



**LAURENCE KING  
PUBLISHING**

**Student & Professional  
Rights Guide  
Spring 2022**

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July 2023

**Editor:** Liz Faber

**Extent:** 192 pp with  
200 illustrations

## The User Experience Design Guide

### Creating Interactive Digital Spaces

**Mark Wells**

The discipline of graphic design is increasingly carried out in the virtual sphere, with a greater emphasis on user interaction and user experience than ever before. This book takes students through the crucial stages and skills that are needed for creating successful interactive digital environments, including:

- Data collection
- User analysis
- Testing
- Creating valid content
- Prototyping and visualization

Visual examples range from screen shots to diagrams and physical prototypes, while case studies featuring digital agencies and creatives from around the world show how they approach each project. In keeping with the subject matter, the physical book will be supported by an online resource of interactive case studies.

#### About the author:

Mark Wells is a Senior Lecturer at University of Brighton. He specializes in interactive design.

BETTER

MATERIALS FOR SUSTAINABLE  
PRODUCT DESIGN

THINGS

DANIEL LIDEN

July 2023

**Editor:** Liz Faber**Extent:** 240 pp with  
200 illustrations

## Better Things

### Materials for Sustainable Product Design

**Daniel Liden**

**The inside scoop on sustainability and the materials in the products we use.**

How often have you seen a label on a product proclaiming it to be made from 'recycled material', 'bioplastic' or similar, without giving any detail of the concrete environmental benefits? What do these terms really mean? A drive for greater transparency and demonstrable environmental benefits is happening in product design, through emerging legislation and standards, and not least consumer demand for more sustainable products and unambiguous marketing. In *Better Things: Material Recipes for Sustainable Product Design*, product designer Daniel Liden seeks to tackle the lazy 'greenwashing' terminology we see every day and answer these questions, providing a guide for product designers, manufacturers and consumers wishing to make better and more informed decisions about the materials they choose.

Chapters are devoted to the following materials: plastics, metals, ceramics, wood, paper and textiles. Each chapter will include an interview with an industry expert, as well as photos and diagrams.

#### About the author:

Daniel Liden is a product designer with a passion for materials and more than 15 years' experience working as an independent design consultant, as well as in the design team at Nokia and Lenovo. He currently works with Chris Lefteri, an internationally recognised leader in materials and design, whose current clients include Logitech, Google, BiC and Hyundai. Daniel has dedicated his career to design for sustainability, to a point where a majority of clients now approach him to help them develop sustainable strategies and products.



June 2022

**Editor:** Kara Hattersley-Smith

**Extent:** 256 pp with approx. 650 illustrations

**Rights sold:**

China (Shanghai People's Fine Arts  
Publishing House)

## Folding Techniques for Designers (Second Edition)

**Paul Jackson**

Many designers, from jewellers to architects, use folding techniques to make three-dimensional forms from two-dimensional sheets of fabric, cardboard, plastic, metal and other materials.

This unique handbook explains key folding techniques, such as pleated surfaces, curved folding and crumpling. It has been updated with a new chapter covering some lesser-known techniques, suggesting yet more creative possibilities. The techniques are accompanied by clear step-by-step drawings, specially commissioned photography and ten new instructional videos.

**About the author:**

Paul Jackson is the author of over 30 books on paper arts and crafts. He has taught the techniques of folding on over 150 university level design courses in the UK, Germany, Belgium, the US, Canada and Israel and been a 'folding consultant' for companies such as Nike and Siemens. He is the founder and director of the Israeli Origami Centre.

## The Brand Book

An insider's guide to brand building for businesses and organizations

Daryl Fielding

October 2022

**Editor:** Liz Faber

**Extent:** 232 pp with 120 illustrations

## The Brand Book

**An insider's guide to brand building for businesses and organisations**

**Daryl Fielding**

**A no-nonsense guide to the fundamentals of brands and branding.**

*The Brand Book* provides a straightforward and practical guide to the fundamentals of brands and branding, enabling anyone in business to create their own powerful brand. Entertainingly written in jargon-free language, the author draws on her experiences of creating new brand strategies across a wide range of categories. Real world examples and case studies, including images from well-known brand campaigns, are used to illustrate the principles that underpin the best of brand practice. The final chapter includes handy templates and checklists to help you develop your own brand.

### About the author:

Daryl Fielding has held senior roles in advertising, media and marketing. She has created new brand strategies across many categories, from Dove to Vodafone, and is a recognised speaker on brands and marketing leadership.

She currently runs The Marketing Academy Foundation, a charity enabling young people from challenging backgrounds to follow in her marketing footsteps to a fulfilling and fun career.



## **Creativity Begins With You**

### **31 Practical Workshops to Explore Your Creative Potential**

**Andy Neal and Dion Star**

Explore your creative potential through play.

Can creativity be 'taught'? Or is it simply innate? This book will help you find your creativity through your own unique identity and experience, challenging you to fight those negative voices, get out of your habitual comfort zones and - most importantly - play.

Part practical workshop and part provocative guide, *Creativity Begins With You* is an invaluable companion for any student working across the creative disciplines.

July 2022

**Editor:** Liz Faber

**Extent:** 240 pp with  
250 illustrations

#### **About the author:**

Andy Neal and Dion Star teach at the School of Communication, Falmouth University, UK. This book is the result of over thirty years' combined experience running creativity workshops at the school.



