

The New York City College of Technology
 Department of Business
 BUF 2203: Visual Merchandising

Professor Jackson


Directions: Observe market trends from current runway collections. In pairs, choose appropriate jargon from the ‘the elements of and principles of design’ word bank to describe the subject in-detail. In complete sentences, describe the designer looks and identify AT LEAST four different terms for EACH.

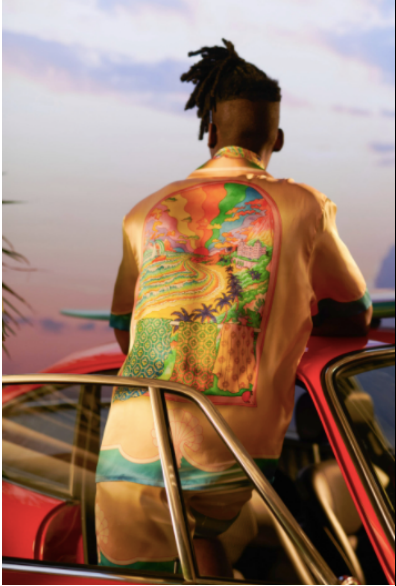
The Elements of Design and Principle of Design

Contrast	Balance	Emphasis	Line	Texture
Proportion/Scale	Unity	Rhythm/Movement	Shape	Color
Space	Harmony	Pattern	Form	Value

Market Trends	Observation: Contrast	Observation: Emphasis	Observation: Unity	Observation: Color
<p>BALMAIN SPRING/SUMMER 2021</p> 	<p>THE POP FROM THIS BALMAIN RUNWAY LOOK MAKES IT STAND OUT SO WONDERFULLY. THE CONTRAST BETWEEN THE BLACK BAG AND THE POWERFUL PINK COLOR MAKES FOR A GREAT FIT.</p>	<p>THIS DESIGN HAS GREAT EMPHASIS WITH THE COLOR AND UNIQUE SHOULDER PADS STANDING OUT NICELY. THE FLARE BOTTOM OF THIS LOSE TROUSER GIVES A BOSS BABE BOLD STATEMENT.</p>	<p>THE UNITY AND GREAT HARMONEY THAT ALL THE ELEMENTS FROM THE FIT WORKED TOGETHER IS SPLENDID. HAVING MULTIPLE GARMENTS ALL IN THIS BEAUTIFUL COLOR GIVES IT GREAT UNITY.</p>	<p>THE MOST OBVIOUS POP FROM THIS FIT IS THE COLOR. THE DESIGNER CHOSE A GREAT TOUCH OF PINK THAT FLOWS BRILLIANTLY AND THE BLACK PURSE MAKES FOR A GREAT CONTRASTING ACCESSORY.</p>

<p>TODS SPRING/SUMMER 2021</p> 	<p>BALANCE</p> <p>ALL THE ELEMENTS AND GARMENTS ALL THOUGH DIFFERENT COLORS, CREATE A WONDERFUL NATURAL AND NEUTRAL BALANCE FOR THIS FIT.</p>	<p>VARIETY</p> <p>THIS TODS RUNWAY FIT FEATURES A GREAT VARIETY OF CLOTHINGS THAT I NORMALLY WOUDLNT HAVE THOUGHT WOULD WORK TOGETHER, SUCH AS THE LONG DENIM SKIRT WITH WHITE BOOTS IN PARTICULAR, BUT AS A WHOLE THE FIT BLENDS THE VARIETY TOGETHER GREAT.</p>	<p>TEXTURE</p> <p>THIS FIT USES A VARIETY OF TEXTURES WITH THE DIFFERENT CLOTHING ARTICLES. THE SWEATER SEEMS TO BE A KNITTED SOFT MATERIAL WHILE THE DRESS APPEARS TO BE OF DENIM MATERIALS WITH POSSIBLY PATENT LEATHER SHOES. ALL THESE DIFFERENT TEXTURES WORKED GREAT IN THIS NATURAL LOOKING FIT.</p>	<p>Rhythm/Movement</p> <p>THE OVERALL DESIGN FLOWS AND HAS GREAT RHYTHM. THE DESIGN CAPTURES THE ATTENTION WITH THE BAGGY OVERSIZED FIT BUT EACH ITEM WORKS INTO THE NEXT AND ALL TOGETHER CREATE A CUTE DIFFERENT LOOK.</p>
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<p>Y/Project RTW Spring/Summer 2021</p>	<p>Shape</p>	<p>Emphasis</p>	<p>Space</p>	<p>PROPORTION /SCALE</p>
	<p>THE FIRST THING STANDING OUT IS THE UNUSUAL DIFFERENT LOOKING PANTS. IT'S A DISTINCTIVE SHAPE DISSIMAR TO WHAT WE ARE USE TO AND CREATES AN EYE GRABBING ATTENTION FROM FIRST GLANCE. THE TIGHT LAYERING T ALONG WITH THE FLARE CHINOS ARE ALL GIVE A TRIANGLULAR FIGURE ON THE BODY.</p>	<p>THE PANTS ARE THE EMPHASIS OF THIS PICTURE AND GRAB OUR ATTENTION AS VIEWERS INSTANTLY IN FASHION WE CALL THIS A BOLD STATEMENT.</p>	<p>THE USE OF THE WHITE SPACE BACKGROUND PUTS MORE EMPHASIS ON THIS FIT. IT MAKES EVERYTHING FROM THE PANTS, SHIRT AND EVEN THE MODEL HIMSELF HAVE MORE EMPHASIS AND HIGHLIGHTS THE DESIGNERS FIT GREAT.</p>	<p>IN THIS FIT, SCALE AND PROPORTION WORKED PERFECTLY TO SHOWCASED THE PANTS OF THE FIT. THE EXTREMELY OVERSIZED PANTS ESPECIALLY IN COMPARISON TO THE TIGHT FITTING SHIRT CREATES AN EMPHASIS THAT'S NOTICEABLE FROM FIRST GLANCE.</p>

<p>Casablanca Mens Spring/Summer 2021</p> 	<p>Space</p> <p>THE SPACE FOR THIS CASAMIGO LOOK STARTS OFF WITH A VACATION MOOD, GOOD VIBES SET FROM THE SETTING OF THE SHOOT.</p>	<p>Emphasis</p> <p>THE EMPHASIS CAN BE SEEN IN THE DESIGNER BLENDING HIS IMAGE INTO THE TOP AND BOTTOM OF THIS SILKY FIT. THE COLORS, THE WAVES ON THE SHIRT AND PANTS EMPHASIZE THIS GOOD VIBE MOOD THAT IS VIBRANTLY RADIATING FROM THE FIT.</p>	<p>Harmony</p> <p>THE HARMONY BETWEEN THE OUTFIT AND THE STAGE AND BACKGROUND FROM THIS DESIGNERS FIT WORKED PERFECTLY. THE CLOUDS AND EVEN THE CAR COLOR WORKS GREAT WITH THE MAIN COLOR OF THE SILKY SHIRT AND PANTS. THE IMAGE FROM THE PIECE AND ITS COLORS WORK TOGETHER WONDERFULLY WITH THE REST OF THE AD.</p>	<p>BALANCE</p> <p>THE BALANCE AND VISUALS FROM THE SHOOT CREATES A GREAT IMAGE TO LOOK AT. THE FIT ALSO WORKS WONDERFULLY WITH THE BACKGROUND IN CREATING A REFRESHING IMAGE.</p>
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