future will likely be characterized by a hybridization of traditional skills and cutting-edge tools, maintaining its unique role in shaping how fashion is seen and experienced.

100 Years Of Fashion Illustration

100 years of fashion illustration: 100 Years of Fashion Illustration Cally Blackman, 2007-04-19 Suitable for art and fashion professionals, this book offers an overview of the development of fashion.

100 years of fashion illustration: 100 Years of Fashion Illustration mini Cally Blackman, 2017-09-19 A visual feast of 400 dazzling images, this is a comprehensive survey of the genre over the last century. The book also offers an overview of the development of fashion, as seen through the eyes of the greatest illustrators of the day. Early in the century, fashion illustration reflected new, liberating currents in art and culture, such as the exoticism of the Ballets Russes, while the postwar

period saw inspiration from the great Parisian couturiers. After the dominance of the celebrity fashion photographer in the 60s, a new generation of illustrators emerged, embracing the medium of the computer, while many returned to more traditional techniques.

100 years of fashion illustration: *100 Years of Fashion* Cally Blackman, 2012-05-16 This book documents in pictures the most exciting and diverse period in fashion: from 1900 to today, covering high society, uniforms, sportswear, streetwear, and couture. It will appeal to everyone with an interest in fashion as well as students Over 400 photographs and illustrations, many published for the first time, tell the stylish story of a fashion revolution.

100 years of fashion illustration: *Fashion Illustrator* Bethan Morris, 2006 Presenting an overview of fashion drawing, presentation and illustration, this work teaches students how to draw the fashion figure as well as featuring the work of established illustrators, encouraging readers to observe and to develop their confidence and skills as an illustrator.

100 years of fashion illustration: *New Icons of Fashion Illustration* Tony Glenville, 2013-03-21 Fashion illustration is and always has been about far more than pretty drawings of pretty dresses. This lavish celebration of today's leading artists in the field showcases the timeless craft and amazing diversity that characterize the genre. From David Downton to Cecilia Carlstedt and from Jason Brooks to Jordi Labanda, 28 masters of fashion illustration from across the world are featured, one by one, in a grand tour of the best work currently produced. While some illustrators create daringly bold graphics, others prefer delicate watercolours and ink drawings. Throughout the volume, both hi-tech multimedia effects and traditional drawing skills are given pride of place, with many of the artists using a mixture of techniques. Lively commentary accompanies the images, while interviews with each illustrator provide further insight into their influences and methods. A source of inspiration for aspiring illustrators, designers and advertising creatives, this gorgeous volume will also catch the eye of fashion lovers and all those who have an interest in contemporary figurative art and visual communication.

100 years of fashion illustration: *The Secrets of Fashion Drawing* Noel Chapman, Judith Cheek, 2022-06-01 Drawing is the primary skill for anyone considering a career in fashion design. *The Secrets of Fashion Drawing* is a down-to-earth yet inspiring insight into aspects of drawing and illustration for this exclusive sector. Starting with a look at materials, equipment and different ways of working, the book addresses the language of fashion, its origins and uses. It also includes a fun and fascinating trip through the world of colour, examining its importance and significance in fashion, and explores drawing styles and presentation methods. Featuring experiences and inspirations of fashion professionals, it gives an exclusive peek behind the scenes to discover exactly how the industry works.

100 years of fashion illustration: *Fashion Illustrator, 2nd Edition* Bethan Morris, 2010-02-01 A comprehensive, visually-led overview that covers all areas of fashion drawing, presentation, and illustration, *Fashion Illustrator* both teaches students how to draw the fashion figure and provides an extended showcase of established and emerging illustrators. A technical chapter outlines the use of different media, showing students how to use colour, and features techniques for rendering different materials and patterns. Dedicated tutorials explore both digital and traditional media through the work of leading fashion illustrators, giving the student the confidence to experiment with different illustrative styles. Later chapters outline the history of both 20th-century and contemporary fashion illustration, and profile influential fashion illustrators and other industry professionals, with interviews providing an insight into life after graduation. From initial inspiration through to finished illustration, the book teaches the student how to draw from life. There is also guidance on careers for the fashion illustrator, portfolio presentation and working with an agent.