# History of Modern Design (Third Edition)

**David Raizman**

This insightful, wide-ranging book surveys the applied arts and industrial design from the eighteenth century to the present day, exploring the dynamic relationship between design and manufacturing, and the technological, social and commercial contexts in which this relationship has developed.

This third edition has been extensively revised paying more attention to the contributions of non-Western nations, women and people of colour in the history of modern design history. It also grapples with the relationship between the Covid-19 pandemic, climate change, social justice, and design, so providing students with fresh historical perspectives in this field of study.

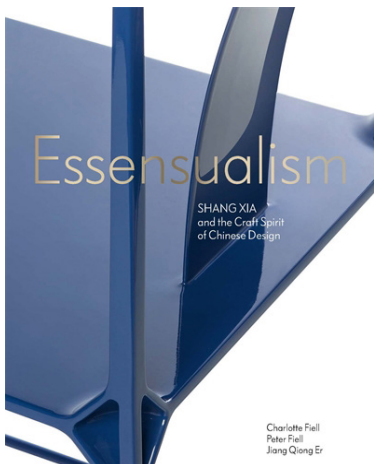
June 2023

**Editor:** Kara Hattersley-Smith

**Extent:** 448 pp with over 580 illustrations

## About the author:

David Raizman was Professor in the Art and Art History Department in the Westphal College of Media Arts & Design at Drexel University in Philadelphia. He co-edited, with Professor Carma Gorman, *Objects, Audiences, and Literatures: Alternative Narratives in the History of Design* (2007), and has been a research fellow at the Wolfsonian-Florida International University museum in Miami Beach, Florida.



November 2022

**Editor:** Kara Hattersley-Smith

**Extent:** 536 pp with approx. 400 illustrations

## Essensualism

### Shang Xia and the Craft Spirit of Chinese Design

**Charlotte Fiell, Peter Fiell & Jiang Qiong Er**

This lavish and beautiful book celebrates the long and rich heritage of Chinese crafts and its increasing influence on Chinese contemporary design. Exploring the awakening craft spirit in contemporary Chinese design, it comprehensively introduces the pioneering and inspirational work of one of its leading proponents, Shang Xia. Featured crafts include lacquer and eggshell lacquer, jade and agate carving, silk embroidery, cashmere felt, bamboo carving and weaving, furniture making and porcelain.

#### About the authors:

Charlotte and Peter Fiell are leading authorities on the history, theory and criticism of design and have written over 60 books on the subject. They are among the leading commentators on contemporary Chinese furniture design having previously written the first comprehensive book on the subject, *Contemporary Chinese Furniture Design - A New Wave of Creativity* (Laurence King, 2019) and having also curated a major exhibition on the subject in Shanghai in 2019.

Jiang Qiong Er is one of China's most renowned contemporary designers and is the founder of Shang Xia, a design-led brand that is at the forefront of the emergent arts-and-crafts-inspired 'New Chinese Design' movement. Her pioneering work for Shang Xia has been collected by major museums all over the world, including the British Museum, the Victoria & Albert Museum (London) and the Musée des Arts Décoratifs (Paris).

## Studio Craft & Technique for Architects

Second Edition

Miriam Delaney  
& Anne Gorman

## Studio Craft & Technique for Architects (Second Edition)

**Miriam Delaney & Anne Gorman**

This one-stop handbook for architecture students provides step-by-step techniques for perfecting the vital skills of drawing, model making and surveying. It is a primer on the conventions of architectural representation and the use of materials. It also explains the primary elements of construction and structure from first principles, using clear diagrams and drawings.

Recommended in the first year at numerous architecture schools, this second edition has been updated to include a new section on sustainability, more on types of drawing and when to use them, and more on structural principles and materials.

January 2022

**Editor:** Liz Faber

**Extent:** 560 pp with  
725 illustrations

### About the authors:

Miriam Delaney, MRAI, MA, BArch, and Anne Gorman, MRAI, MSc, BArch, are architects. They both teach at the Dublin School of Architecture, Technological University Dublin.

## A History of Western Architecture (Seventh Edition)

Owen Hopkins and David Watkin

**"Far and away the best narrative of western architecture in existence... it stands out as an intellectual triumph." - Sir John Summerson**

In this highly acclaimed reference work David Watkin traces the history of western architecture from the earliest times in Mesopotamia and Egypt to the late twentieth century. For this seventh edition, revising author Owen Hopkins provides a new introduction contextualising Watkin's approach. The final chapter on the twenty-first century has been completely rewritten with a global outlook and new entries on reuse, sustainability, neo-modernism and activism. Hopkins brings the story right up to date with a discussion of re-use, digital cities and virtual architecture.

January 2023

**Editor:** Liz Faber

**Extent:** 752 pp with  
1024 illustrations

**Rights sold:**  
Turkey (Alfa Basim Yayim  
Dagitim)

**Rights sold in previous  
editions:**  
China (BPG Artmedia)  
Italy (Zanichelli)  
Japan (Chuokoron-Sha)  
Netherlands (Boom)  
Turkey (Alfa Basim Yayim  
Dagitim)

### About the authors:

Owen Hopkins is Director of the Farrell Centre at Newcastle University. Previously he was Senior Curator at Sir John Soane's Museum and before that he was Architecture Programme Curator at the Royal Academy of Arts, London. He is the author of several books including *Reading Architecture: A Visual Lexicon* (2012), *Architectural Styles: A Visual Guide* (2014; both Laurence King), *Postmodern Architecture: Less is a Bore* (2020) and *The Museum* (2021).

