

**FASHION EYEWEAR DESIGN:
TECHNIQUES, PRINCIPLES, AND
PRACTICES FOR ASPIRING FASHION
DESIGNERS BY JOSEPH MARTIN**



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Techniques, Principles, and Practices for Aspiring
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About the Author

Joseph Martin is a fashion designer, management consultant, award-winning author, and motivational speaker. His award-winning books on fashion design and strategic business management are available in over 20 countries including France, Germany, Italy, Spain, Canada, the United States, and the United Kingdom. He has lectured at McMaster University and consulted with organizations such as MasterCard, IMG Fashion, the Government of Canada, Trent University, and Washington State University. Joseph always strives to give back to the community, working pro bono with the Susan G. Komen Cancer Foundation and educating others through his memberships with the Fashion Design Council of Canada, Fashion Takes Action, the Toronto Centre for the Promotion of Fashion Design, and the Institute of Management Consultants USA. As a consultant, Joseph uses his expertise in data mining, location analytics, sales training, coaching and strategic intelligence to deliver incisive, growth-focused results to clients in the luxury market. As a speaker, Joseph is a dynamic and engaging presenter who leaves audiences feeling inspired, empowered and encouraged. He is available around the world for speaking engagements, corporate meetings, events, seminars, and much more. For further information and bookings, please visit josephmartin.net or email info@josephmartin.net

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Winner of the 2013 Ella Paige Award for Information Excellence, Fashion Eyewear Design teaches you how to design unique eyewear collections. Featuring hundreds of illustrations, innovative Study Guides and insightful, practical information, this book is an invaluable resource for students, garment designers, technical designers, and anyone interested in the creative and business aspects of the fashion industry. By reading this one-of-a-kind book, you will learn: -The structure of the fashion eyewear industry, including market categories, price points, delivery schedules, and more. -The history of fashion and how designers like Chanel, Marc Jacobs, and Michael Kors became household names. -The types, materials, construction methods, and purpose of various lenses, hinges and frames. -Step-by-step instructions for researching, planning, developing, and preparing an eyewear line for market. -The legal requirements of fashion eyewear design, including adherence with safety standards in the United States (ANSI Z80.3-2009), European Union (EN 1836:2005+A1:2007) and Australia/New Zealand (AS/NZS 1067:2003). -How to leverage new technologies to lower your business costs, increase your profits and connect with your customers.

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