

**Gavin Ambrose/Paul Harris**

This book is a guide to the many and varied terms used frequently within fashion design. From Accessories to Weave, Alpaca to Yoke, this book will prove an **invaluable resource** to anyone interested in fashion design. Each term is **explained and contextualised**, giving the reader an enhanced understanding of fashion terminology. **More than 250 common fashion terms** are distilled and illustrated. From **practical terms** such as Lapel, Pattern and Symbols [\30/\40/\60/\70/\80/\90/\a0/\b0/\c0/\d0](#) to conceptual terms, such as Postmodernism, Juxtaposition and Zeitgeist, this book contains both **modern terminology** and the **traditional terms** still in current usage.

# The Visual Dictionary of Fashion Design

**Ethical:**  
aware-  
ness/  
reflect-  
ion/  
debate

**ava**  
academia

## **The Visual Dictionary of Fashion Design**

## **An AVA Book**

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**Gavin Ambrose/Paul Harris**

# **The Visual Dictionary of Fashion Design**

**Ethical:**  
aware-  
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**va**  
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This book is an easy-to-use reference to the key terms employed in fashion design. Each entry comprises a brief textual definition along with an illustration or visual example of the point under discussion. Supplementary contextual information is also included.

Key areas addressed in this book are those terms commonly used in reference to fashion design, its history and production.


**S Stole** 226



A band of cloth or a shawl worn around the shoulders and left to fall down the body front such as a fur stole or stole. Deriving from the Latin stola meaning garment or equipment, it is also a Christian vestment, made from an unadorned band of silk. Pictured in a 1902 photograph by John French showing a silk evening dress trimmed with fur and matching stole designed by Nina Ricci worn by Anne Leman.

see Drapings 94

**S Stripe** 227



A straight band or line differing in colour to that on either side of it. Stripes that may be printed, sewn, woven or knitted into the fabric. Vertical stripes can help give an elongated appearance, making people look thinner, while horizontal stripes often tend to accentuate the girth of the wearer.

Entries are presented in alphabetical order to provide an easy reference system.

**T Top Hat** 246



A tall, flat crowned, broad brimmed hat first made by John Hetherington in 1730<sup>7</sup> and worn by men throughout the 18th century for business and social events. Made from either beaver fur felt or silk, the top hat or 'topper', declined in popularity towards the end of the century, but was retained for formal occasions by the upper class and continues to be used for formal wear such as with a morning suit and evening dress.

see Hats 128

**T Topstitch** 247



A sewing technique used for firm edges that gives a crisp edge and helps facings (fabric sewn over the base fabric) stay in place. Topstitching may use a thread that matches the colour of the fabric or use a contrasting colour, such as the orange thread used for denim jeans and jackets. Topstitch is also used to form decorative designs in different coloured thread. Pictured is a piece of leather that has been topstitched for decorative purposes.

see Stitches 225

## S Shoes

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Footwear extending to the ankle, worn to protect the feet and made in a range of styles and materials such as leather, plastic, rubber or canvas. The main elements of a shoe are the insole, the interior bottom of the shoe that sits under the foot; the outsole, the part in direct contact with the ground; the heel (the bottom rear part of a shoe); the vamp or upper that covers the foot and helps hold the shoe on to it; and the tongue, a flap that is part of the upper and sits underneath the shoelaces.

\* The plastic or metal cladding on the end of shoelaces that prevents the laces from unraveling.

see Boots 49, Shoe Types 219

## S Shoe Types

219

Shoes are available in a range of different styles that readily reflect the changing nature of fashion.



**Equitiles**  
A wedge shoe with a sole/heel of braided rope.



**Flip flop**  
A flat sandal with one or two straps between the big and second toes. Also called thongs.



**Slide**  
An open-toed and open-back sandal with one band across the toes.



**Ballet flat**  
A flat shoe with a round toe and thin sole.



**Mary Jane**  
A shoe with a strap across the vamp.



**Ankle strap**  
A sandal with an adjustable strap attached to the back of the shoe passing across the ankle.



**Court**  
A closed-toe shoe with a medium to high heel with pointed or rounded toe.



**Og**  
A shoe with a wooden, often platform sole. Also called mules.



**Stiletto**  
A court shoe with a high, spiked heel.

Each page or spread contains a single entry and, where appropriate, a printer's hand symbol provides page references to other related and relevant entries.

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**1920-1930**  
**Art Deco Fashion**  
The dark, form-fitting dress was a key element of the Art Deco fashion movement, which drew influence from architectural forms and geometric patterns. The dress was often made of luxurious fabrics like silk and featured bold, geometric patterns and colors. The Art Deco fashion movement was a reaction to the more ornate and decorative styles of the 1910s and 1920s.



**1930-1940**  
**Art Deco Fashion**  
The light-colored, patterned dress was a key element of the Art Deco fashion movement, which drew influence from architectural forms and geometric patterns. The dress was often made of luxurious fabrics like silk and featured bold, geometric patterns and colors. The Art Deco fashion movement was a reaction to the more ornate and decorative styles of the 1910s and 1920s.



