



# 101 Things I Learned in Fashion School

*By Alfredo Cabrera*

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The world of the fashion professional is brought to vivid life with 101 concise, provocative lessons on such topics as how a designer anticipates cultural trends and understands the fashion consumer, the workings of the fashion calendar, how a design collection is conceived, the manufacture and selection of fabric, methods of fashion illustration, and more.

This installment in the popular 101 THINGS I LEARNED® book series is the perfect book for everyone interested in fashion design--inexperienced fashion school students, recent graduates, and even seasoned professionals.

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## **Editorial Review**

### **About the Author**

Alfredo Cabrera, who is based in New York City, is an award-winning fashion designer and illustrator. His clients have included Henri Bendel, Tommy Hilfiger, Polo Jeans, Xpress, The Limited, Girbaud Jones New York, Nautica, FUBU, Izod and Liz Claiborne. He is a faculty member at the renowned Parsons Institute / New School for Design.

Matthew Frederick is an architect, urban designer, and the creator of the 101 THINGS I LEARNED® book series. He has taught architecture, urban design, and urban planning at a number of colleges and universities. He lives in Hudson, New York.

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