



Fashion Eyewear Design: Techniques, Principles, and Practices for Aspiring Fashion Designers

By Joseph Martin

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Fashion Eyewear Design: Techniques, Principles, and Practices for Aspiring Fashion Designers By Joseph Martin

Fashion Eyewear Design provides aspiring and established fashion designers a way to jump start their journey into the lucrative market of eyewear design. It outlines almost everything you need to know about creating successful eyewear collections, from the structure of the fashion eyewear industry and international eyewear safety standards, to sources of design inspiration and detailed breakdowns of individual eyewear components. Featuring hundreds of illustrations, innovative Study Guides, and insightful, practical information, this book is an invaluable resource for fashion design students, sunglasses designers, fashion entrepreneurs, and everyone interested in the business of fashion design. Fashion Eyewear Design will help you become a better eyewear designer by guiding you through a variety of topics, including:

- The structure of the fashion eyewear industry, including market categories, price points, delivery schedules, and more.
- The history of fashion design and its relation to European and American cultural heritage.
- The success secrets of over 50 famous designers including Chanel, Prada, Marc Jacobs, Christian Dior, & Michael Kors.
- The types, materials, construction methods, and purposes of various eyewear lenses, hinges and frames.
- The legal requirements of fashion eyewear design, including adherence with safety standards in: 1. The United States of America (ANSI Z80.3-2009) 2. The European Union and Great Britain (EN 1836:2005+A1:2007) 3. Australia and New Zealand (AS/NZS 1067:2003) - Step-by-step instructions for researching, planning, developing, and preparing an eyewear line for market.
- How to leverage new technologies to lower costs, increase profits and connect with customers. Also included is a dictionary of fashion terminology, as well as example warranties and safety certificates. Learn how to create your own innovative eyewear with [i]Fashion Eyewear Design[/i]

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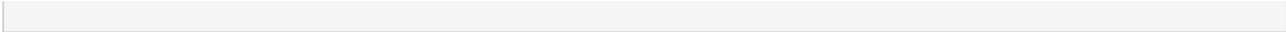
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Editorial Review

About the Author

Joseph Martin is a fashion designer, management consultant, award-winning author, and motivational speaker. His award-winning books on fashion design and strategic business management are available in over 20 countries including France, Germany, Italy, Spain, Canada, the United States, and the United Kingdom. He has lectured at McMaster University and consulted with organizations such as MasterCard, IMG Fashion, the Government of Canada, Trent University, and Washington State University. Joseph always strives to give back to the community, working pro bono with the Susan G. Komen Cancer Foundation and educating others through his memberships with the Fashion Design Council of Canada, Fashion Takes Action, the Toronto Centre for the Promotion of Fashion Design, and the Institute of Management Consultants USA. As a consultant, Joseph uses his expertise in data mining, location analytics, sales training, coaching and strategic intelligence to deliver incisive, growth-focused results to clients in the luxury market. As a speaker, Joseph is a dynamic and engaging presenter who leaves audiences feeling inspired, empowered and encouraged. He is available around the world for speaking engagements, corporate meetings, events, seminars, and much more. For further information and bookings, please visit josephmartin.net or email info@josephmartin.net

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