



Graphic Design for Fashion

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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