



Workshop

# Modelagem Confecção



**Ministrante:** Janete Jung Castro - Designer de moda especializada em desenvolvimento de produto e modelagem, proprietária da JJung Assessoria Ltda, escritório de assessoria para empresas de vestuário e professora do Curso de Tecnologia em Design de Moda da UCS.



Vamos trabalhar neste workshop a partir das propostas de silhuetas que estão sendo apresentadas como tendências para a próxima estação de Verão 2011/2012.



Quando pensamos em desenvolver novas modelagens a cada coleção, é preciso num primeiro momento estarmos atentos a **adequação das formas** para o público alvo da empresa, usando o conceito das formas como ponto de partida, como norteador para agregarmos **diferencial** ao produto.



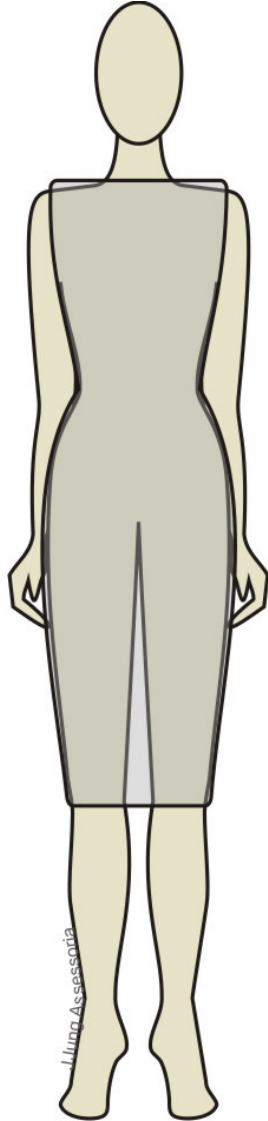
Podemos definir então três pontos a serem considerados:

- **Formas** propostas para coleção verão 2011/2012.
- **Bases** de modelagens existentes na empresa.
- **Adequação** das formas a partir das bases para o público alvo da empresa.

