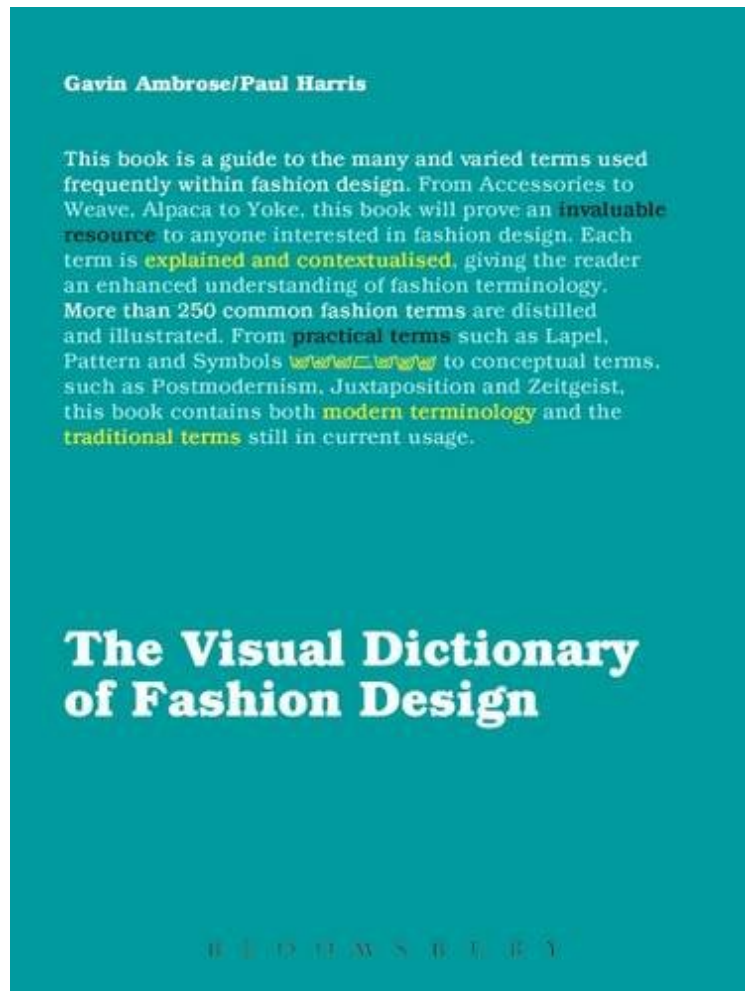


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The Visual Dictionary of Fashion Design (Visual Dictionaries)

Gavin Ambrose, Paul Harris

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The Visual Dictionary of Fashion Design is a comprehensive guide to the numerous terms associated with, and used within, the field of fashion. Over 250 terms are explained and contextualised, with concise definitions accompanied by illustrations and examples taken from traditional and contemporary fashion design. The dictionary covers traditional terms still in current usage, as well as modern terminology such as Tank top and Militaria. It also defines a wide variety of practical terminology, such as Appliqu, Block printing, Flax, Logo, Silhouette and Tailoring, as well as conceptual expressions including Postmodernism, Juxtaposition and Zeitgeist.

About the Author Gavin Ambrose is a practising graphic designer. His current commercial practice includes clients from the arts sector, publisher and advertising agencies. He is the co-author and designer of several books on branding, packaging and editorial design. Paul Harris is a freelance writer, journalist and editor. Paul writes for international magazines and journals in London and New York. He is a co-author and collaborator on books about packaging design and design principles.