David Watkin was Emeritus Professor of the History of Architecture at the University of Cambridge and an Honorary Fellow of the Royal Institute of British Architects. His many books include *Sir John Soane: Enlightenment Thought and the Royal Academy Lectures* (1996), *Morality and Architecture Revisited* (2001) and *The Roman Forum* (2009). He died in 2018.



## Reading Architecture (Second Edition)

**Owen Hopkins**

This innovative and unique book is a visual guide to the buildings that surround us. Architectural features are pinpointed and labelled on images of buildings so that, unlike with other architectural dictionaries, the reader doesn't have to know the name before looking it up. Clear line drawings and extensive colour photographs illustrate each of the main building types, from forts to churches, stately homes to skyscrapers. The individual structural elements and materials common to all buildings are then explained, whether in Classical, Gothic or Modernist style. A comprehensive glossary completes the book.

This revised edition includes an expanded section on modern structures and materials, as well as the latest styles and concepts from the last ten years.

January 2023

**Editor:** Liz Faber

**Extent:** 192 pp with  
532 illustrations

### **Rights sold in previous edition:**

China (BPG Artmedia)  
Czechia (Grada)  
France (Dunod)  
Germany (DVA Random House)  
Italy (Inter Logos)  
Japan (X Knowledge)  
Netherlands (Atrium Icob)  
Poland (Arkady)  
Russia (Piter Class)  
Spain (Naturart)  
Taiwan (Yuan-Liou)  
Turkey (Kalem Agency)

### **About the author:**

Owen Hopkins is Director of the Farrell Centre at Newcastle University. Previously he was Senior Curator at Sir John Soane's Museum and before that he was Architecture Programme Curator at the Royal Academy of Arts, London. He is the author of several books including *Reading Architecture: A Visual Lexicon* (2012), *Architectural Styles: A Visual Guide* (2014; both Laurence King), *Postmodern Architecture: Less is a Bore* (2020) and *The Museum* (2021).



February 2022

**Editor:** Sophie Wise

**Extent:** 256 pp with approx. 500 illustrations

**Rights sold in previous titles:**

China (China Textile & Apparel Press)  
Japan (Bunka Gakuen)  
Korea (Rasara Fashion Book)  
Russia (Eksmo)  
Spain (Naturart)  
Turkey (Hayalperest)  
Taiwan (Les Gouttes Press)

## Advanced Creative Draping

**Karolyn Kiisel**

*Advanced Creative Draping* teaches designers and students how to drape fashion-forward, conceptual designs that use elements of couture construction to elevate the work to the highest level of fashion.

Five methods of draping are explored as well as draping using embellishments or particular surface designs. The final chapter demonstrates how to create a high quality heirloom garment.

Featuring specially commissioned step-by-step photography, the book includes tips from designers working with draping methods today. Essentially an advanced textbook for the serious fashion student, it also serves as a workroom reference book for professional fashion and costume designers.

### About the author:

Karolyn Kiisel is currently teaching costume at the Theater Academy of Los Angeles City College, and taught at Otis College of Art and Design in Los Angeles for over twenty years. Her fashion designs have been sold internationally, and her costume work has appeared widely on screen and stage.



January 2022

**Editor:** Liz Faber

**Extent:** 208 pp with 300 illustrations

**Rights sold in previous edition:**

China (Donghua University Press)

Korea (Rasara Fashion Books)

Spain (Promopress)

## Fashion Design Research (Second Edition)

**Ezinma Mbeledogu**

Every fashion collection begins with research. But how do you start? How do you use that research? *Fashion Design Research* answers these questions and demystifies the process. The book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on colour, fabric and market research are followed by the final chapter on concept development, which shows how to gather all the information together, featuring one research project from beginning to end.

This revised edition includes updated images and new case studies, plus more on ethics, sustainability and research methods.

### About the author:

Ezinma Mbeledogu is currently Senior Lecturer on the BA (Hons) Fashion course at UCA Epsom. She studied Fashion Womenswear at Central Saint Martins and completed her MA in Fashion at the Royal College of Art, going on to produce her own fashion label. She has also completed an MA in Social Anthropology at Goldsmiths College.



February 2022

**Editor:** Sophie Wise

**Extent:** 296 pp with approx. 400 illustrations

**Rights sold in previous edition:**  
China (Donghua University Press)

## Fabric for Fashion: The Complete Guide (Second Edition)

**Clive Hallett and Amanda Johnston**

Aimed at fashion designers, *Fabric for Fashion: The Complete Guide* is unique in explaining the behaviour, properties and sustainability impacts of a wide range of natural and man-made fabrics. Design is determined by how fabrics work, move, feel and look. Increasingly and out of necessity, design is also led by how fabric choices affect our planet and its inhabitants. The most successful fashion designers are those who truly understand their materials, who match design skill with technical knowledge. This book offers guidance by providing a mix of practical information, including industry vocabulary, and a wealth of stunning visual examples showing how designers, both past and present, have worked with textiles. Highlights of this new edition include additional chapters on:

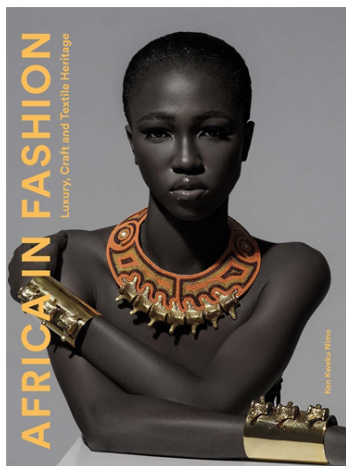
- Sustainable fabrics and fashion
- Smart fabrics
- Product development
- Biosynthetic fibres

### About the authors:

Clive Hallett is a freelance design consultant and has worked in the fashion industry for over forty years. He has lectured at the London College of Fashion, Northumbria University and, as a guest, at many other universities and institutions including the Victoria & Albert Museum. Clive has also worked for the World Health Organization on development programmes for industry.

Amanda Johnston has over thirty years' experience as a design consultant. She is curator at The Sustainable Angle and in this role curates for the Future Fabrics Expo, delivers brand advisories and speaks at conferences internationally. Amanda also teaches at London College of Fashion, and presents at institutions including Central Saint Martins, the Royal College of Art and the Council of Fashion Designers of America.





May 2022

**Editor:** Sophie Wise

**Extent:** 200 pp with 170 illustrations

## Africa in Fashion

### Luxury, Craft and Textile Heritage

**Ken Kweku Nimo**

**Foreword by Deola Sagoe**

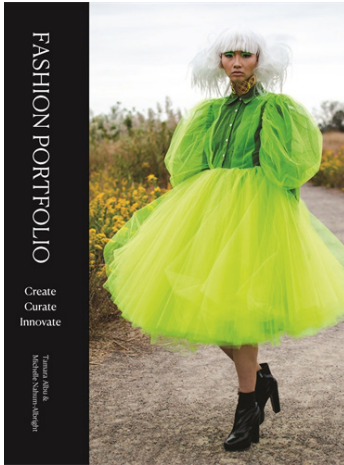
*Africa in Fashion* explores the kaleidoscope of craft cultures that have shaped African fashion for centuries and captures the intriguing stories of contemporary and avant-garde African brands.

Part One looks at Africa's rich cultural heritage and place in the network of global fashion. The first chapter retells the history of African fashion, exploring Africa's textile traditions, artisanship and role as a global resource. The second chapter presents a New Africa and examines the promise and potential of Africa's markets, while challenging stereotypes and the concept of European hegemony particularly in the realm of luxury fashion. It also spotlights Africa's unique position as the global industry shifts towards a more sustainable future.

Part Two ushers the reader into the spectacular world of African fashion today. It showcases a carefully curated set of the continent's most dynamic brands and, through interviews with prominent and inspiring designers, offers rare insight into their ethos and design practice. Covering unisex fashion, menswear, womenswear, accessories and jewellery the brands are each purposefully selected to contribute uniquely to the mosaic of Africa evolving creative landscape.

#### About the author:

Ken Kweku Nimo is a Ghanaian researcher, brand strategist and designer. He holds a BA Hons in Fashion Merchandising and an MA in Design from the University of Johannesburg. Ken's work underscores the potential of Africa's luxury industry and cultural renaissance. He has contributed articles to the *Journal of Design, Business and Society*, and the *Journal of Fashion Marketing and Management*. He is a regular speaker at the In Pursuit of Luxury Conference (IPOL).



May 2022

**Editor:** Sophie Wise

**Extent:** 208 pp with approx. 300 illustrations

## Fashion Portfolio

**Tamara Albu and Michelle Nahum-Albright**  
**Foreword by Agatha Ruiz de la Prada**

*Fashion Portfolio: Create, Curate, Innovate* is a practical guide to a forward-reaching portfolio, emphasizing the value of personalized storytelling. Its focus is in helping designers reach visual and conceptual clarity in representing their potential. As part of a personal brand strategy, the portfolio becomes a stronger sales tool. This is why the book also explores research, personal branding, presentation materials, online presentation, interview technique and follow up.

The book also includes a section on different fashion professional paths providing invaluable career advice not just for aspiring designers but all those looking to evolve in the fashion industry. Case studies from successful recent graduates working across the world offer further insight on how to make your mark.

### About the authors:

Tamara Albu was Associate Professor of Fashion at Parsons School of Design, where she developed a number of their courses including Fashion Portfolio. She has also guest lectured and conducted workshops internationally at a number of institutions in China, as well as in Italy, Spain, Slovenia, Saudia Arabia and Kyrgyzstan.

Michelle Nahum-Albright is Assistant Professor of Fashion at Parsons School of Design, where she teaches Process and Skills for Fashion. Previously she has taught a number of design courses at FIT and at Pratt Institute. Her industry experience includes 17 years as an in-house designer at Elizabeth Arden.



October 2022

**Editor:** Sophie Wise

**Extent:** 256 pp with 120 illustrations

## Regenerative Fashion

**Safia Minney**

*Regenerative Fashion* presents the future of fashion built on the regenerative use of natural resources and the revival of craft in the global South. It shares the stories of our interconnectedness with the natural world - and each other - and the urgency we face in the convergence of crises: the climate crisis and social crisis highlighted by the fight for racial justice.

