

TIPS SHEET FOR DESIGN INSPIRATION

- Know the age and socio-economic profile of your customer
- Go shopping – take photographs of store windows and make sketches of items you might want to copy or interpret for your own collection.
- Attend forecast/trend and leather and fabric trade shows.
- Read fashion magazines such as Vogue, Harper's Bazaar, Elle, Marie Claire, L'Uomo, Collezioni.
- Study what designers have done in the past by visiting museums and libraries.
- Pay attention to non-fashion events and trends such as those in music, film, dance and theatre.
- People-watch from a park bench or a table in a café.