



Graphic Design for Fashion

By Jay Hess, Simone Pasztorek

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Graphic design for fashion must represent the core values of the brand while pushing boundaries and expectations. Often seen as a showcase relationship for a design studio, the seasonal nature of the end product provides a limitless testing ground for new ideas and innovative production solutions.

This visually led book contains a global selection of the best graphic design studios' work within the fashion industry – from packaging and lookbooks to swing tags and invitations – with exclusive insights from both clients and designers. The book features not simply the visual identities of big budgets and luxury brands, but showcases the creative processes of the world's leading design studios.

The result is a visually diverse collection of graphic design, which is a rich source of inspiration for new and groundbreaking production techniques and a perfect reference point for those across the creative industries.

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Graphic Design for Fashion By Jay Hess, Simone Pasztorek Bibliography

- Sales Rank: #844048 in Books
- Published on: 2014-01-21
- Released on: 2014-01-21
- Original language: English
- Number of items: 1
- Dimensions: 8.38" h x 1.00" w x 6.63" l, 1.49 pounds
- Binding: Hardcover
- 240 pages

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Editorial Review

About the Author

Before graduating from Central St Martins, London, Jay Hess studied graphic design in NC State University. He has worked as a designer for a number of years, in the US and UK. He now runs the London-based studio byBOTH with Simone Pasztorek, mainly working in the fields of editorial, graphic, type, and web design.

Born in Austria, Simone Pasztorek studied graphic design in Vienna and later graduated from Central St Martins, London. After working for *TANK* magazine, she joined with Jay Hess under the name byBOTH. She has designed magazines, books, and packaging mainly for fashion clients.

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