Fashion has been inspired by nature for hundreds of years. Biomimicry highlights our dependence on nature and why we must shift fashion to respect this. A new commercial approach is possible and Safia Minney shows how it can be done through regeneration, which goes beyond sustainability.

With dozens of case study interviews from designers, organizations and initiatives around the world, as well as thought pieces from leading figures (Orsola de Castro, Dilys Williams, Kate Fletcher etc).

### About the author:

Safia Minney MBE is an award-winning, international social entrepreneur, speaker and advisor. She has over 20 years' experience as a Global CEO of the company she founded, People Tree, developing the first sustainable and Fair Trade supply chains and standards with advisory roles with industry bodies.



January 2023

**Editor:** Sophie Wise

**Extent:** 192 pp with 250 illustrations

## Fashion Bags and Accessories

### Creative Design and Production

**Darla-Jane Gilroy**

Fashion bags and accessories are a constant force driving innovative design, creative branding and sales across the global fashion industry. New categories of accessories such as wearable technology cases are boosting market growth and the global fashion accessories market is set to increase.

This book explores fashion bags and related accessories, such as purses, wallets, clutches, cases, gloves and belts, through various approaches to creative design, product development, technological innovation, materials development, component design (hardware) and branding. Readers will become familiar with key constructions - T base, Turned, Bucket or Baguette bags and gain grounding in both traditional craft-making techniques and contemporary digital manufacturing process. Traditional accessory materials like leather are considered alongside new and emerging sustainable materials. It also explores key elements of fashion bags and accessories like component design, signature branding and logo design.

#### About the author:

Darla-Jane Gilroy is Associate Dean of Knowledge Exchange Reader in Fashion and Enterprise at Central Saint Martins.

She has extensive teaching experience having lectured at London College of Fashion, Ravensbourne, The University of Westminster, Southampton University, the University of East London, and the Royal College of Art. A key figure of the Blitz scene and a former fashion designer, Gilroy has played an influential role in British fashion since the 1980s and her design work has been exhibited at the V&A. She has maintained her professional practice through her trends consultancy, The Future Perfect.

## Fashion Writing

**Josephine Collins and Stephen Spear**



Fashion now enjoys its highest-ever profile as the digital world has multiplied the number of platforms on which it is available. No longer confined to restrictive print schedules or occasional broadcast slots, fashion is an ever-present content driver. With retailers, brands and designers all in on the act, plus citizen fashion coverage from the social media community, the volume of fashion journalism has risen beyond any predictions.

Aimed at students on specialist fashion journalism courses or general/lifestyle journalism degrees, this guide will also appeal to untrained writers, including content creators, who want to add a professional approach to their fashion writing.

August 2023

**Editor:** Sophie Wise

**Extent:** 192 pp with 50 illustrations

### About the author:

Josephine Collins is the Course Leader for BA (Hons) Fashion Journalism at London College of Fashion. A former editor of weekly fashion 'bible' *Drapers*, she has extensive experience as an editor and writer across business and consumer magazines and newspapers, and online.

Steve Spear is an experienced journalist specializing in fashion. Alongside lecturing at London College of Fashion, he continues to freelance writing for consumer titles and business publications and creating content for fashion brands.

## Pattern Development for Cut-and-Sew Knits

**Sylvia Lin and Luz Pascal**



Aimed at students as well as professionals who want to work in the development process of cut-and-sew knit garments, this book is an essential guide for an increasingly significant area of fashion design.

Knits have revolutionized the apparel industry. Every major manufacturer includes knit garments in their production line. Today, everyone owns a knit garment. The book will take readers from the pattern development to the elaboration of a complete garment. It will begin with taking measurements either by using a dress form or by taking personal measurements.

January 2024

**Editor:** Sophie Wise

**Extent:** 368 pp with approx.  
900 illustrations

Each step will lead to the development of a sloper/block that will be used throughout the book. Subsequent chapters will be organized by garment type: tops, jackets, trousers and so forth.

### About the authors:

Sylvia Lin is Adjunct Assistant Professor at FIT. She also works as a senior technical designer for a number of US brands particularly in the jeanswear and sportswear sectors.

Luz Pascal has over thirty years' experience teaching patternmaking at FIT and Parsons. She wrote *A Guide to Patternmaking* (1994), published in English and Spanish by the Fairgate Rule Company and still available.

## Screen Style

### Marnie Fogg



*Screen Style* celebrates the beautiful, stylish and often covetable outfits and costumes brought to us by iconic series of the small screen: from *Mad Men* to *Empire*, *Peaky Blinders* to *Bridgerton*. Not only have costume designers used clothes to define character, but the characters themselves have become role models for what to wear transforming actors into instant influencers.

Illustrated with over 200 screen stills, this book covers 50 diverse television series that have helped set the standard for fashion on screen.

September 2023

**Editor:** Kara Hattersley-Smith

**Extent:** 224 pp with over 200 illustrations

**Rights sold in Couture**

**Interiors:**

Spain (Océano)

Netherlands (Terra Lannoo)

### About the author:

Marnie Fogg is a fashion expert and media consultant with extensive experience in the fashion industry. She has interviewed many contemporary designers and is the author of *Boutique: A '60s' Cultural Phenomenon*; *Print in Fashion: Design and Development in Fashion Textiles*; *The Fashion Design Directory*; *Fashion: The Whole Story*, and *The Fashion Swatch Book*.

