

GUIDELINES FOR THE CREATION OF A FASHION PORTFOLIO

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Chapter I

INTRODUCTION

Surveys have shown that while 75 per cent of the communications we "receive" are verbal, only about 15 per cent of the information we retain in our memories is received through our ears. The other 85 per cent come through our eyes --from the printed word or from the things we see.¹

If an aspiring designer is to impress a potential employer, she must visually show him that she has talent. The best way of displaying one's talent is to bring in garments that one has designed and constructed. However, this is usually very inconvenient because it is cumbersome, awkward and not physically feasible to manipulate a large number of designs and garments. In addition, the time required to review all the designs and garments would be a limiting factor.

A more concise and impressive way of displaying one's talent would be through a well organized and thoughtful portfolio. The portfolio would afford the potential employer the opportunity to page through the designer's sketches and get an overall view of the designer's talent.

¹Bill Gale, ed., Esquire's Fashions For Today (New York: Harper & Row, 1973), p. 188.

The designer's portfolio is very important in securing a first job, the reasons are that the new designer may be lacking in experience in the fashion industry and its functions. Consequently, the portfolio would allow her to show her potential talent and expertise.

Theoretical Framework

When the writer started working on her portfolio, it became apparent that there were few guidelines and sources for setting up a fashion portfolio. However, utilizing the experience of college professors and manufacturers in the fashion industry, ideas and guidelines were obtained to organize and develop a fashion portfolio. The first fashion portfolio was completed and the prescribed guidelines were followed. It was found that some of the guidelines were successful while others were unsuccessful. The purposes of this study were:

1. To list guidelines and procedures found to have been successful by the writer in setting up a fashion portfolio for the new designer's first job interview.
2. To provide eleven sketches, namely childrenswear, pre-teen wear, junior sportswear, junior dresses, misses sportswear, misses dresses, coats and suits, skiwear, swimwear, tennis wear and shoes, which were illustrated by the writer and placed in the writer's portfolio.
3. To provide a brief explanation of why certain design features, fabrics and colors were used for the