

SOURCES OF INSPIRATION

Various sources of inspiration, though same but inspire designers differently and what makes a designer's line special is his or her unique interpretation of design sources.

1 Historic and ethnic costume- Designers often turn to the past (recent or distant) or to folk costume for ideas and themes. Costume falls into two categories: historic costume, the fashion of a certain historical period; and folk or ethnic costume, traditional national or regional dress.

Historic inspiration: combinations of colours, motifs, lines, shapes and spaces in each historical period of costume inspire designers to use them in their collections. Various collections show obvious references to Grecian, egyptian, persian and french costume. A recent collection from Prada had a 1940's feeling. Anarkalis...moughal, Long kurtas with long slits and ghagra.....Punjab in 1940's

Folk influences- Designers find the same inspirational blend of colours, motifs, lines, shapes and spaces in folk costumes. e.g. Jean Paul Gaultier found inspiration in Japan for an exquisite collection of Kimonos layered over floral printed underskirts. backless cholis....Indian tribes

Vintage clothing shops and services: Designers shop from vintage clothing stores, flea markets, thrift shops, auctions and on-line for old garments and fabrics to interpret for today's fashion. there are also services that search for inspirational old clothes for manufacturers. For example, Stacey Lee, owner of Vintage in New York, shops for manufacturers ... Liz Claiborne.

A designer might use these garments to create a group theme. e.g. a designer may find old Ski sweaters in thrift shops and use the knit pattern for sweaters in a Sportswear group.

Museums: Museum costume collections offer the unique opportunity of seeing actual preserved garments displayed on mannequins or otherwise. Some designers such as Yves St. Laurent occasionally sponsor historic costume exhibits. A popular exhibit can influence many designers. Many regional museums have fashion collections and almost every National museum of folklore includes ethnic costumes. Costume can also be studied in paintings in every museum. Alberta Hall and City Palace in Jaipur and other forts and palaces all over India, Patiala, Mysore, Sailarjang Museum, Hyderabad.

Libraries and Book stores: Costume can also be studied in books. Museum bookstores and Libraries are excellent sources of costume references. Many libraries also have collections of old fashion magazines, like Godey's Lady's Book (from 1830's to 1890s), Harper's Bazar (from 1867) and Vogue (from 1894). Many fashion designers have their own libraries of books on historic and ethnic costume, films, sports, artists, designers and textiles.

- 5 The Arts
 - Art Exhibition
 - Films
 - Music
 - Television
- 6 Fabrics
- 7 Travel and Nature
- 8 The Street Scene

9 Form Follows Function----Demand for Denim made jeans fashionable

Active wear industry

desire for comfort and flexibility made spandex successful.....led to body conscious styling

Popularity of backpacks made them stylish

10 Awareness