## The Style Thesaurus

**Hannah Kane**



There has yet to be a definitive, gender-neutral book on the meaning of style, and this is the gap *The Style Thesaurus* fills. At once a lexicon of fashion and a style guide, it is the essential wardrobe companion for all fashion lovers.

Style can be used to fit in or to stand out, to send different messages and, with the right knowledge, it can also be adjusted according to mood or occasion. *The Style Thesaurus* examines the semiotics of a wide range of looks, investigates their roots in history and culture, and shows how they can be curated or combined.

September 2023

**Editor:** Sophie Wise

**Extent:** 304 pp with 100 illustrations

### About the author:

Hannah Kane is a journalist, writer and Editor-in-Chief of independent style and culture magazine PHOENIX. She is an Associate Lecturer at the London College of Fashion, teaching fashion journalism, product management, and marketing communications. She also teaches at the privately-owned London College of Style in trend forecasting, art direction, styling, and shoot production.





April 2022

**Editor:** Kara Hattersley-Smith

**Extent:** 192 pp with 32 photos and 38 line drawings

## The Story is Everything

Mastering Creative Communication for Business

**Andreas Loizou**

We all know that stories work. Great stories build rapport with clients and trust between colleagues. They attract investors, convince customers and make you and your business stand out in a world of boring presentations.

This book explores the tips and techniques to transform you into a creative business storyteller. It teaches you the structure of stories and how to grab your audience's attention by targeting their feelings, actions and beliefs. You'll learn how the masters of influence--advertisers, psychologists, philosophers, film directors and novelists--appeal to our deepest emotions.

From writing a persuasive pitch for a new product to turning dull data into exciting tales, this book will give you the tools to spread your message with style, originality and success.

### About the author:

Andreas Loizou teaches business storytelling, writing skills and finance at companies and universities around the world. He qualified as an accountant, worked as an equity analyst and was a director of training at Financial Times Knowledge. His book *The Devil's Deal* has been translated into nine languages. He's the founder of the Margate Bookie literary festival, a social enterprise which encourages a love of reading and writing.



August 2022

**Editor:** Liz Faber

**Extent:** 240 pp with 200 illustrations

**Rights sold in previous editions:**

Vietnam (Saigon Books)

## Copywriting (Third Edition)

**Successful writing for design, advertising and marketing**

**Gyles Lingwood and Mark Shaw**

Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This revised edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogues, company magazines and internal communications, and aspects of writing for social media are integrated throughout. There are also new interviews and case studies.

Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, *\*Copywriting, Third Edition* takes you through step-by-step processes that can help you to write content quickly and effectively.

### About the authors:

Gyles Lingwood is Director of Education (Arts) at the University of Lincoln, having previously worked in London's branding and advertising industries. His work has won a number of awards including D&AD, British Interactive Media Association and the US Creativity Awards. He is the author of *Read Me: 10 Lessons for Writing Great Copy* (Laurence King, 2014).

Mark Shaw was a professional copywriter for more than 30 years. He founded UK design agency Jupiter Design, and was President of Liquid Agency Europe, where he managed global brand and messaging for some of the world's leading organisations. He died in 2017.

## Don't Get a Job ... Make a Job

*How to make it as  
a creative graduate*

Gem Barton



September 2023

**Editor:** Liz Faber

**Extent:** 160 pp with 380 illustrations

**Rights sold in previous  
editions:**

Vietnam (Saigon Books)

## Don't Get a Job...Make a Job (New Edition)

**How to make it as a creative graduate**

**Gem Barton**

Too often a design or architecture degree is seen as a means to an end (a job in an established practice). But imagine for one moment that there are no employers, no firms to send your CV to, no interviews to be had. How would you forge your own path after graduation? The most ingenious and driven designers have found ways of making opportunities for themselves across the creative disciplines. The book celebrates the various strategies that students and graduates are taking to gain exposure, while also including interviews and inspirational advice from those who are now enjoying success.

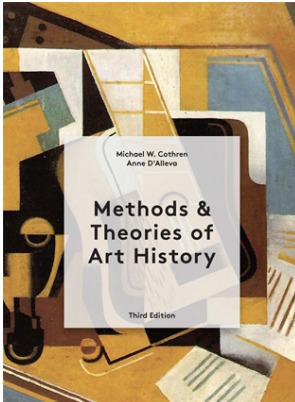
This edition includes six new case studies and a new chapter on social enterprise.

### **About the author:**

Gem Barton is an author, academic and futurist. She is a Principal Lecturer at University of Brighton and author of *These Cards Will Change Your Career* (Laurence King, 2020).

Editor: Kara Hattersley-Smith

August 2021

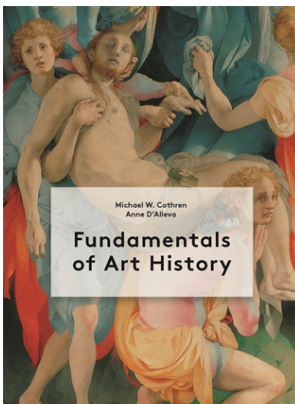


## Methods & Theories of Art History (Third Edition)

This book is an accessible introduction to the critical theories used in analysing art. It covers a broad range of approaches, presenting individual arguments, controversies and divergent perspectives. This edition has been updated to reflect recent scholarship in contemporary art and has been broken down into smaller sections for greater accessibility. The book begins with a revised discussion of the difference between method and theory. The following chapters apply the varying approaches to works of art, some of them new to this edition.

