

Trend information and their role in higher education

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Abstract: The article points to the importance of fashion trends both in higher education and design work. Photos present colours, patterns, fabrics and styles for 2005. The author demonstrates how the information gained is reflected in the student's drawings.

1. Introduction

First of all I would like to introduce myself in a few words. I graduated in 1978, at the Hungarian University of Craft and Design as a fashion designer.

In 1979 I joined the Hungarian Fashion Institute where I gained broad experiences in design work. In addition to women's wear I dealt with leisure-and children wear, as well.

In 1981 the university called me to teach at the Textile Department as a lecturer and then as a senior lecturer. To make my tuition work more efficient I took part in DLA training as I consider it rather important to update my knowledge from time to time.

Summing up I've been working in higher education for 24 years, here at Budapest Polytechnic for nearly one year, as a tutor of fashion design. Since 1995 I've been working for a Hungarian garment- manufacturing firm as a fashion designer. I design two collections a year for this company and my activity extends from the first drawings through the whole procedure of manufacturing to the promotion of the products. Here are some samples of spring-summer 2004 and the latest collection of winter-autumn 2004-05.



2. Mechanism of fashion industry

My teaching and designing activities clearly show me the importance of always having the freshest information concerning every factor influencing fashion, changing of the economic and social life, aspects of environmental and health protection, as well as the new research and development results and multicultural effects.

In my lecture I would like to talk about the fashion trends for 2005 as the motivator of innovation in fashion. Forecasting of fashion trends is getting more and more difficult as the processes of changes in fashion are taking place very quickly.

Fashion is a part of our global world in which the continuous and quick flow of information is vitally important irrespective of the source of information: professional journals, magazines, fashion shows, fairs, conferences, exhibitions and even the appearance of youth on the streets serve this end.

Leading experts in work-groups compile the trend forecasts one and a half year before the season in question. The colour trends are accepted in Paris, which form the basis of yarns and designing textiles. Then come the creators who use these fabrics and with new features of forms determine the coming trend styles for prêt-à-porter collections, stores and so on.

The manufacturers present their new collections at trade fairs for professionals and other visitors. Premier Vision is one of the most famous fairs of its kind. Experts from all over the world visit such fairs to find and order fabrics for their fashion collections. Although an event like that is usually limited to the participation of authorised staff, the exciting and creative collages showing the new trends at each stands and various visual presentations all around the exhibitions give valuable information to visitors and students as well.

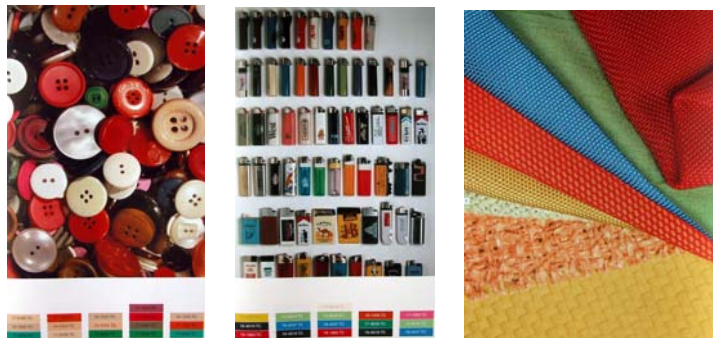
The standard of Premier Vision for instance is very high and all innovative textiles, new trend colours and styles are present.

All over the world the newest trends follow the direction of customised, small-series designs, as a result the earlier four or five main trends have been extended to cater for the largest number of different customer demands.

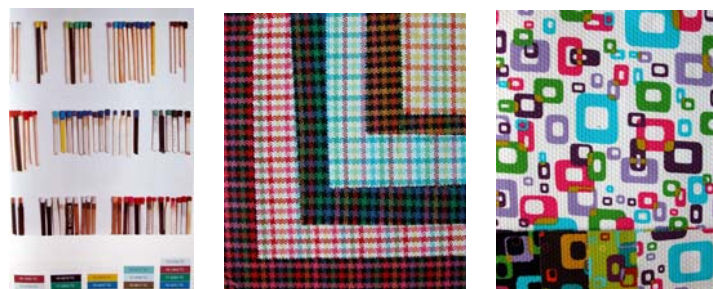
3. Colours

Colours obviously play a key role in fashion and designers try to use as many colours as possible. The main colour trends will be presented in the following pictures.

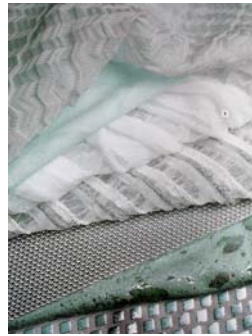
- 3.1. Red seems to have an important role complemented by beige and green.
- 3.2. In this picture red is mixed in multicolour compositions.
- 3.3. Red and vivid colours appear in bright structures.



- 3.4. The light colours are emphasised by dark shades of mainly black.
- 3.5. These multicolour effects are seen in nicely structured cotton fabrics.
- 3.6. Colourful patterns of the sixties in cotton piqué.



- 3.7. The next group of colours is called: pastel seashells.
- 3.8. And this is how they appear on the light, wavy, sometimes-transparent textiles.



- 3.9. Old soaps illustrate the wide range of warm brown tonalities like amber and nuts completed with olive and off-white.
- 3.10 These hemstitched, creased linen materials often woven with fancy yarns impressively present the warm colours of nature.



