



## What do they do in Italy? Research forum

**The Research Forum will cover the entire Design Process, focusing on finding the niche (gap) in the market to resolving the problem through the Design Process. Discuss what the current situation is in your field that helps or hinders you bringing your ideas to fruition, whether in the local marketplace or for export.**

Luisa Fazio will share her expertise and insights through an Italian and European perspective and introduce participants to the context, theories and examples of fashion design and accessories - fashion trends and lifestyle - the 'total look' will be explored.

Luisa has specifically requested that participants prepare a short research report (1-2 pages) on local trends in the marketplace related to their area of expertise. Areas may include the following - also add others that you think are relevant to your field of expertise/interest:

- Fashion
- Other fields of design such as architecture
- Culture and society - influences such as art, music, cinema, important events
- Socioeconomic trends (what is happening in the economy which impacts on getting your ideas to the marketplace)
- Competitors in your field
- Techniques/technology - traditional and new
- Materials - sourcing and giving value to local resources.

**Start collecting!** Bring with you newspaper/magazine articles, images, catalogues, flyers etc.

# fashion design+accessories masterclass workshop

The Masterclass Workshop includes a research forum, creating a fashion garment or bag in a hands-on project and a mould-making and casting materials (Plus Buttons) information session

## Luisa Fazio Florence

Victorian Government/ISS Institute Design Fellow

Luisa Fazio was born in 1976, in the small rural town of Cobram, Australia. Upon finishing her schooling, Luisa left her home-town with portfolio in hand and was accepted at RMIT University, where she graduated in Fashion Design and Merchandising. In 1997, upon completing her degree, Luisa won an international scholarship to undergo a **Masters in Fashion Design at Domus Academy in Milan**. It was here she started to collaborate with other creative professionals across the world.

From the constant energy and vibe of living in a city like Milan with all the pros and cons that go with it, Luisa decided to establish herself there. She started to work with design studios and fashion companies, including **Studio Arch. Daniela Puppa & Dior followed by Moschino**, specialising in accessories and leather-goods.

With a solid background, Luisa then wanted to explore and broaden her horizons within the industry, searching for new challenges and approaches to her own creativity. The strong belief that to create something new you must know what is at the core of any object re-directed Luisa's interest towards the manufacture and composition of materials.

In 2001, Luisa moved to Florence to work for **Gucci in Trend Forecasting and Materials Development**, where she applied her design skills to develop new ways of combining aesthetic sensibility and technical knowledge, by working with craftsmen and industry to develop and research new ideas.

Luisa continues to develop and experiment with trends and influences. Not one to slavishly follow fashion, her interest lies in what really influences people's attitudes, desires towards fashion and what pushes them in certain directions.

In February 2007, Luisa presented a collection of hand-made leather-goods during Milan Fashion Week and continues to explore her interest in artisan traditions.

## Plus Buttons...

**Do you have problems sourcing 'the creative, the different' to make your designs unique in the marketplace?**

**Learn about the exciting and creative world of mould-making and casting to create your own decorative and functional elements for your garments or accessories such as buttons, hat pins or closing devices in your own studio or factory.**

During the workshop, in a one hour session, Stephen Hands (Solid Solutions) will introduce you to mould-making and casting - the materials and the techniques applicable to fashion garments and accessories.

The best way to avoid disappointment and wasted materials is to gain the technical knowledge.

Solid Solutions is the first company in Australia to offer a complete range of mould-making and casting materials. They supply off-the-shelf mould-making products and casting materials such as resins, low melt metals and associated products including special effects materials for a myriad of applications.

