

Bachelors in Arts with With Community Science
Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-FAS 15-HSC:
FASHION ACCESSORIES: DESIGN AND DEVELOPMENT**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Fashion Accessories: Design & Development	4	3	0	1	Class XII Pass	NIL

Learning Objectives

- To give the learners an overview of the accessory design and development process
- To develop the skills required for creating and restyling fashion accessories.
- To impart the basic knowledge about styles and production techniques of select fashion accessories.
- To introduce the students to the commercial aspects of fashion accessories.

Learning Outcomes

The students would be able to:

- State the importance of fashion accessories.
- Describe the role of an accessory designer
- Describe the common styles, materials used and production of handbags, footwear, Jewellery, Belts, Hats
- Provide a brief description of the sources of design inspiration and research.
- Describe the various steps in the accessory design development process.
- Use illustration and rendering techniques for designing fashion accessories.
- Adopt restyling techniques creatively for making accessories through recycling
- Create a theme/inspiration based accessory collection.

THEORY
(Credits 3; Hours 45)

UNIT I: Importance of Fashion Accessories

10 Hours

This unit introduces the students to role and importance of accessories and accessory designer.

- Meaning, Importance and types of accessories in the fashion industry, Target market
- Role of an accessory designer
- Leading accessory designers and brands

UNIT II: Understanding Fashion Accessories

15 Hours

This unit creates an understanding of the common styles, production methods of common fashion accessories.

- Common styles, materials used and production methods of common accessories: Handbags, Footwear, Jewellery, Belt, Hats
- Ethical production practices, Use of eco-friendly and recycled materials
- Coordinating Accessories with Clothes

UNIT III: From Concept to Creation: Key Steps in Accessories Design 10 Hours

This unit provides an overview of steps in the designing of an accessory's collection/ range.

- Theme based design conceptualization - Inspiration and Research, Trend forecasting, Design development, Developing a theme-based range, Presentation techniques

UNIT IV: Fashion Accessories – Branding and Marketing 10 Hours

This unit introduces students to commercial aspects of fashion accessories.

- Understanding brand identity, Visual merchandising and packaging for accessories
- Retailing and Promotion Strategies: Online and offline retail trends, Digital marketing

PRACTICAL (Credit 1; 30 Hours)

1. Fashion Illustration of accessories - Handbag, Footwear, Jewellery
2. Restyling project- Creative restyling of plain accessories using surface decoration and design techniques.
3. Theme based design development of accessory collection
 - Inspiration and Research
 - Theme-board development
 - Design development
 - Developing a theme-based range
 - Presentation techniques
4. Construction of any one fashion accessory

Essential Readings

UNIT I

This unit introduces the importance and types of fashion accessories, their role in personal style, and the influence of target markets and consumer preferences. It also explores the role of accessory designers and provides an overview of leading designers, brands, industry trends, and successful design practices.

- **Fringes S.** (2007). *Fashion: From Concept to Consumer (9th Edition)*. New Jersey: Prentice Hall
- **Gerval O.** (2010), *Fashion Accessories*. USA: Firefly Books publisher

UNIT II

This unit explores the types, design characteristics, materials, and production methods of common fashion accessories. It also covers ethical and sustainable design practices and the principles of coordinating accessories with clothing based on colour, style, occasion, and aesthetic balance.

- **Fringes S.** (2007). *Fashion: From Concept to Consumer (9th Edition)*. New Jersey: Prentice Hall

- **Gilroy, D. J.** (2023). *Fashion bags and accessories: Creative design and production*. Laurence King Pub.
- **Dhir, Y. J.** (2023). *Fashion accessories: A complete guide to raw materials, construction methods, and styles*. Woodhead Publishing India Pvt Ltd.
- **Diamond E.** (2007). *Fashion Apparel, Accessories, and Home Furnishings*. New Jersey: Pearson.

UNIT III

This unit introduces the creative process of designing a theme-based accessory collection, covering inspiration, research, trend forecasting, and design development. It also focuses on creating a cohesive accessory range and effectively presenting design concepts in a clear and professional manner.

- **Dhir, Y. J.** (2023). *Fashion accessories: A complete guide to raw materials, construction methods, and styles*. Woodhead Publishing India Pvt Ltd.
- **Gilroy, D.J.** (2023). *Fashion bags and accessories: Creative design and production*. Laurence King Pub.
- **Fringes S.** (2007). *Fashion: From Concept to Consumer (9th Edition)*. New Jersey: Prentice Hall
- **Tortora, P.** (2007). *The Fairchild encyclopaedia of fashion accessories*. OM Book Service.

UNIT IV

This unit explores the commercial and marketing aspects of fashion accessories, including brand identity, visual merchandising, packaging, retailing, and promotional strategies. It also highlights online and offline retail trends and the role of digital marketing and social media in promoting accessories and reaching consumers.

- **Fringes S.** (2007). *Fashion: From Concept to Consumer (9th Edition)*. New Jersey: Prentice Hall
- **Gilroy, D.J.** (2023). *Fashion bags and accessories: Creative design and production*. Laurence King Pub.
- **Jarnow J.** (1987). *Inside the Fashion Business*. New Jersey: Pearson.
- **Romano C.** (2002). *Plan your Wardrobe*. UK: New Holland Publication

Suggested Readings

- **Brambatti, M., & Menconi, F.** (2020). *Fashion illustration and design: Accessories*. Promopress.
- **Lau J.** (2012). *Basics Fashion Design 09: Designing Accessories: Exploring the design and construction of bags, shoes, hats and jewellery*. New York: A Publishing
- **Peacock J.** (2000). *Fashion Accessories: The Complete 20th Century Sourcebook.*, London: Thames & Hudson Publisher
- **Marshall S., Jackson H., Stanley S.** (2011). *Individuality in Clothing Selection and Personal Appearance (7th Edition)*. New Jersey: Pearson.
- **Singer Sewing.** (1993). *Fashion accessories* (Singer Sewing Reference Library). Random House Canada.
- **Steven.** (2012). *Drawing fashion accessories*. Thames & Hudson.

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time