

Key Words for Fashion: Basics: By Tori Grace Coleman

Aesthetic- The way things look.

Audience- The person you are visually communicating to.

Bias Cutting- Cutting fabric with the pattern piece placed at a 45-degree angle to the selvage.

Communication- Telling/ showing/ demonstrating your concept/message.

Concept- the developed idea.

Concept Board- A visual board which communicates your concept.

Cultural- outward expression of a group of people.

Cycle- Recurring pattern.

Dart- Triangular shape introduced to the garment as a way of removing excess fabric in order to fit the three-dimensional shape of the body, usually applied to woven garment pattern cutting.

Design Language- spoken, written and visual language used to express your design.

Drape- The way the fabric falls when held at a 45-degree angle.

Element- A building block of visual language.

Evolution- gradual change.

Experiment- Changing factors to see what works best without a specific outcome in mind.

Fabric- A material created from multiple yarns using a particular construction method, example: woven, knitted, bonded, non-woven and felted.

Fibre- A long strand like substance originating from natural or man-made sources used as the basis of fabric, example: cotton, jute, polyester, wool, nylon ect.

Finish- The assessment of the visual qualities of fabric based on sight, example: shiny, sheer, fluffy, one-way pattern etc.

Generation divide- Differences between generations.

Grain- The fabric grain is the direction of the woven fibres, either lengthwise or crosswise.

Hand- An assessment of the physical qualities of fabric based on touch, example: soft, stretchy, heavy, drapes well ect.

Hem- the edge of a piece of cloth or clothing.

Interactive- Cycle moving through a process.

Illustrate- Visual deposition of your solution.

Inform- Provide information to...

Initial- First up.

Innovation- A new way to solve a problem. Applied creativity.

Long Lead- Ahead 6 months to 1 year to design and manufacture a garment. This gives you more time to perfect the colours, print, and surface pattern techniques. Using this method is cheaper.

Mightier- a 45-degree fold in the fabric at a cuff or vent, to create a neat edge.

Mood Board- A visual board which communicates the mood of your idea or concept.

Movements- From one state to another.

Narrative- storing.

Notches- Also known as 'balance marks'. These indicate where two sides of the seam are aligned and sewn together. They can also mark construction points such as hip line or knee level on trousers.

One way print- this means the print can only be used in one direction when cutting out the pattern pieces for the garment. This is more expensive to use when manufacturing the garment as more fabric will be wasted in comparison to using a two-way print.

Order- sequence of tasks/ ideas/ processes.

Place- location, area, people

Principle- How you arrange the building blocks.

Preliminary- not final/ not start.

Updated Pieces- refers to a garment design being reused but updated with either different colours, patterns or details e.g. sleeve, embellishment.

Research- 2 types:

Active- doing, watching, trying, testing, playing, talking.

Passive- Letting stuff come to us. Non-participation.



Sample Size- Size to which the first garment is made. The size varies in different markets but in the UK a size 12 is often used.

Selvedge-The finished edge of the fabric running parallel to the warp yarn.

Semiotics- Signals and signs of fashion.

Sleeve Crown- Upper part of the sleeve above the sleeve width.

Short Lead- A 2-month turnaround of designing and manufacturing a garment of clothing. Normally produced closer to home in places like Turkey. This gives you less time to develop surface pattern techniques giving you less options. This is very expensive to do.

Test- to see if something works out/ trial an idea.

Theme- Aesthetic connection between sources of inspiration.

Toile- Test garment, usually made from calico (plain cotton) and then the actual material intended for the garment in order to test the fit.

Tolerance- In woven pattern cutting, an allowance of an extra couple of centimetres must be added on top of the actual circumference measured to enable movement and ensure a comfortable fit.

Variegated stripes- random sized stripes in a repeat.

Warp- Vertical yarn In weaving, running parallel to the selvedge.

Wearer- the person who wears your designs.

Weave- The method to which fabrics are constructed using warp and weft yarns, example: plain, sateen, herringbone, houndstooth, net ect.

Weft- Horizontal yarn in weaving, running at a right angle to the selvedge.

Yarn- Multiple fibres spun into a long strand used to weave or knit fabrics.

Abbreviation:

CAD- Computer aided design
CAM- Computer aided manufacture
CB- Centre back
CBF- Centre back fold
CF- Centre front
CFF- Centre front fold
CH- Crown height
RS- Right side
RSU- Right side up
SS- Side seam
SNP- Shoulder neck point
VM- Visual Merchandising
WS- Wrong side

Key Words for Digital:

Pixel- Graphics made up of lots of tiny squares. Usually created on Photoshop, which is why when you zoom into the image, it becomes pixelated.

Vector- Graphics mapped out using mathematical equations which calculate where the edges of the shape sits in relation to one another. Usually created on Illustrator.