



4

STEPS
TO FINDING
YOUR STYLE AS
A DESIGNER

FASHION ACADEMY & NETWORK
www.fashionacademynet.com



Do you know what your signature design style is?

Can you describe what differentiates your design from other designers?

Would you like to be able to have a defined voice to create collections that people say “that’s definitely a ___ design”?



Photo by [Jaie Miller](#) on [Unsplash](#)

Knowing what your unique artistic style is keeps you from having chaotic breakdowns when designing. Days where you have no idea who you are that you hate everything you create.

HERE ARE SOME EXAMPLES OF DESIGNERS' STYLE DEFINITIONS:

Jonathan Simkhai is known for "Presenting a refined style of dressing that speaks to a girl's tendency to borrow her boyfriend's clothes." (1)

N°21 is known for "Re-inventing the accepted categories of fashion by throwing opposing ideas together (think "military rococo" or "bourgeois matrons")" (1)

MSGM is known for "Subscribing to the "more-is-more" school of thought, Giorgetti has an affinity for kaleidoscopic colours and shapes" (1)

Diane von Furstenberg is "celebrated for its bold and creative approach to color and print, and admired for its sensual femininity" (2)

Pierre Cardin was known for "all the fixings of science fiction, combining earthly elegance with out-of-this-world colors and avant garde design" (3)

Vera Wang is known for "Decorative, feminine and artsy-intellectual, Wang favors the long and lean, with a keen interest in silhouette and a passion for the sheer and textural"



So how do you find your voice and define your style?

I've done thorough research reading article after article to create these 4 steps for us fashion designers. Before I move on, I'd just like to share with you one insight that I found would be incredibly helpful for you. That is the definition of "creativity" by Christopher Kerry from Copic Marker Tutorials. (4)



CREATIVITY is taking
the **same parts and
pieces** that everyone
else has access to and
combining them in
ways that no one else
has ever thought of

STEP 1



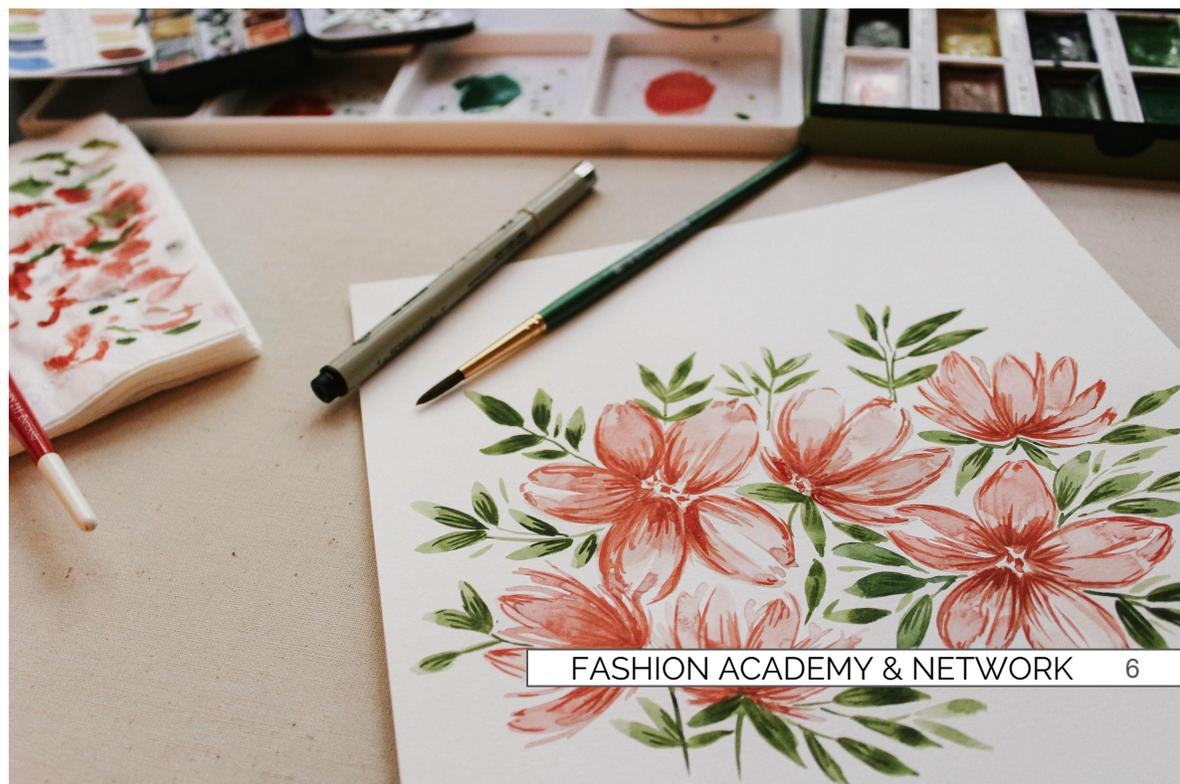
If you aren't already creating because of commitments like work, school, or any other excuse (*ahem* social media *tsk tsk*), set aside some time for yourself. Take a breather from your busy life and schedule "Important Art Time" into your calendar. Like actually set a reminder or write it down. That way you don't have any distractions to give you artists block.

