

Hello students I'm Mrs Suvarnagouri from Goa College of Home Science. I will be taking first year BSc Hons Home Science semester one. The paper code for this paper is CC-3.

The paper is fashion design concepts.

The outline of this module will be  
leading fashion designers of the world  
leading fashion designers of India.

Student will be able to :

Adapt artistic abilities to support their future design careers

Gain a knowledge About Fashion Designers

Understand all about Fashion designers brands

Fashion designers hold a special place in our world.

Their talent and vision play a big role in how people look, and also contribute to the cultural and social environment.

They love to study fashion trends, sketch designs, select materials, and have a part in all the production aspects of their designs.

Fashion designers are like craftsmen that weave a dream with a piece of cloth leading to the creation of a beautiful and perfect dress, the dress that one has dreamt of. They transform your fashion dreams into the reality that one wants to wear.

The fashion changes very rapidly and the fashion designers are the one who develops those trends by making creative alterations in their designs or dresses. Their designs or dresses are inspired by the culture, local stories or youth ideas & the attires thus inspire not only the wearers, but of course the people and society that surrounds.

Calvin Klein: The short version of Calvin Klein is famous and popular almost all over the brand by everyone.

In 1968 Calvin Klein, a famous American fashion designer, founded this brand.

He initiated his career by opening a store of men and women's coats in New York City.

Since then, he hasn't looked behind and has expanded his business with an incredible pace and has been ruling the fashion industry very strongly.

## Donatella Versace

Donatella Versace is an Italian fashion designer and businesswoman. Donatella has designed advertising campaigns for Versace that included Jennifer Lopez, Madonna, Courtney Love, Christina Aguilera, Jonathan Rhys Meyers, Demi Moore.

She designed the Green Versace dress of Jennifer Lopez, also known as the "Jungle-Dress", which was worn by Jennifer Lopez at the 42nd Grammy Awards in 2000.

## Valentino Garavani

He is the founder of the famous brand 'Valentino Spa.'

He is an Italian designer and an incredible living legend without any doubts.

He is best known for designing clothes for some of the famous celebrities around the globe.

Princess Margaret, Queen Paola of Belgium, Jacqueline Kennedy and Elizabeth Taylor are some of the regular customers.

## Coco Chanel

"Coco" was an exquisite French fashion designer and founder of the well known Chanel brand, whose modernist thought, practical design, and pursuit of expensive simplicity made her an important and influential figure in 20<sup>th</sup> century fashion.

Coco Chanel was the only fashion designer to be named on the Time 100-The Most Important People of the Century.

## Giorgio Armani

Giorgio Armani is known to be the only designer who changed the trend of the fashion industry after creating the brand "Armani" back in 1975.

Armani is also the first ever designer to ban models who has a Body Mass Index under 18.

He is truly a living legend and a great fashion designer.

## Ralph Lauren

Ralph Lauren is an incredible designer the world has ever seen. He is widely known for his excellent designing and for the brand he introduced 'Polo Ralph Lauren.' In 1972, he earned his fame when he introduced a notable short sleeve shirt with the Polo logo on it. He is definitely one of the best designers around.

## Tom Ford

One of the most decorated designers of his generation, Ford has won numerous fashion awards for his work with Gucci and his own Tom Ford Brand. He has won five Council of Fashion Designers of America awards, four VH1/Vogue Fashion Awards and was named 2001's GQ designer of the year. 'Tom Ford' brand dominates the accessory and menswear market

## Kate Spade

She is the co-founder of the brand "Kate Spade New York," she holds a graduate degree in journalism from Arizona State University. She is widely known for her designer handbags and is considered to be one of the best bags around.

## Betsey Johnson

She is famous for her feminine and whimsical designs all over the world. She truly holds a deep knowledge of costumes. Her name was also mentioned in the "Fashion Walk of Fame" back in 2002 and right after that she expanded her business by introducing a new line of handbags, scarves, accessories and hats into her specialization.

## Marc Jacobs

Jacobs belongs to a Jewish family and is the head designer of "Marc by Marc Jacobs, "Louis Vuitton", "Diffusion Line" and "Marc Jacobs." While he was studying at the Parson College of Design, he sold out his first ever stack of knit sweaters and with in no time he became the first of celebrities. In 2010, he was also mentioned in the list of 100 most influential people in the world, by Time Magazine.

Now we will see Fashion Designers of India

## Manish Malhotra

Manish Malhotra, Indian fashion designer turned costume designer and stylist, widely known for his works in Bollywood and Hollywood and television. He received appreciation for his glamorous ensembles using traditional colours, craftsmanship, textures and embroideries presented at his first runway show in November 1999. His couture label *Manish Malhotra* that offers bridal, couture, diffusion and men's wear collections and retails. He has been offered many awards including the Stylish Designer of the Year.

## Anamika Khanna

Anamika Khanna was born in Jodhpur and now has a studio in Kolkata.

She has been felicitated time and again and has been covered by the Business of Fashion for her blended traditional Indian textiles and techniques with Western silhouette and tailoring.

She is the first Indian designer to have an international label named

'Anamika'. She is the first female fashion designer to have her designs showcased at the Paris Fashion Week in 2007.

Ritu Kumar

Ritu Kumar is an Indian Celebrity Fashion Designer who has designed for Princess Diana, Priyanka Chopra, Lara Dutta, Deepika Padukone and Madhuri Dixit Nene. She received the Padma Shri award by the government of India for her work as a fashion designer.

Ritu Kumar is an experienced and crafty person. She is one of the earliest and well trusted names in the world of fashion designing in India. Her designs make it a truly wonderful mix of the traditional mixed with modernity that makes it an exciting adventure for the ones who put on her designs.

Sabyasachi Mukherjee

Sabyasachi Mukherjee has made its own niche to put the Indian ethnic wear to the international level.

Use of traditional Indian designs and clothing patterns mixed with edgier designs has created his own niche style of catering to the market and the celebrities alike. Making fashion with a quintessential touch of tradition is what he brings in.

He is the only Indian designer who was offered to showcase at Milan Fashion Week 2004.

Anita Dongre

Anita Dongre is the founder of House of Anita Dongre, an Indian Fashion House.

She designs under four different brands including AND, Global Desi, Anita Dongre and Anita Dongre Grassroot.

She has also launched her jewellery and has been felicitated with the award for Excellence in Fashion Design and Entrepreneur of the Year in 2014.

Tarun Tahiliani

Tarun Tahiliani with his wife co-founded Ensemble which is India's first multi designer boutique in 1987.

He brings together traditional aesthetics with modern design. He is famous for his bridal wear collection.

Tarun Tahiliani Well known exponent of mixing Indian with European styled fashion he has created a niche of his own.

Known for his great bridal collections with the unique mix. Bringing in a new flair of creativity he is considered as one of the key pioneers of Indian fashion industry

These are my references. Thank you.