Module Overview

This course covers the full experience of a working menswear designer - covering research, subject knowledge and context, to design development. It then goes on to teach you the essentials of garments construction, based on a basic piece. The focus is looking at menswear as a “product” rather than high-end fashion.

In order to achieve a 3D final outcome, together with 2D portfolio work, students are expected to be focused, self-sufficient and hard working. Students are encouraged to take initiative, to work independently, and to be willing to learn fast. A basic ‘block’ shape / pattern will be followed by the whole class, but there will be plenty of scope for individual students to personalise their own garment. Garment construction help will be provided and students are expected to work independently to follow the design brief of the module. Tutors and technicians from BA Fashion Design Menswear plus relevant visits and industry guest lecturers will provide an authentic and intensive experience of fashion design menswear at Central Saint Martins.

Class hours: 60 hours
Non-class hours: 15 hours
Course level: Open
Entry requirements: This course is open to all students however a basic knowledge of fashion design and garment construction is advisable to get the best results from the course. Those with more experience will be given more independence to follow a more personal design path, assuming a greater level of self-sufficiency. Students are expected to have some experience of research and sketching, and some basic experience in sewing.
## Project Description

This is a 3 week module that takes a very hands-on approach to the exploration of one of the most important aspects of contemporary menswear - menswear as product - a contemporary garment based on a traditional work-wear jacket.

You will spend the first week doing iconographic research, having talks and seminars from denim/work-wear specialists and experts, looking at both the contemporary manifestations of this genre of product, but also the origins, historical context and vintage collections. Emphasis will be on details, fabrics, fabrications and whole garment treatments.

You will then swiftly move into design development on paper, sketching exhaustively. You will be required to focus on the whole garment and the way it relates to the wearer, and also to focus on details - down to the individual stitch. Work-wear and denim have a unique fabrication story and methods and students are expected to respect this, follow it, but to also push boundaries and creativity.

The following 2 weeks will be devoted to the realisation of your product. Each one of you will be provided with an over-size basic traditional work-wear jacket sample that you will be able to observe from every angle and experiment with. You will be shown how to draft a pattern from it, and it will also allow you to approach design more instinctively by manipulating your jacket on the mannequin: pinning, taping, folding, twisting it... into new shapes.

Additionally, you will be guided into working through the construction of prototype “toile” garments to finalise the exact shape you are looking to achieve. You will also be experimenting with sample details such as pockets, collars and cuffs, rivets and other trims. You will select your choice of fabrics and then make your final piece. If time allows you will be encouraged to experiment with garment treatments.

The end result aims to be your very own and unique contemporary work-wear jacket, inspired by a basic traditional piece.

## Aims

- To gain an understanding of how vintage work-wear can inspire contemporary menswear
- To improve your research and design development skills, in particular focusing on work-wear / denim design
- To gain an understanding of basic studio skills - sewing, pattern making and garment construction
- To present your final work to your peers and tutors

## Learning Outcomes

- The ability to research concepts which can be developed into design (Research)
- The ability to development a contemporary garment design, informed by your research (Analysis)
- The acquisition of contextual knowledge of menswear denim and work-wear
- A basic understanding of relevant work-wear fabrics, fabrications and garment treatments (Experimentation)
- Basic garment construction ability (Technical Competence)
- Basic ability to communicate ideas / concepts in a portfolio / sketch book (Communication, Presentation)
- The ability to work independently and professionally focusing on a particular design brief (Collaborative, Independent Learning)

## Materials Required

- Basic stationary
- Cutting shears
- Paper scissors
- Pattern-master curve
- Bradawl
- Tape measure (metric)
- Fabric marking wax
- Garment pins
Items can be purchased from the college shop or local art store.

Pattern cutting paper and calico for ‘toiles’ (garment prototypes) will be provided. Students will be taken to the fabric shops in London’s Soho district to buy fabrics and trims at cost.

**Tutors**

**Florence Blall** (Course Leader) has studied fashion design and pattern cutting in France before completing her BA in Fashion Design with Menswear at Central Saint Martins. She went on to work as a designer for the likes of Paul Smith and Kenzo and as head designer for British kidswear label No Added Sugar. She is currently teaching fashion as well as designing freelance and designing her own kids lifestyle label.