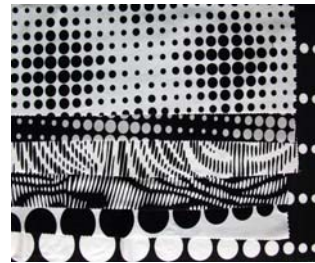
- 3.11. Stones show another rich variety of natural colours: greyish and brownish shades belong to this group.
- 3.12. The last group of colour consists of the dark shades of the night, like deep purples, greys, mystic browns and black.



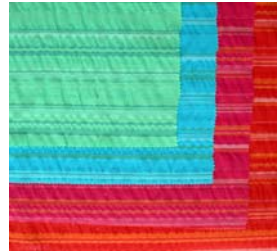
4. Fabrics and patterns

The new fabrics for 2005 are more and more exquisite; their production takes more time and money. At the same time their combinations offer new ideas for fashion designers.

- 4.1. Three different textile qualities (viscose-jersey, poplin and elastic cotton) with the same printed pop-art patterns on them.
- 4.2. Another popular style is and will be pop art whose typical patterns are printed on viscose-jersey and muslin.



- 4.3. Small and big flowers, stripes and geometric patterns on the same type of jersey in harmonic colour combinations will probably go in sales in 2005.
- 4.4. The evergreen stripes appear in novel forms (rhythm and structure) in trends: here are the crepe stripes.

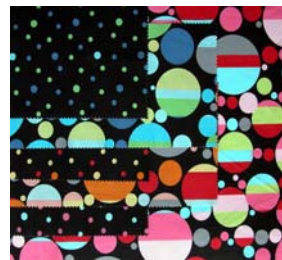


- 4.5. Stripes like lines of stitching in pastels.
- 4.6. Stripes of brocade and shiny yarns.



4.7. Woven stripes on top with printed flowers.

4.8. Playful dots in multicolour compositions, following the trends.



4.9. Cotton laces play an important role as an alternative to transparent fabrics, for informal use.

4.10. Black and white is still going to be successful in 2005 especially in rustic structures.



4.11. The loosely woven “Chanel “style textiles offer new possibilities in manufacturing them.

4.12., 4.13., 4.14., 4.15. New kind of fringing on haute-couture garments in place of traditional finishing. This workmanship needs double time and qualified workers.



- 4.16. For the eveningwear the fabrics are even more richly embroidered and decorated with pearls and flitters.
- 4.17. Ribbon yarns are also used for increasing the ornamental effect.
- 4.18. , 4.19. Even the most exquisite materials are emphasized by openwork, additional application work and embroidered hems.



5. Styles

On the basis of the materials shown and haute-couture collections governing the fashion, the new trend forecasts for styling – shown by collages - give a wide range of possibilities. Summer 2005 foretell highly innovative, constructive and animating creatures.

- 5.1. This retro-chic is very, elegant, sophisticated and discreet. Simple combinations, flattering lines and feminine proportions are characteristic for the 50's style.
- 5.2. For the 70's retro-style decorative bold prints and designs prevail.
- 5.3. Deconstructed simplicity and yet sporty, a new style of casualness. Artistic effective fabrics of cotton and linen combined with shiny satin create this look.



- 5.4. The summer tailored garments are classic without severity, with plenty of femininity. The perfect styling creates an exciting balance between the traditional and fashionable.
- 5.5. The influence of sportswear is becoming less. Functionality gives way to a decorative and clean look. Details are more sophisticated than in the past.
- 5.6. Soft, pale colours, patterned fabrics, hand painted flowers are all part of the real romanticism. Expressive look with lavish decorations.



6. Student's drawings

The second and the third year students receive all trend information I mentioned previously. They can use it in many ways in their studies and new creations. Getting acquainted with these forecasts they will be able to see the mechanism of fashion industry and the importance of being up to date. They will constantly look for novelties and the latest results of research and development, which is going to be vitally important in their professional work and in building their careers.

At our polytechnic the students of the garment technology and product design solve problems in theory of colours, information technology and in making creative collages, as well as fashion drawings. In addition they also use this type of knowledge for designing different collections, for style-consultations and for preparing their final diploma work.

- 6.1. In this picture there are some pieces of an individual collection, which calls for all the above information. Work of TÓTH Éva.
- 6.2. In this retail collection TÓTH Éva used the well-balanced combination of monochrome- striped and dotted fabrics.
- 6.3. Harmony of colours, fabrics, styles and accessories with the design of evening wear, created by TÓTH Éva.



6.4. Bold colour-contrasts and decorative details in a stylish concept. Work of PAPP Mariann.



6.5. Op art style drawing from one of the latest diploma works, made by UGHY Zsófia.



6.6. A sporty brand collection made with computer-aided graphics for another diploma work of ARGAY Nóra.



- 6.7. A very spectacular collage with painted figures built on bold styling and intensive colour effects from BERI Viktória.



Conclusions

As a tutor I consider it extremely important to teach the students so that they get acquainted with the mechanism of fashion at the earliest stage of their studies. In this way the graduated students, finding jobs in various fields of light industry, are able to become equal competitors of the international fashion scene.

To this end our polytechnic applies the most up to date methods both in theoretical and practical teaching.

References

1. TEXTILE VIEW MAGAZINE, Issue 65 Spring 2004, Amsterdam, 2004, pp.91-115, 131-143
2. L'OFFICIEL 1000 Modèles, No. 40, Haute Couture, Paris-Été 2004, Paris, 2004, pp.38, 44,45,62,69,106.
3. Furthermore the author has published the works of her students at Budapest Polytechnic and those of her own.