100 years of fashion illustration: *Careers in Focus* Facts on File, 2010-05-17 Discusses careers in the arts, describing the history of each position, the education, training and skills required, the salary range, and the job market outlook.

100 years of fashion illustration: *Fashion Design, 3rd Edition* Sue Jenkyn Jones, 2011-03-24

This book offers a thorough grounding in the principles of fashion design, describing the qualities and skills needed to become a fashion designer, examining the varied career opportunities available and giving a balanced inside view of the fashion business today. Subjects covered include how to interpret a project brief; building a collection; choosing fabric; fit, cutting and making techniques; portfolio presentation; and fashion marketing and economics. This third edition has been totally redesigned and extensively updated, with new images showing the latest fashion trends and coverage of new techniques.

100 years of fashion illustration: Visual Research Methods in Fashion Julia Gaimster, 2015-06-23 The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research, as well as with the application of that research. *Visual Research Methods in Fashion* provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real-life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

100 years of fashion illustration: Drawing Fashion Accessories Steven Thomas Miller, 2012-10-22 *Drawing Fashion Accessories* is a practical guide to illustrating footwear, millinery, bags and purses, cosmetic products and jewellery, offering a unique resource for students and professional fashion illustrators alike. Beginning with a discussion of the media available for drawing fashion accessories and how best to use them, together with a demonstration of various art styles, Miller then moves on to demonstrate the technicalities of drawing different products, including the specific challenges of perspective, how to draw accessories on the body, and how to render a wealth of different materials. In addition to the practice of drawing, a series of specially illustrated glossaries introduces readers to the technical and style terminology used throughout the accessories industry. Illustrated with specially created step-by-step sequences, *Drawing Fashion Accessories* provides students with the knowledge and freedom to develop their own work beyond the basics and to bring style and flair to their illustrations.

100 years of fashion illustration: Fashion Design John Hopkins, 2012-02-09 *Gids voor studenten modeontwerpen*.

100 years of fashion illustration: Fashion Drawing John Hopkins, 2018-08-30 Communicate your ideas and designs through a variety of sketches, drawings and expressive illustrations, with guidance from a seasoned professional. With more than 150 colour examples, John Hopkins takes you through the different styles, techniques and approaches to drawing in the fashion industry. This second edition offers advice on selecting appropriate materials and media, with examples demonstrating their different uses and applications. You'll also learn the theory and history of fashion drawing, and the range of styles used by contemporary designers, from quick sketches to sophisticated digital drawings. In addition to new interviews with designers and illustrators, a glossary, resources directory and revised templates, this edition also has exercises to get you pencilling your fashion figures, painting your collections and developing that all-important portfolio right from the start.

100 years of fashion illustration: Fashion Design: The Complete Guide John Hopkins, 2020-12-07 *Fashion Design: The Complete Guide* is a modern and stylish introduction to working within the fashion industry today. Catwalk images show the latest trends and contributions from industry professionals span centres of fashion across London, Paris and New York. A fabulous selection of images and plenty of suggestions of further resources make this a useful and exciting springboard into a successful career in fashion. This behind-the-scenes guide to the study of fashion is for current and aspiring designers, fashion lovers and students. It provides an all-inclusive overview of the entire design process, covering the history of fashion, fashion illustration, colour and fabrics, the journey from concept to finished garment, research processes, presenting a collection and professional practice. It is generously illustrated throughout with images from famous designers, includes promising graduate work and showcases original artwork from a variety of

studios. The new essential text for aspiring fashion designers, *Fashion Design: The Complete Guide* is filled with practical advice at every stage, including help with portfolios, personal promotion and career opportunities. With an attractive and colourful layout, every chapter also includes interviews, discussion questions, activities and further reading. The book is illustrated with beautiful examples of work from both established and up-and-coming designers, including Alexander McQueen, Viktor & Rolf, Jean-Paul Gaultier, Christian Dior, Anna Sui, Jonathan Saunders, Mary Katrantzou and Elie Saab, and pictures of style icons such as Tilda Swinton and Gwen Stefani.