<http://www.solidolutions.com.au>



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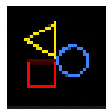


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# fashion design+accessories masterclass workshop

## Suitable for ....

- Fashion designers
- Textile designers
- Accessories designers
- Industrial designers
- Product designers
- Jewellery designers
- Start-up businesses
- Existing businesses wishing to expand their product lines
- Entrepreneurs
- Graphic designers
- Interior designers
- Business/marketing
- Crafts people
- Manufacturers
- University lecturers
- TAFE teachers
- Teachers from secondary colleges
- Suppliers
- Those who enjoy creating new products

## Design a ...

**Let your creativity, passion and inspiration embrace a challenge to take a humble 'Ready-to-Wear' plain coloured men's business shirt and remake it into a simply fantastic new garment or even an accessory.**

The hands-on project has been designed to take participants through the design process, from initial concept to creating a garment suitable for manufacture encompassing innovative design, construction techniques and materials.

- Design and construct a fashion garment or accessory. You may choose to remove elements such as cuffs, sleeves, back, front or collar - add new elements such as a belt, tie, under layers to extend into a skirt from other materials provided.
- This may also encompass reworking the fabric by fraying, overlaying, stitching or other.
- The design process is to take into consideration • life style • function • client profile • environmental issues eg recycling • price point • colour • texture.

## Theme

Choose from one of the following:

- Street wear related to socio-cultural movements.
- Constructed environment - Take inspiration from architecture or transport (cars to bikes).
- Music/sounds- from the blues, Mozart to the sounds of nature (raindrops, a cyclone, autumn leaves).
- Your choice

## Consider

- Aesthetics, ergonomics and function - the 'look' - influence/reflect style/trends, wearability.
- Fabrics - texture, style, line, colour, touch, smell...
- Explore the possibilities of design and limits of the materials and techniques.
- Functional elements - such as closing and joining devices
- Finishing techniques.
- Fashion factors. Its interrelationship with the wearer's anatomy to accentuate or de-accentuate body shape – colour, texture, ways it can be attached, hung, positioned, joined.
- Cost factors – design/concept, choice and amount of material, production method and branding/marketing.
- Customer – determine the client profile and product positioning for selling the garments to the youth and young adult market.

## Construct either:

- Fashion garment, or
- Accessory

## Design Teams

Each team consists of two participants working together. Each Team designs for a 'Collection' which is given a brand name. The designs from each team member are to complement each other, that is from the one 'design house'.

# fashion design+accessories masterclass workshop

## Program

### Day 1

- 9.30am **ISS Institute Inc.** welcomes workshop participants  
Outlines- two day program, project, Design Teams  
Introduces Lusía Fazio
- 9.40am **Luisa Fazio**  
Illustrated presentation of her work
- 10.00am Research Forum
- 10.30am *Morning Break - refreshments*
- 11.00am Research Forum - continues  
11.30am Discussion
- 11.45am Project defined and commenced  
Discussion
- 12.30pm *Lunch*
- 1.15pm **Stephen Hands, Solid Solutions**  
Mould-making and Casting - Product Information  
Questions
- 2.15pm **Luisa Fazio**  
Continue project
- 3.15pm *Afternoon Break - refreshments*
- 3.35pm Continue project
- 5.00pm Session concludes

### Day 2

- 9.30am **Luisa Fazio**  
Continue project
- Morning, afternoon and lunch breaks as for Day 1*
- 4.30pm **ISS Institute Inc.** reconvene to discuss  
"Where to Next!"
- 5.00pm Workshop concludes



## Materials

A plain coloured cotton men's business shirt will be provided to each participant.

Also provided are materials which have been selected to cross international boundaries and are readily available - such as exotic leathers (these may include for example fish, emu, crocodile), metal mesh in various gauges, laces, braids, textured and coloured cow leather to name a few.

**Learn another technique to add to your repertoire** For those who want to add creative images and text to their garment or accessory, an alternative process to screen printing is provided.

Use an Epson product - we will provide the product and show you how to use it - create the image, scan and print out on a colour printer, then iron on - make a prototype to take to the manufacturer or produce your own short run line for sale straight to retail - the choice is yours!

