



Behind Collections: Graphic Design for Fashion (Hardback)

By Viction Workshop

Victionary, Hong Kong, 2015. Hardback. Book Condition: New. 248 x 184 mm. Language: English . Brand New Book. Lookbooks, show invitations, packaging and gift cards are important tools for communicating a fashion brands aesthetic and point of view. Art directors and graphics designers collaborate with fashion designers, stylists, make-up artists, and photographers to create inspiring campaigns for each new collection. Behind Collections compiles an impressive range of creative and artistic promotional material designed for the fashion world. Designs for Herms, Acne Studios, American Apparel, Mulberry, Jean Paul Gaultier, Basso Brooke and many others are featured.



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