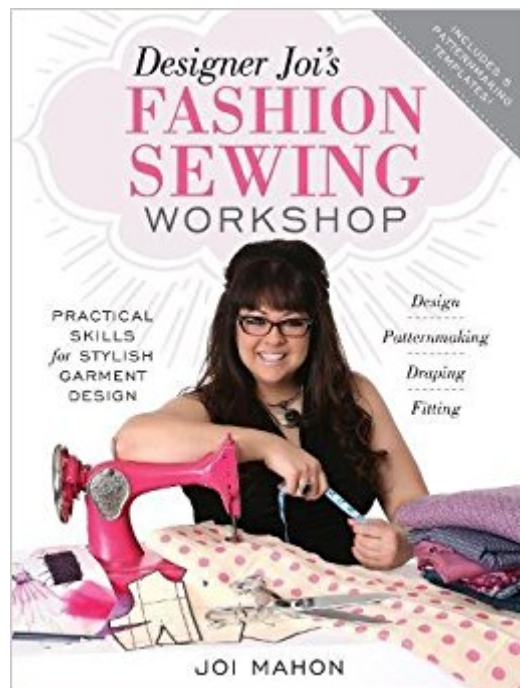




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# Designer Joi's Fashion Sewing Workshop: Practical Skills For Stylish Garment Design



## Synopsis

Skills and techniques for the fashion-minded sewist! Award-winning designer and stylist Joi Mahon shares her love of sewing and fashion design in Designer Joi's Fashion Sewing Workshop. Whether you're new to sewing or want to sharpen your skills, you'll find solid foundational information for learning and mastering sewing techniques including seaming, draping, measuring, making a pattern and more. Throughout the book, you'll find fun, hands-on exercises to help reinforce a new technique. The best part? Each exercise results in a finished piece! Divided into sections including Design and Inspiration, Fashion Sketching, The Design Process and Sewing Terminology and Tools, Designer Joi's Fashion Sewing Workshop makes sewing fun, easy and approachable--while still achieving amazing results.

## Book Information

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## Customer Reviews

"Sewists ready to graduate from commercial patterns to creating their own garments will get a complete grounding in the basics in this book." --Library Journal "The second installment from beloved designer, teacher and fitting expert Joi Mahon. Fashion Sewing Workshop covers the fashion design process from start to finish...with a no-fuss approach." --Sew News

Joi Mahon, aka Designer Joi is an award-winning designer with a passion for fashion. She has been sewing since she was 5 and taught her first sewing class when she was 14 to her local 4-H club.

She apprenticed in a men's tailoring shop all through high school and during college learning how to fit, measure and work with all figures types. She studied fashion design and product development at ISU and has a degree in Apparel Design, Merchandising and Production. Joi started her own custom design studio immediately after graduation and has been sewing professionally for over 20. She has received numerous awards, obtained a patent on a functional clothing garment she is currently licensing to the mass marketplace, she currently has a pattern line and license with McCall's Pattern, creates products for Baby Lock and Tacony, is a national spokes "designer" for Baby Lock, and has two successful Craftsy online classes. She is also is a regular contributor to SQE Professional, Sew It All, Sew News, and has won the Passion for Fashion Design Competition through the American Sewing Expo as well as being named as Teacher of the Year 2013. Joi recently has been picked up by Mettler Threads as a corporate sponsor for her upcoming embroidery trunk show. She also has designed an entire new approach to home embroidery and is working with the John Deere of Adorable Designs for digitizing her work. The collection will debut fall 2014.

Book was well worth the money. Very well written and full of information.

I was really looking forward to this book and was a bit disappointed. It has some great information and I learned a lot, but there were also quite a few places where I felt more explanation or pictures were needed and I had a hard time understanding some of the concepts.