STEP 2

Study art history (yes general art), artists from other mediums (e.g. tattoos, watercolor, architecture, murals, etc), and your favorite designers past and present. By practicing other artists techniques and being inspired from other designers, you'll start seeing what you love and don't love. Now, I hear you saying "but isn't that copying?" Well with techniques, no it's not; because even if two people follow the exact same steps to create an art piece, they each have their own flair and perspective. You're practicing technique here, not replicating art. This process might sound irrelevant to you as a person interested in fashion design, but it's incredibly liberating to experiment outside your comfort zone.

Who knows - you might find something to inspire a future collection. Have fun experimenting, making mistakes, being weird! Just to get your started, here's an article about 19 Art Documentaries <https://www.artbizblog.com/2012/01/art-documentaries.html> ! As for being inspired by other designers, I don't mean taking some of their designs, changing colors, and claiming the ideas to be your own. I mean choosing certain elements to create completely different designs. For example: being inspired by a cat print or 3D flower appliques or cutouts.

Photo by [Victoria Bilborough](#) on [Unsplash](#)



STEP 3

Create a **"Book of Self Discovery"**, whether that be on a sketchbook or photo album that you could collage. Start with putting in photos of your life, and writing a page of keywords about your Personality and a page of keywords about your Style Values.

In the Personality page for example, you would write things like:

Rebellious, Political, Dreamer, Conservative, Cultural, Playful, Calm, etc.

In the Style Values page, you would write things like:

Innovation, History, Tradition, Shape, Details, Nature, Storytelling, Tech, Comfort, Trends, etc.

Continue to the next pages with your sketches and photos of your art experiments. With each sketch and experiment, write in what about those art techniques connected with you. *The lines? The realism? The grunge?* Then add a couple pages of your top 3 favorite fashion designers, with photos and what specifics about their design attract your eye. *The prints? The minimalism? The raw expression?* Next, include swatches of fabrics that you're obsessed with and describe why. Finally, write a couple paragraphs of what you want your runway audiences to feel or think about your designs and shows.

Envision your future! :)

STEP 4

Take a break and evaluate.

Step away for a couple days or weeks, so that you can look back with fresh eyes. Look through your experimentations, your notes, your book, and critique yourself on strengths, weaknesses, likes, and dislikes.

Go ahead and also show your stuff to friends and family for their opinions about your personality and design style.

Write down your final analysis on everyone's and your thoughts in one sentence summarizing your Signature Design Style and read it out loud.

Rewrite till you connect with what you're saying.

This part won't be done in one night, though.

Keep taking breaks and coming back, take as long as you need.



Over time, you'll know yourself more and more, and you'll be able to edit your Signature Design Style Definition till it reflects naturally in your design. Just keep reminding yourself about it for your collections to keep creating collections that are true to your heart.

SOURCES

1. <http://fashionmagazine.com/fashion/contemporary-fashion/>
2. <http://www.dvf.com/company.html>
3. <http://www.themost10.com/famous-fashion-designers-all-time/>
4. <https://copicmarkertutorials.com/how-to-find-your-own-personal-drawing-style/>