Introduction

The contents of this book show how it is possible to become an Original Designer.

P. Clement Brown has answered every possible question by Descriptions and Illustrations from his Pen and Brush, carefully carried out in diagrams of Patterns.

How to think out Designs for your own success.

How to make your newest Seasons Blocks (Professional Patterns) in any size.

How to successfully use the Blocks.

How to handle your Materials and Fabrics.

How to combine Colors and Materials.

How to use Ornamentation.

Your line comes first and each detail follows in sequence so that you may construct and put together the Smartest Fashions of the Day.

Study a Problem a Day and you will gradually put together a Model that will compliment anyone known as a Designer.
Artistic Lines Are the Fine Arts of Costume
Design De Luxe

Psychology of Line means Mental Products. The elements of Beauty (Proportion, Symmetry, Simplicity, Variety and Grace) of Line are brought forth by the Lines of Creation and Adaptation. So, too, the proper handling of materials and fabrics, color, and material combinations, and ornamentations develop the Designs as a whole.

At first it is necessary to get the true idea of Line. Taking first the Silhouette Lines, which are the outside line forecasting the Fashion of the Day. It is the outline of a Model for example, it may be a chemise, or straight line, or semi-fit or figure fitting, or draped, or bouffant or expanded lines. From exterior lines we have interior lines. These may be the neck line, yoke line, center front line, or waist line (tight, semi-fit and loose or chemise). Our governing lines which are Line One, or Body Line, Chest Line, Bust Line, Waist Line, Top of Limbs Line, and End of Knee Cap Line. These are very important and must be properly mastered.

Everything has line and possibility. As you gradually proceed you will receive other ideas from your lines and apply them into your Fashions. Lines denote Individuality and must be properly handled. Try to form in your mind a line, now just cut or snip away a part of the same line and substitute an original line. Make a Fashion Mirror and keep reflecting altered lines.

The idea of Period re-creation is only adapting, changing and modernizing lines. First cultivate Line Sense and then adaptation.

Harmony of Line is one of the most essential items after the preparation of Lines that you are to use in the Model. Do not spoil your effect by bringing in unrelated lines. If you have a round neck line do not use square lines.

Remember, simplicity is the key-note. A creation with a touch of individuality at the neck line or on the edge of the sleeve, with the frock featuring one of the season's silhouettes, is by far a better design than one overdone by amateur efforts. One of the best slogans of a Designer is to "Know when to quit".

Do not apply ornamentation: like collar, cuffs, laces, embroidery, ribbons and any applied art and believe that you are introducing new lines. Lines must be properly handled by themselves and then turn your attention to applied art.
Line

The discussion of Line Construction is of great importance in the character of your Model. If it is without Line, it is without Style. It is of equal importance with Color and Materials. The character of your Model is determined by Line Draftsmanship.

Beauty of Line is the individual impression that is given to a Model. It is the firm foundation upon which other ideas and ideals are based. Good Line can be used without Color, but Color cannot be used to advantage without Line. It is the frame of expression for beautiful materials.

Line is something that began with Historical Periods. It is constructed for permanency. It changes with Seasons, year after year.

Designing can be taught through Psychology of Line. Through Style Draftsmanship the Designer of the Modern School is able to create the Best Line for the Consumers of Fashions.

Necessary or Common Lines are the Neck Lines, Edge of Sleeve Lines, and Hem of Skirt Lines. These Lines are generally dominated by moving radius. Such Lines as Square, Round and V Neck Lines are Lines that have numbered among the “Best Sellers” of the Past-Present and the Future. In Designing upon Common Lines use simple angles, pointing, arching, or formation by curvature of Line. An angle is the meeting of two points. You can arrange Lines to meet in different points forming different shapes, hence different designs. For instance, take a Square Neck Line, cut the corners open and insert a projecting V pointed shape about two inches long. This cuts your line forming something new yet wearable. Edge of Sleeves, Edge of Panels, Side Seam Lines, and Hem of Skirts must be governed by simple Logic.

Perpendicular Lines denote dignity or severity. Making a line prominent produces a majestic effect. These are like the Girder Lines of your Model. Do not make an extreme cut or overshadow by ornamentation, as it weakens your supporting lines.