The book ends with a new conclusion that focuses on the way the study of art is informed by theory.

**Extent:** 200 pp with 34 illustrations



## Fundamentals of Art History (New Edition)

This invaluable guide enables students to get the most from their art history course. Written in an accessible style, the book introduces two basic art historical methods - formal analysis and contextual analysis. In this new edition revising author Michael Cothren has extended the discussion on iconography and iconology, as well as adding discussions on the effects of the market and museums on art. Greater emphasis is placed on the global and multicultural aspects of art creation and analysis with new images and more case studies. There is more step-by-step guidance on how to use these methods to prepare for exams and write papers.

**Extent:** 168 pp with 49 illustrations

### About the authors:

Michael Cothren is Scheuer Family Professor Emeritus of Humanities, Swarthmore College. He is co-author of *Art History, Art: A Brief History*, and, with Anne D'Alleva, *Fundamentals of Art History* and *Methods & Theories of Art History, Third Edition*.

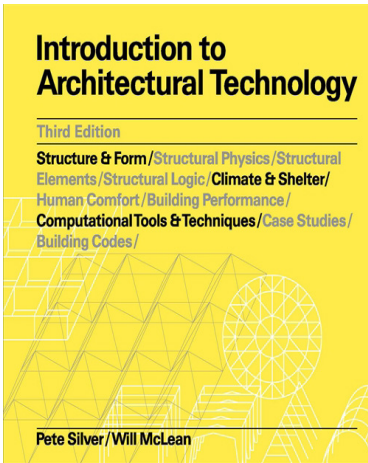
Anne D'Alleva is Associate Professor of Art History and Women's Studies at the University of Connecticut. She is the author of *Arts of the Pacific Islands*, and, with Michael Cothren, *Fundamentals of Art History* and *Methods & Theories of Art History, Third Edition*.

### Rights sold:

Russia (Mann, Ivanov and Ferber)

### Rights sold in previous editions:

*Methods & Theories of Art History*: China (People's Fine Arts Publishing House), Korea (Viz & Biz)



## Introduction to Architectural Technology (Third Edition)

**Pete Silver and Will McLean**

Understanding the relationship between design and technology is critical to the understanding of architecture. This book clearly explains the core aspects of architectural technology: structural physics, structural elements and forms, heating, lighting, environmental control and computer modelling. The third edition includes six new case studies, more on structural types, new information on construction detailing, passive building principles and designing for different climatic conditions.

This essential introduction to architecture will help students to integrate their design thinking with the appropriate structural and environmental solutions.

August 2021

**Editor:** Liz Faber

**Extent:** 224 pp with 440 illustrations

**Rights sold:**

Greece (Papasotiriou Bookstores and Publishers)



## Visual Merchandising (Fourth Edition)

**Tony Morgan**

This comprehensive guide to visual merchandising covers both window dressing and in-store design, as well as all the other elements, real or virtual, used to enhance the contemporary retail experience. Featuring a range of shops, from fashion emporia such as Selfridges, Printemps, and Bergdorf Goodman to small outlets, the book offers practical advice, supported by tips from the most inspiring visual merchandisers and creative directors across the world.

It reveals the secrets of their profession and all there is to know about the latest technology, mannequins, props etc. It also examines the psychology and ever-changing trends behind consumer behaviour.

Visual merchandising is presented through lavish colour photographs, diagrams of floor layouts and store case studies, and includes invaluable information such as a glossary of terms used in the industry.

November 2021

**Editor:** Sophie Wise

**Extent:** 224 pp with 310 illustrations

**Rights sold in previous editions:**

China (China Textile & Apparel

Press)

Italy (Inter Logos)

Korea (Kuhminsa)

Spain (Editorial GG)

Portugal (Editorial GG)

## Recent backlist



### Designing Knitted Textiles Florence Spurling

*Designing Knitted Textiles* guides readers through the fundamental skills of machine knitting, while encouraging them to be creative and experimental. It takes a contemporary approach, exploring the countless possibilities of machine-knitted textiles within multiple fashion contexts.

Part 1 offers a practical introduction to the subject, with step-by-steps and detailed information on tools, stitch types, fibres and techniques. Part 2 covers colour, pattern, texture, structure and embellishment, highlighting a range of designs from traditional styles such as Fair Isle to the most intricate lace or unusual 3D effects. Finally, Part 3 delves into the construction elements needed to create garments and accessories.

August 2021

**Editor:** Sophie Wise

**Extent:** 200 pp with 300 illustrations



### Fabric for Fashion: The Swatchbook (Revised Second Edition)

**Clive Hallett and Amanda Johnston**

A bestseller for over 10 years, *Fabric for Fashion: The Swatchbook* is a unique resource with 142 swatches and yarns of the most recognized and widely used varieties of fabric to encourage consideration of not just their aesthetic appeal but also their structure, feel and weight. Natural fabrics such as cottons, silks, wools and linens are included, as are a wide range of manmade ones including alternative plant fibres like bamboo and hemp.

With accompanying information on fabrication, weights, construction, as well as yarn windings the book will help student fashion designers to make informed textile choices based upon an understanding of raw materials together with the processes that make up a fabric.