**1930-1940**  
**Art Deco Fashion**  
The plaid pattern was a key element of the Art Deco fashion movement, which drew influence from architectural forms and geometric patterns. The pattern was often used in bold, geometric designs and was a popular choice for clothing and accessories.



**1940-1950**  
**The Flapper Style**  
The flapper style was a key element of the Art Deco fashion movement, which drew influence from architectural forms and geometric patterns. The style was characterized by its bold, geometric designs and its use of luxurious fabrics like silk and fur.



**1930-1940**  
**Art Deco Fashion**  
The perfume bottle was a key element of the Art Deco fashion movement, which drew influence from architectural forms and geometric patterns. The bottle was often designed in bold, geometric shapes and was a popular choice for perfume and other accessories.



**1950-1960**  
**The Slim and Full of the 1950s**  
The slim and full of the 1950s was a key element of the Art Deco fashion movement, which drew influence from architectural forms and geometric patterns. The style was characterized by its bold, geometric designs and its use of luxurious fabrics like silk and fur.

A timeline of fashion design helps to provide historical context for selected key moments in the discipline's development.

Welcome to *The Visual Dictionary of Fashion Design*, a book that provides textual definitions and visual explanations for common terms found in the key areas of fashion design and pertinent entries from the wider world of fashion.

This volume aims to provide a clear understanding of the many terms that are often misused or confused, such as *baby doll* and *basque*, or the difference between *calico* and *damask*. As you might expect, *The Visual Dictionary of Fashion Design* provides visual explanations, many of which show garments made by leading designers, to illustrate the correct usage of different concepts, such as *shoes*, *hemlines* and *cuffs*.



Andrei Nekrasov

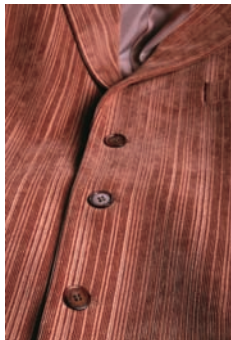


Tomasz Słowinski

Mosiata Pamburdi



Tomasz Slowinski



**Far left:** A modern interpretation of millinery, in the form of a bandana by Rudy Chandra.

**Left:** Detail of a menswear jacket.

Fashion communicates through a range of visual devices including *montages*, *collages*, *metaphors*, *rhetoric* and *juxtapositions*, all of which, and more, are explained and illustrated in this book.

A clear understanding of the key terms used in fashion design will help you to better articulate and formalise your ideas and will ensure greater accuracy in the transfer of those ideas to others.

**Right:** An illustration showing horizontal and vertical stripes, which can sometimes affect the perceived size of a dress or garment.

**Facing page, far left:** A tailor's dummy.

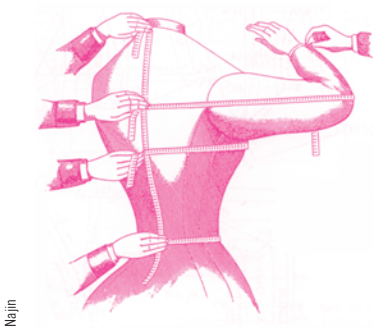
**Facing page, left:** Various button styles.



**Right:** A sketch of a design for a men's casual clothing ensemble.

**Far right:** An illustration of a woman being measured for a dress fitting. During a dress fitting temporary basting or tacking stitches are made to hold seams until they can be permanently sewn.

**Facing page:** A range of different shirt collar types.



Nejin

Fashion design is a discipline that continues to evolve. The timeline at the end of this book (page 274–285) shows how changes in style, zeitgeist and fabrics have dramatically affected the development and evolution of fashion in the past and how, with technological advancements, they continue to do so, as the ever-changing taste and preference of society gives rise to numerous schools of thought about how clothes should look and perform. In the 20th century, for example, the rise of postmodernism saw the development of seemingly 'unfinished' garments with seams on the outside as a rejection of the traditional clothing forms we are more familiar with. However, other designers are also often keen to return to and rediscover more graceful forms and embrace more elaborate and softer visual concepts.



Barrymore



Wing



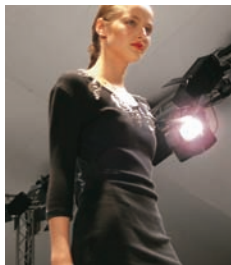
Ascot



Windsor



Tab



**Far left:** Detail of a spaghetti strap on a top or dress.

**Left:** A classic 'little black dress' – an essential for every woman's closet.

Natalia Milkhaylova

**Below:** An illustration depicting a range of Victorian millinery.





**Above left:** *Strawberry Thief Chintz*, a floral fabric designed by William Morris in 1883.



**Above right:** An illustration of a bias-cut dress.

Fashion professionals can draw inspiration from innumerable sources, such as their urban environment, their passions, or by cross-referencing elements of contemporary life with those of bygone days and delving back into the rich tradition of the arts as a means of visual stimulation. Inspiration is key to the generation of exciting design ideas. It is with this in mind that we hope this book will also serve as a source of ideas to inspire your creativity.