Lines that extend at right angles or across, like Chest Line, Bust Line, Waist Line, etc., are Divisional Lines. Their predominance is position. The Top of Limbs and End of Knee Cap Lines are also in this class. Do not boldly cut away or distribute your Lines. This separates your Design into

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two different objects. It is better to keep your design as a whole. Correct
Divisional Lines must be logical.

First: The Division must be treated and developed as a whole. For
example, if you suggest a Yoke, continue your line to a definite point and
finish it out, do not suddenly drop it. There are nothing so bad as small cuts
and jogs in designing.

Second: You must introduce exclusiveness of Line. Interior Line work
must be different yet harmonious. Bear in mind mechanical connections,
so that it will make up easily, and your Lines should not be confusing.

Third: Conformity of Line is the regard of spacing, placing and other
characteristics in your conception of ideas. You will gradually learn through-
out your work that there is such a thing as Vulgarity of Line. Line must be
used as Decoration.

The effective conception of Line is a “Common Sense Line”.

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Fine Art of Costume Design de Luxe

By

P. Clement Brown

The Psychology of Costume Design de Luxe is explained by applicable programme of lessons, illustrations and writings.

The Art of Designing is a reasoning process. By perception, relation, influence, references and every day facts, you can form modern creations.

Designing is the gradual cultivation of a sense that is embodied in the Human Being. We need go no further back than the days of the American Indian, who had a mind of cultural Individuality.

The stages of the development in the "Art in Dress" are pursued through the process of Psychology of Line, thus employing the mind to work the Lines into various new and profitable ideas. In other words, turn your Talents into Profits.

Designing is purely mental. This Talent sometimes is latent. Gradually, this invisible gift, through study and application, will arise and become a valuable asset.

The principal of designing is aiming to create a model that is acceptable because of its popular line. It is commonly known that you cannot please Everyone, but there is more than a majority appreciating Smart Clothes.

The force of conception, or that part of the Mind that Molds, must have a skeleton to work upon. As a spider spins its web, from object to object, so Costume Design spins its way.

Most simple elements or bits taken from here and there should form positions of value (Lines of constructive value). It is well to keep a note book so you may compile knowledge and experiments for future usage.

Make your Studio a Laboratory of Designing. You may either be an Artist Designer, by just sketching your ideas, or as a Designer from the best atelier of Abroad and America, by producing your Model in the actual Fabric. You may see and judge the result by draping the sample model in muslin or tissue paper.

The important principles of Designing are the Powers of Attraction that you employ. This is done like a Mechanic of Fashion Ideas. A Mechanic works towards advancement with a scientific point of view. Scientific Designing is a cultural development. It is a movement thus begun in France and
has now spread through all America. You are analyzing your designing by mentally combining Designs and People. Results find their expressions in the Styles of the Present Day. “If it is worn it is Designed.” We may analyze the infant Child to the experienced Individual so our field is classified by the “World at Large.”

The “Art of Dress” derived its origin not alone for a necessary adornment but for an expression of Individuality. Some have the expression for themselves while others have the gift to express for the Beauty of Others.

Dress will always predominate. It is the satisfaction of mind, temperament, and moods. It is one of the most talked of “Topics of the Day.” It has its range from extremes—Ecclesiastical to Theatrical.

“Art in Dress” is the artery through which flows the Life of Scintillating Beauty. It is ever changing through the same “Psychology of Line”.

Architectural Anatomy (From the French). Comprising every department of Illustrating and Coloring.

Designing by Psychology of Line (a Twentieth Century Idea for Designing Everything That Is Worn).

Professional Making of Pattern Blocks (a System Used by Professional Designers of Yesterday, To-day and To-Morrow to Produce That “Made in France” Way).

A Book thoroughly treating every Department of Designing, and answering every question on “Art in Dress”; from Sketching the Original Design to producing it on a living Model. Originals can be made in all sizes, without sacrificing their chic lines.

The Success of a Designer depends on how many of his Models are saleable, and this Book shows and instructs you “How it is Done.”

By

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