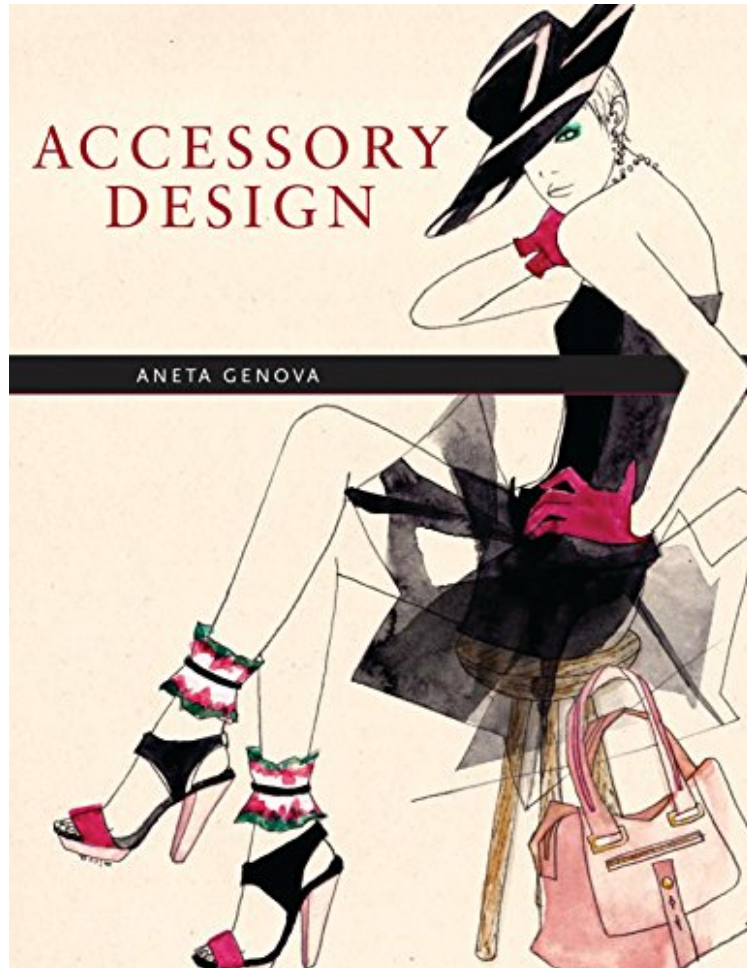


Accessory Design

Aneta Genova

ePub | *DOC | audiobook | ebooks | Download PDF



#1110085 in Books 2011-09-20 2011-09-20 Original language: English PDF # 1 10.80 x 19.68 x 8.431, 2.53
#File Name: 1563679264320 pages | File size: 18.Mb

Aneta Genova : Accessory Design before purchasing it in order to gage whether or not it would be worth my time, and all praised Accessory Design:

3 of 3 people found the following review helpful. Great reference book to keep in your library By New designer
Accessory Design by Aneta Genova is an excellent book for the beginning accessory designer. I am new to the business with no formal training and it was very helpful for me. This book helped me to think more globally about my design process, while also giving me specific information on the "inside workings" of the business. It is also a good re-fresher for those who have been in the business for awhile. There is no substitute for Good Business Practices no matter what business you are in. And Aneta explains the step by step process to developing and maintaining "Good Practice." 1 of 1 people found the following review helpful. Awesome! By belbi I have enjoyed this product! Its very informative, easy to read and understand. This book is a winner for anyone wanting to enhance their design technique or understand the design process. You want this book in your library- Happy Designing! 0 of 0 people found the

following review helpful. Five StarsBy CatherineGreat condition, good book!

This comprehensive introduction to accessory design gives the aspiring designer an overview of the history of fashion accessories, including a look at important contributions by brands both classic and contemporary. Genova presents a model for accessory design, from inspiration through manufacturing, and relates that process to the design of handbags and small leather goods, footwear, hats, gloves, belts, neckwear, and pocket squares. For each accessory, the text explains how the designer's creativity can be channeled into the development of styles that enhance a brand's appeal to its target market.

About the AuthorAneta Genova is an Assistant Professor of Accessory Design at the BFA Fashion Design Department at Parsons School of Design in New York City and has created online accessory design and history of costume classes respectively for The Academy of Art University Online and Drexel University in Philadelphia.