

FASHION DESIGNER PROJECT

SUBMITTED BY:
Stacy Glazer
Farmingdale HS

SJGlazer@aol.com

Fashion Merchandising

Fashion Designer Project

This activity is intended to increase your knowledge and appreciation of the art of fashion design. You are to research the background of a specific designer and his/her influence on the fashion industry. You are to prepare a written report as well as a brief PowerPoint presentation to share with the class.

1. Select a designer to study. The names of some notable designers are listed on the back of this sheet to help you with your selection.
2. Answer the following questions in your two page report:
 - a. Where is the designer from? (Birth date & Place)
 - b. What is their family and educational background?
 - i. Do they have an education in design
 - c. How did they get started in the design business?
 - i. Who did they originally design for before they became famous?
 - d. What kind of designer are they? (American, French, etc)
 - e. What are they most famous for? (sportswear, formal wear, bright colors)
 - f. Do they have multiple clothing lines?
 - g. Are they still living and designing?
 - h. Did they win any awards? Which ones?
 - i. Is the company still in business?
 - i. What is the company/Fashion house Name
 - j. Where can you find their clothes?
 - i. Boutiques/department stores (which ones)
 - k. What are your reactions/feelings about their designs?
3. In addition to the information above include:
 - a. Title page including: Designer's Name, Your Name, Teacher's Name and Course Name
 - b. Pictures of the designers garments/accessories
 - c. A works cited page
4. Your PowerPoint presentation should include:
 - a. A brief description of the designer
 - i. Dead or alive?
 - ii. Country of origin
 - iii. Who they designed for?
 - iv. What are they famous for?
 - v. Educated in design?
 - b. A photo of the designer
 - c. Some samples of their designs, specifically what they are most famous for
 - d. Photos of celebrities who might have worn their designs

Fashion Designers

Donatella Versace

Halston

Anne Klein

Gucci

Calvin Klein

Emilio Pucci

Oscar de la Renta

Valentino

Coco Chanel

Donna Karan

Miuccia Prada

Stella McCartney

Michael Kors

Christian Dior

Vera Wang

Tommy Hilfiger

Louis Vuitton

Giorgio Armani

Marc Jacobs

Heatherette

John Galliano

Ralph Lauren

Betsy Johnson

Jean-Paul Gaultier

Emanuel Ungaro

Caroline Herrera

Isaac Mizrahi

Todd Oldham

Dolce & Gabbana

Hugo Boss

Fendi

Gianni Versace

Issy Miyake

Jill Sander

Geoffrey Beene

Ted Baker

Roberto Cavalli

Karl Lagerfeld

Zac Posen

Narciso Rodriguez

Norma Kamali

Franco Mirabelli

Luca Orlandi

Chloe Dao

Manolo Blahnik

Tom Ford

Paul Marciano

Paul Fredrick

Perry Ellis

Christian Dior

Paul Smith

Givenchy

Anna Sui

Nicole Miller

Kimora Lee Simmons

Kate Spade

Helmut Lang

Kenneth Cole

Jessica McClintock

FASHION MERCHANDISING FASHION DESIGNER PROJECT/PRESENTATION RUBRIC

Student Name _____

Designer Background

Family	1	2	3	4	5					
Education	1	2	3	4	5					
Birth location	1	2	3	4	5					
Still living & designing	1	2	3	4	5					
How did they get started?	1	2	3	4	5					
What are they famous for?	1	2	3	4	5					
Did they work with other designers?	1	2	3	4	5					
Do they have multiple clothing lines?	1	2	3	4	5					
Did they win any awards?	1	2	3	4	5					
Where can you find their clothes?	1	2	3	4	5					
Your reactions about their designs	1	2	3	4	5	6	7	8	9	10
Pictures of their garments & products	1	2	3	4	5					
Presentation	1	2	3	4	5	6	7	8	9	10
Presented on time	1	2	3	4	5					
Title Page	1	2	3	4	5					
Spelling/Grammar	1	2	3	4	5					
Neat/Attractive	1	2	3	4	5					
Works Cited	1	2	3	4	5					

Total Grade _____