## Venue

Kangan Batman TAFE, Richmond Campus  
70 Gwynne St Richmond  
Building G, Room: G113e  
Melways reference 2G - H12 Free on-site parking will be available subject to availability. Richmond's central location means excellent access to established public transport networks including tram and train.

## Format

The workshop comprises lectures, demonstrations, group and individual discussion and a hands-on project.

## Date•Time

Register for either workshop.

### WORKSHOP 1

Friday 13 July 2007, 9.30am to 5pm  
Saturday 14 July 2007, 9.30am to 5pm

or

### WORKSHOP 2

Friday 20 July 2007, 9.30am to 5pm  
Saturday 21 July 2007, 9.30am to 5pm

## Fee

The fee includes tuition, materials, use of equipment, course notes, morning and afternoon refreshments - \$340 (GST free). The fee is subsidised by ISS Institute Inc.

**Early Bird** rate is \$280 (GST free) for those who Register and pay prior to 7th July 2007.

Lunch Pack your own lunch box full of tasty treats to enjoy on the day, so as to immerse yourself in the workshop of experience - share ideas, techniques and insights with your masterclass workshop colleagues.

## fashion design+accessories masterclass workshop

Complete the Registration Form and post, email or fax back.  
You are welcome to forward on to others who would also be interested in attending.

I am registering for: [tick your choice please]

- WORKSHOP 1** Fri 13 July 2007, 9.30am to 5pm  
Sat 14 July 2007, 9.30am to 5pm  
**or**  
 **WORKSHOP 2** Fri 20 July 2007, 9.30am to 5pm  
Sat 21 July 2007, 9.30am to 5pm

### Post, email or fax to:

ISS Institute  
Suite 101,685 Burke Road, Camberwell 3124 Victoria  
T 03 9882 0055 F 03 9882 9866 E issi.ceo@pacific.net.au

### Masterclass Workshop Fee

- \$340 (GST free)  
 **Early Bird** \$280 (GST free) for those who Register  
and pay prior to 7th July 2007.

### Payment Method:

- Cash (Pay directly at ISS office or by arrangement)  
 Cheque (Make payable to 'ISS Institute')  
 Postal Order (Make payable to 'ISS Institute')  
 Credit Card (Diners and American Express are not accepted)  
 Bankcard  Mastercard  Visa

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### PRINT CLEARLY PLEASE

Where did you hear about this workshop? \_\_\_\_\_

Your purpose for doing this course? \_\_\_\_\_

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Title/Position \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Phone: Work/Home \_\_\_\_\_

Fax \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

### Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature \_\_\_\_\_ Date \_\_\_\_\_

### PLEASE READ

**Enrolment • Entry Requirements** In general no formal entrance requirements are necessary.

**• Conditions of Registration** Complete the registration form attached. Enrolment can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. An email or fax of confirmation will be sent after full payment of fee. Note: A position in the seminar will not be reserved without payment being received by this office. Enrolment is on a firstcome-first-served basis based on time of receipt of fees. If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application. Do not assume that because you have sent an application you are automatically enrolled in the seminar • **Refunds** Please check your enrolment carefully. We regret that a refund will only be given if the workshop does not proceed. If you withdraw from the seminar after registration is received by ISS Institute, a \$50 administration fee is payable. Refunds will not be given to those who withdraw three days or less prior to the workshop

**• Cancellation** ISS Institute reserves the right to cancel the seminar if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient enrolments or other, all fees will be fully refunded. Two or more working days notice will be given should the course be cancelled • **Disclaimer** ISS Institute reserves the right to amend or cancel any or all sessions listed herein without notice or prejudice. ISS Institute takes reasonable steps to obtain and give information about the seminar from appropriate sources, including materials used and the safety of the environment, but accepts no responsibility for inadequate or incorrect information given to it, or in the course notes, by the seminar presenters, supplier of materials or other third party • **Privacy** ISS Institute may photograph or video record seminar participants activities for use in promotion of the work of ISS Institute. Please let us know if you object to use of pictures of yourself in this way.

March 2007