100 years of fashion illustration: *Design Creativity 2010* Toshiharu Taura, Yukari Nagai, 2010-11-04 What is 'design creativity'? It is impossible to answer this question without considering why human beings can – and do – 'design'. Design creativity is instrumental in not only addressing social problems faced across the world, but also evoking an innate appreciation for beauty and a sense of personal contentment. *Design Creativity 2010* comprises advanced research findings on design creativity and perspectives on future directions of design creativity research. The papers included were presented and discussed at the first ICDC (International Conference on Design Creativity), which was held at Kobe, Japan, in 2010. *Design Creativity 2010* encourages readers to enhance and expand their activities in the field of design creativity.

100 years of fashion illustration: *Illustrated Men* Lamont O'Neal, 2023-02-09 Delve into the art of menswear illustration and learn what it takes to create professional, praiseworthy fashion sketches. With over 300 color examples, illustrator and educator Lamont O'Neal uses a mixture of watercolor, marker, pencil and digital tools to help you master fundamentals such as anatomy and proportion. Later chapters focus on garment drawing, the principles of balance and movement as well classic poses and how they can highlight a design. There's also a guide to the history of menswear illustration, with introductions to some of the most influential practitioners and discussion of how to develop your own individual style by using hand drawing as an expression of individual style and creativity. There are also reference photographs showing how sketches and illustrations relate to the finished garment, making this the ultimate guide to drawing and rendering the male fashion figure. Profiles: Cody Cannon, Carlos Aponte, Mengjie Di, Brian Lane, Ryan McMenamy, Eme Mathew, Francisco Cortés Key topics: Drawing the Male Fashion Figure, Movement, Drawing the Clothed Figure, Drawing the Garment, Rendering Techniques, Digital Art

100 years of fashion illustration: *The History of Fashion Journalism* Kate Nelson Best, 2017-02-09 *The History of Fashion Journalism* is a uniquely comprehensive study of the development of the industry from its origins to the present day, and including professionals' such as Dylan Jones's vision of the future. Covering everything from early tailor's catalogues through to contemporary publications such as LOVE, together with blogs such as StyleBubble, and countries from France through to the United States, *The History of Fashion Journalism* explores the origins and influence of such well-known magazines as Nova, Vogue and Glamour. Combining an overview of the key moments in fashion journalism history with close textual analysis, Kate Nelson Best brings to life the evolving face of the fashion media and its relationship with the fashion industry, national politics, consumer culture and gender. This accessible and highly engaging book will be an invaluable resource not only for fashion studies students but also for those in media studies and cultural studies.

100 years of fashion illustration: *The Hundred Dresses* Erin McKean, 2013-06-11 The best-selling author of *The Secret Lives of Dresses* presents a visual A-to-Z reference profiling iconic vintage and modern dresses, combining evocative four-color illustrations with lively assessments of each depicted style, their famous wearers and typical accessories.

100 years of fashion illustration: *Careers in Focus: Visual Arts, Third Edition* James Chambers, 2022-06-01 Ferguson's *Careers in Focus* books are a valuable career exploration tool for libraries and career centers. Written in an easy-to-understand yet informative style, this series surveys a wide array of commonly held jobs and is arranged into volumes organized by specific industries and interests. Each of these informative books is loaded with up-to-date career information presented in a featured industry article and a selection of detailed professions articles.

The information here has been researched, vetted, and analyzed by Ferguson's editors, drawing from government and industry sources, professional groups, news reports, career and job-search resources, and a variety of other sources. For readers making career choices, these books offer a wealth of helpful information and resources.

100 years of fashion illustration: The History of Modern Fashion Daniel James Cole, Nancy Deihl, 2015-08-24 This exciting book explores fashion not simply from an aesthetic point of view but also as a manifestation of social and cultural change. Focusing on fashion from 1850, noted fashion historians Daniel James Cole and Nancy Deihl consider the evolution of womenswear, menswear, and childrenswear, decade by decade. The book looks at the dissemination of style and the mechanisms of change, at the relationship between fashion and the visual, applied, and performing arts, the intertwined relationship between fashion and popular culture, the impact of new materials and technology, and the growing globalization of style. With photographs of costume from museums and images from the fashion press including editorial photography, illustrations, and advertising, the book will include insights into icons of fashion and the clothes worn by "real people", providing a valuable visual reference for the reader.

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