



---

## Embroidery and Beading Design for Fashion

Theresa Alexander and Mary Lalon Alexander, University of the Incarnate Word, San Antonio, Texas

Keywords: Embroidery, design, couture

Hand embroidery and beading are common elements on fashion garments from the global mass market to French Haute Couture. While classes on beading and embroidery are available, it is rare to find a class on how to design embroidery for fashion. This workshop was designed to introduce the process of embellishment design and reduce anxieties related to embellishment use in apparel design. The participants learned about the professional embroidery design process and how to adapt the process to their own work. Additionally, participants learned about common techniques of hand embroidery and beading, and how they can be incorporated into apparel design. These techniques included a blend of traditional cultural practices and modern methods. This workshop included a brief history of embellishment from Asia to Europe to the Americas, designing embroidery for apparel, the pros and cons of certain techniques, how to chart embroidery, and how to estimate costs. Attendees were able to participate in hands-on exercises for developing design ideas and charting embroidery.