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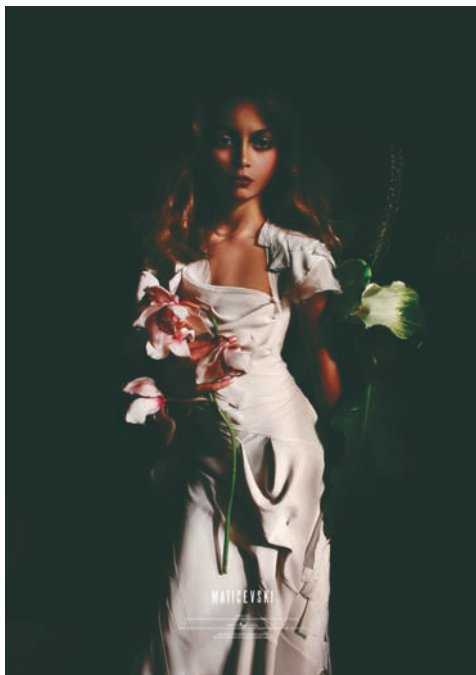
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# **The Dictionary**



Paid communication that links a sponsor to a message. Advertisements can be presented to the public in a variety of media including television, magazines, radio, billboards, mailers and the Internet (for which advertising revenue forms the business backbone). As the collections of different designers compete for the reader's attention in the turn of a page, fashion industry advertising in magazines has seen the development of highly innovative concepts, finished to the highest printing standards. Pictured is a print advertisement created by 3 Deep Design for Australian designer Toni Maticevski.





Nicolas Raymond

Wool from the Andean mammal, the alpaca, is spun into a fine yarn and often woven with other natural fibres, such as protein fibres. Alpaca wool produces a luxurious fabric available in a range of natural colours and is used for sweaters, wraps, hats and gloves, and other woollens. Alpaca wool is hypo-allergenic and naturally flame retardant. Once reserved for Inca royalty, it is warmer than cashmere, lightweight and extremely soft. Pictured is an alpaca near the Inca city of Machu Picchu in Peru. Alpaca wool is available in various degrees of fineness:

- Royal Alpaca = 19 microns
- Baby Alpaca = 22.5 microns
- Super Fine Alpaca = 25.5 microns
- Coarse Alpaca = 32 microns.

Both masculine and feminine traits blended into one unified style, or a lack of specific gender identification. The look includes formal tailoring, military jackets, waistcoats and oversized dress shirts, enhanced by the use of fabrics such as tweed and velvet. Designers working within the androgynous revolution include Giorgio Armani, Pierre Cardin and Helmut Lang. Androgyny is a fashion statement challenging concepts about gender rather than sexuality.



A dress style that reflects the cyber subculture based on Japanese Anime cartoons. Anime (a contraction of 'animation') features characters that are often androgynous in appearance with large eyes, brightly coloured streaked hair and punk-style clothing.





myyokcik

From the French, *appliquer*, meaning to apply. This is a method of decorating garments (although not restricted solely to clothes), whereby pieces of fabric or other materials, such as beads and sequins, are sewn on to a foundation fabric. Appliqués can be combined with different types of needlework to create luxurious designs.

Creating the visual concept, look and feel for the presentation of a clothing collection, fashion show or photo shoot, whether for an advertising campaign or magazine spread. Art direction involves the creation of a mood or narrative through which a viewer receives and interprets the subject matter presented to them.

Pictured are spreads created by 3 Deep Design for *Poster* magazine. The art direction establishes various simple, but poignant moments in the day of a man, which lead the viewer to assume certain things about his character.





Mosista Pambudi

Creative experimentation that fragments or rejects the norm. Avant-garde means being at the leading edge or vanguard and is applied to the most advanced, progressive and experimental fashions of the moment and prevents the industry from stagnating. Avant-garde fashions that are exhibited on the catwalk are often toned down to create more wearable garments that can be sold in retail stores.



Zoe Irvin

A short nightgown or *négligée* (and even daywear when worn over leggings or skinny jeans). A baby doll nightdress is designed to be provocative and is often made from a transparent fabric, such as chiffon and decorated with lace, bows, appliqués and other adornments. Baby dolls typically have a hemline that competes with a micro-skirt for shortness, sitting at least six inches above the knee and usually short enough that underwear is visible. Baby doll dresses were launched as outerwear in 1957/58, but became popular in the 1960s and 1970s. Baby dolls are thought to be named after the 1956 movie of the same name, starring Carroll Baker.

A form of Indian embroidery that uses fine wire work to embellish garments, turbans, shoes, belts and other items. Wires are inserted into fabric and hammered flat. Badla is often used with other forms of embroidery to add richness to an item.



Bags come in all shapes and sizes. As well as their obvious practical uses, bags can instantly make a fashion statement. Made from leather, plastic or fabric, bags can be worn over the shoulder, across the torso, on the back or simply held in the hand. Bags are perhaps the most easily accessible designer item, thanks to their relative affordability and availability through retail stores. This also makes them a useful tool for the designer, as they are a good way to advertise a brand. Louis Vuitton's hugely popular signature bags, as pictured in this image, have now become something of a status symbol and are a good example of this.