I wish I could give this book 5 stars. I love the idea of the book, I visually enjoyed looking through the book but trying some of the exercises just did not meet my expectations. Chapter one goes over designing and finding inspiration. I utilize these tools regularly before I got the book but its nice to be able to define what I was doing :) . Throughout the book she gives you activities to do and in this chapter, they are doable and relate very well to one another. She covers recognizing inspiration, designing your own storyboard, identify design elements, evaluating the design and sketch designs. She also goes over color theory. Chapter two was about fashion sketching the exercises included Practicing the basic shapes, drawing flat garments, drawing more clothing shapes, creating a croquis, rendering a croquis, and rendering fabrics. I also think this section was good- I am not a fan of the actual drawing of designs but everyone has their own aesthetic :) . Chapter 3 : Pattern-making by flat pattern- and this is the chapter where Joi begins to lose me. Rotating darts, combining darts, slashing darts, dart equivalents, seams, slash and spread, bodice

back,skirts,skirt slash and spread,gores-godgets and circle skirts,sleeves,kimono and raglan sleeves,necklines and facings,collars,Jackets and coats,With that written all of that is covered in about 48 pages-which is a clear indication that either Joi knows some super short cuts to teaching people flat pattern making or the section was not in-depth enough. I go with the latter-She has design challenges for each section- the problem is, they will not be doable from this book alone. For example she has you add pockets to a jacket but never goes over how to make a pocket-or what the different pockets are and to be honest I was mad about not being able to complete the jacket because it was soo cute.(It wasn't because of the pockets :)She showed you how to do the majority of the exercises in about 4 steps?????. Was this a total waste I would say no-I think this section would be perfect for someone who is in the process of pattern-making and already has a steady foundation-I believe this section would simplify some things, but they would be things you already have some familiarity with.Chapter 4 Draping, drafting and computer generate patterning, I actually think she did a pretty good job with the basics of draping, the exercises she gives is two piece princess seam bodice,asymmetrical bodice,jackets, a-line silhouette,skirts with yokes, pleats and all the frills, asymmetrical skirt,extreme ruching,the ball gown-the drafting shows how to draft the sleeve and 2 pages for computer generate patterning. Again I think she did a good job explaining the basics of draping but I think the only piece someone could probably accurately drape from this book alone is a basic skirt, and that may be pushing it.In the skirt portion she has a little section (paragraph)for facings which includes the waistband-from her written section I would have no idea to fully make a waistband. and its little details like this that will lose someone. How to make a waistband on a skirt should have been clearly outlined in the book.Chapter 5:Designing for the real body which includes measuring-increasing and decreasing the bust curve decrease truing,sewing a fit sample, fitting for kids ,fitting for the aging body, sleeve fitting, She does not go over fitting anything other than the bust curve.Chapter 6 Joi's sewing workshop-types of sewing and sewing terminology,sewing machine know how,the right tools, Exercises include-pre-shrink sew in interfacing,preshrink fusible interfacing, a section on fabrics and fibers.Chapter 7:Design process start to finish-showing the process of designing to making an actual garmentWorksheet 1:shirt jacket evaluationEvaluating a seam which includes and exercise and conclusion.The appendix features a garment inspiration library.Resources then index.The trouble with books like these in my opinion is they do not have a target audience besides people interested in sewing related things.This book ranges from beginner to intermediate and some of the exercises are only achievable for the advanced seamstress . Which makes the information go from half of it being previously acquired,some of it being useful only with other resources and the other half undo-able.

This is not a must have book-I think if you have the extra money and would like to purchase it-go aheadFor me it was not worth it as previously stated, I already utilized these things in my own design process,and I have multiple books on pattern making,fabric and fitting. Normally I give suggestions for books I would not know where to start besides the fact that it would have been nice in spiral bound. :( I did not rate it too low as it is supposed to be a workshop-which in reality is not going to cover everything in-depth and some things were useful.If I can help clarify anything please leave me a comment :)

Fantastic book! Useful info I haven't found elsewhere

I love the book. Jo makes designing seem so simple. Her instructions are clear and easy to follow.

Book is very informative and helpful,awesome book

If you follow Joi Mahon's work, you know that she is an expert pattern designer. If you can't take an actual fashion sewing workshop, this book has everything you need in one place. Learn how to sketch and find inspiration for your designs, make flat patterns and slopers, draping, and fitting actual people. Start with the basic shape of a garment, and then add the details. A helpful appendix with sewing terms, tools, fabric tips, and more is in the back of the book, plus loads of Joi's fashion sketches you can use for inspiration.

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