the fashion designer

The Designing of
a Fashion Collection

A DAY IN THE LIFE OF…
a fashion designer

Audio 01

My name is Maya and I'm a fashion designer. Yes, I know what you're thinking! "A fashion designer? What a fabulous job! You must **be surrounded by** glamorous, beautiful people every day and **make loads of money** selling your designs around the world!" Well, the truth is my job is not as glamorous as it sounds. It is, however, my passion in life and **what I live for**. I want to share with you why I love my job so much, but also why it's not the fabulous life you think it is.

You may think I spend the whole day drawing long, pretty stick figures in beautiful dresses and making clothing. When, in fact, a day in my shoes **entails** much more. Some designers around the world are lucky enough to have investors and huge teams working for them; they are the fortunate few who get to focus most of their energy on creating and on **making appearances** at glamorous events with celebrities who they've dressed. That doesn't mean they don't work hard, of course they do!

I own my own label; a small, independent company that I've been running for twelve years. Even though I've been in the business for quite a while now, my brand still hasn't reached the American or Asian market. Some celebrities have worn my clothing but I don't have any photos to show you because it costs thousands of euros to get these photos from the celebrities' managers or their stylists. Everything is a business in this world.

I have four people on my design team and we do everything together. When we are in the process of creating the collection, we research new trends and inspirations, experiment with fabrics by draping them on the mannequin, create the patterns and sew the prototypes. The rest of the time we handle the day-to-day activities such as managing the website and marketing, filling order requests as well as hosting editors, stylists, clients and buyers so they can view our collection in the hope they'll buy some pieces or use them for editorial shoots or special events. We do it all, and we work very long hours, especially in the month before fashion week. Around fashion week it's nearly impossible to get us out of the atelier as we're incredibly busy giving the collection the final touches.

I don't remember the last time I had proper holidays, and normal office hours are a foreign concept to me. I work many weekends, but in the end it's all worth it when I see someone walking down the street wearing something I created. My life is far from normal, but I wouldn't change it for anything else in the world! •
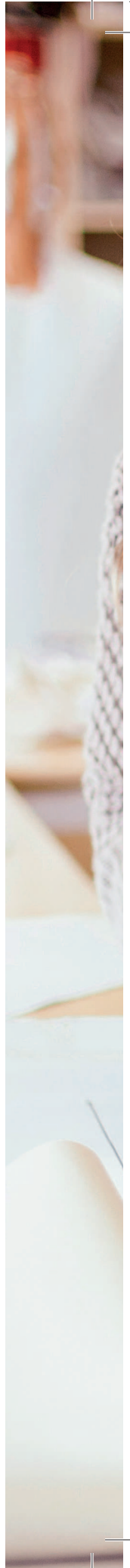
VOCABULARY IN CONTEXT

to be surrounded by estar rodeado de

to make loads of money es una manera de decir 'ganar mucho dinero'. Otra manera sería empleando el verbo **to earn**, 'ganar': **to earn a lot of money** o **to earn a lot of cash**.

what somebody lives for cuando algo nos apasiona, se puede decir que es por lo que vivimos.

to entail conllevar

to make an appearance aparecer o presentarse en un evento

designing a fashion collection

A collection is a group of clothing designed by a designer with an inspiration or concept in mind. Normally, a collection tells a story of the designer's inspiration, which sometimes isn't really obvious, and it's **made up of** a variety of different garments. The collections are normally shown either on the runway or in photo shoots at fashion weeks around the world. When the collections are presented, there can be ten to forty or even eighty looks combining different garments for different occasions.

First, it's important to know that there isn't one single magic formula to making a collection. The process in a big, multinational company is very different from that of a small designer company. In small to medium-sized companies the collection usually begins with an inspiration. The designer or designers create a mood board with images that inspire them. During this process they also order samples of fabrics and select colors and textures that **go** with the theme or the predetermined color story. Once the inspiration, fabrics and colors are chosen, it's easier to design the **whole** collection, although not every designer follows the same order in the design process.

A collection is normally divided into different capsules. A capsule is a collection **within**