

Contents

Introduction - *page 6*

1. What is Research? - *page 8*

2. How to Start Researching - *page 30*

3. Market Research - *page 54*

4. Informational Research - *page 76*

5. Creative Research - *page 96*

6. Fabric Research - *page 118*

7. Colour Research - *page 140*

8. Concept Development - *page 162*

Glossary - *page 186*

Further
Reading - *page 187*

Resources - *page 188*

Index - *page 189*

Picture
Credits - *page 192*