November 2021

**Editor:** Sophie Wise

**Extent:** 100 pp with 70 illustrations



May 2021

**Editor:** Sophie Wise

**Extent:** 176 pp

**Rights sold:**

China (China Textile & Apparel Press)

Spain (Naturart)

## Circular Fashion

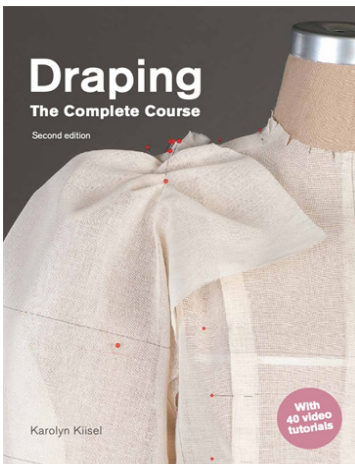
**Peggy Blum**

**Circular fashion is a supply chain model based on the principles of circular economy and sustainable development.**

Creating sustainable fashion has never been more important. *Circular Fashion* provides an accessible, practical, and holistic approach to this key topic for anyone studying fashion.

This introductory text to sustainability in fashion includes best practice case studies and profiles of key companies such as Patagonia, Veja, Christopher Raeburn, and Stella McCartney. It begins with an overview of the fashion business, tackling the issues of the linear production model of make, use, dispose, before introducing the idea of the circular supply chain.

*Circular Fashion* is the must-have book for fashion students, creatives and anyone passionate about sustainability and fashion.



July 2020

**Editor:** Sophie Wise

**Extent:** 368pp

**Rights sold:** Russia (Eksmo)

## Draping

**Karolyn Kiisel**

**Draping—the art of using calico to design directly on a dress form—is an essential skill for fashion students.**

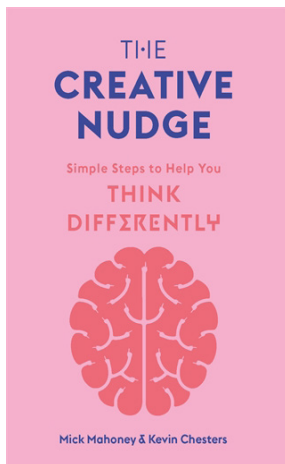
Covering beginner draping to more advanced techniques, this new series of master classes from bestselling author Karolyn Kiisel provides a complete course. Projects include dresses, skirts, trousers and jackets, highlighting key fashion garments from the runway to the red carpet and iconic costumes from films such as *Breakfast at Tiffany's* and *In the Mood for Love*.

Starting with the basics of preparing the dress form and fabric, the book advances through pinning, trimming and clipping, and creating shape using darts and tucks, to adding volume using pleats and gathers, and handling complex curves. Advanced skills include how to use support elements such as shoulder pads, under layers and petticoats, and how to handle bias draping.

Each exercise and project throughout the book is explained with step-by-step photographs and line drawings that bring to life the art of creating fashion in three dimensions.



## Recent backlist



### The Creative Nudge

**Mick Mahoney and Kevin Chesters**

Creative thinking is something everyone can do. It's a way of looking at the world afresh, doing new things in new ways, taking risks. With *The Creative Nudge*, use 'nudge theory' to unleash your innate originality. A new behavioural science that reveals how small actions can have big impacts on our thinking, nudge theory powers this book. Using simple behaviour changes, retrain your brain and live a more creative and rewarding life.

- The first book to use Nudge Theory to unlock creative thinking
- Fun, accessible text, with every nudge backed by current scientific research
- No major lifestyle changes are required: nudges are small, simple changes that can have a big impact

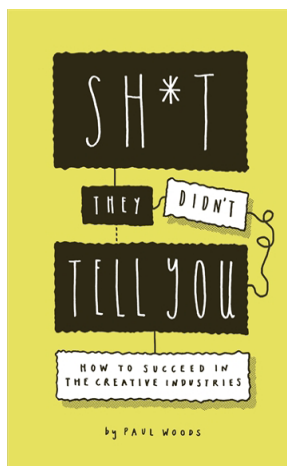
August 2021

**Editor:** Kara Hattersley-Smith

**Extent:** 128 pp with 50 illustrations

**Rights sold:**

China (Liurenxing Media Co.)



### Sh\*t They Didn't Tell You

**Paul Woods**

This straight-talking, fun book is aimed at fresh graduates planning a career in the creative industries. It gives them the tools to identify and navigate the right path. Filled with practical tips and exercises, and illustrated with 'how to' flow charts and diagrams, it focuses not just on the creative skills needed for a successful and lucrative career but a great lifestyle too.

- An irreverent guide for anyone starting out in the creative industries
- Filled with common sense tips, practical exercises and how-to flow charts and diagrams on topics such as completing your portfolio, finding a job and preparing a visa application
- Focuses on the skills you need to have a creative and lucrative career and lifestyle

**Rights sold in *How to Do Great Work Without Being an Asshole:***

Brazil (Belas Letras)

China (Ginkgo)

Germany (Stiebner)

Indonesia (Gramedia)

Japan (BNN Inc)

Korea (Forest Book)

Russia (Mann, Ivanov and Ferber)

Spain (Naturart)

August 2021

**Editor:** Kara Hattersley-Smith

**Extent:** 144 pp with 90 illustrations