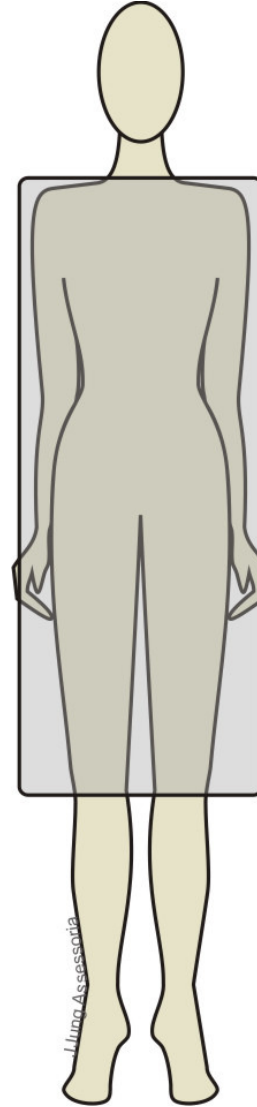


# Diferentes Silhuetas propostas para estação de Verão 2011/2012

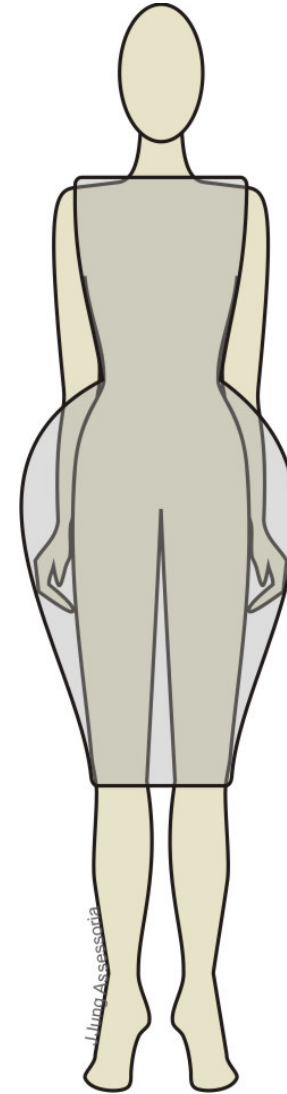
**Silhueta:  
Ajustada**



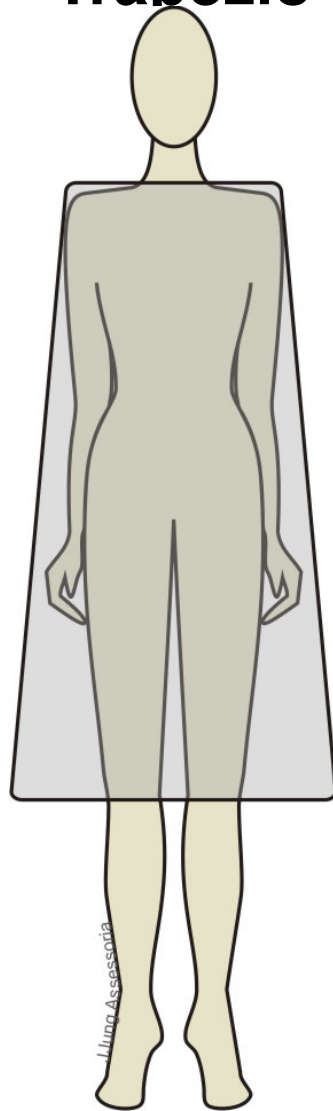
**Silhueta:  
Saco/H**



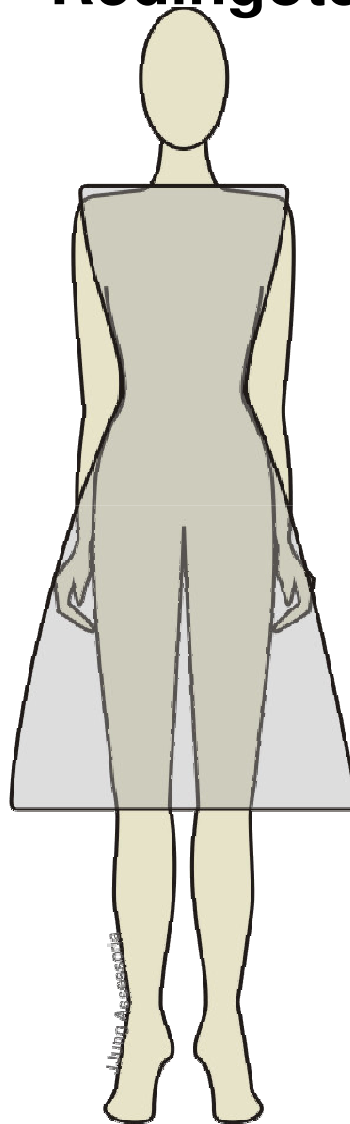
**Silhueta:  
Vaso**



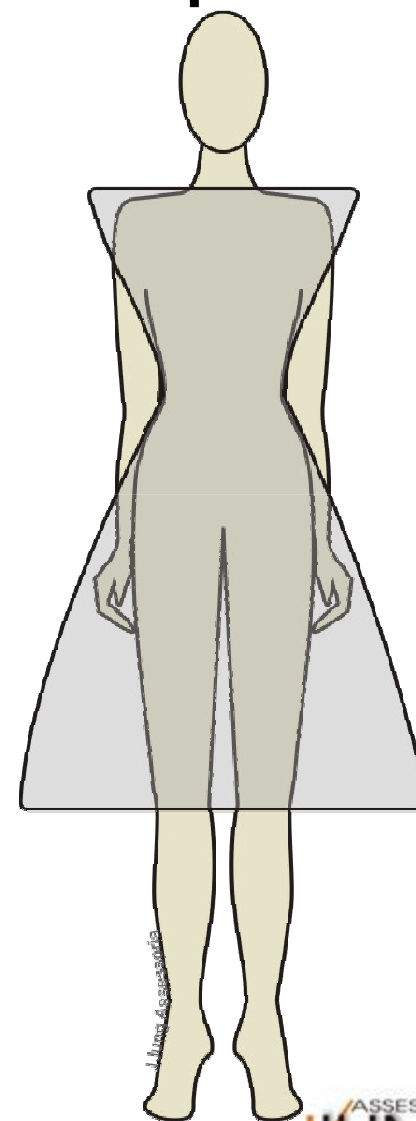
**Silhueta:  
Trapézio**



**Silhueta:  
Redingote**



**Silhueta:  
Ampulheta**





# Formas: Vestidos

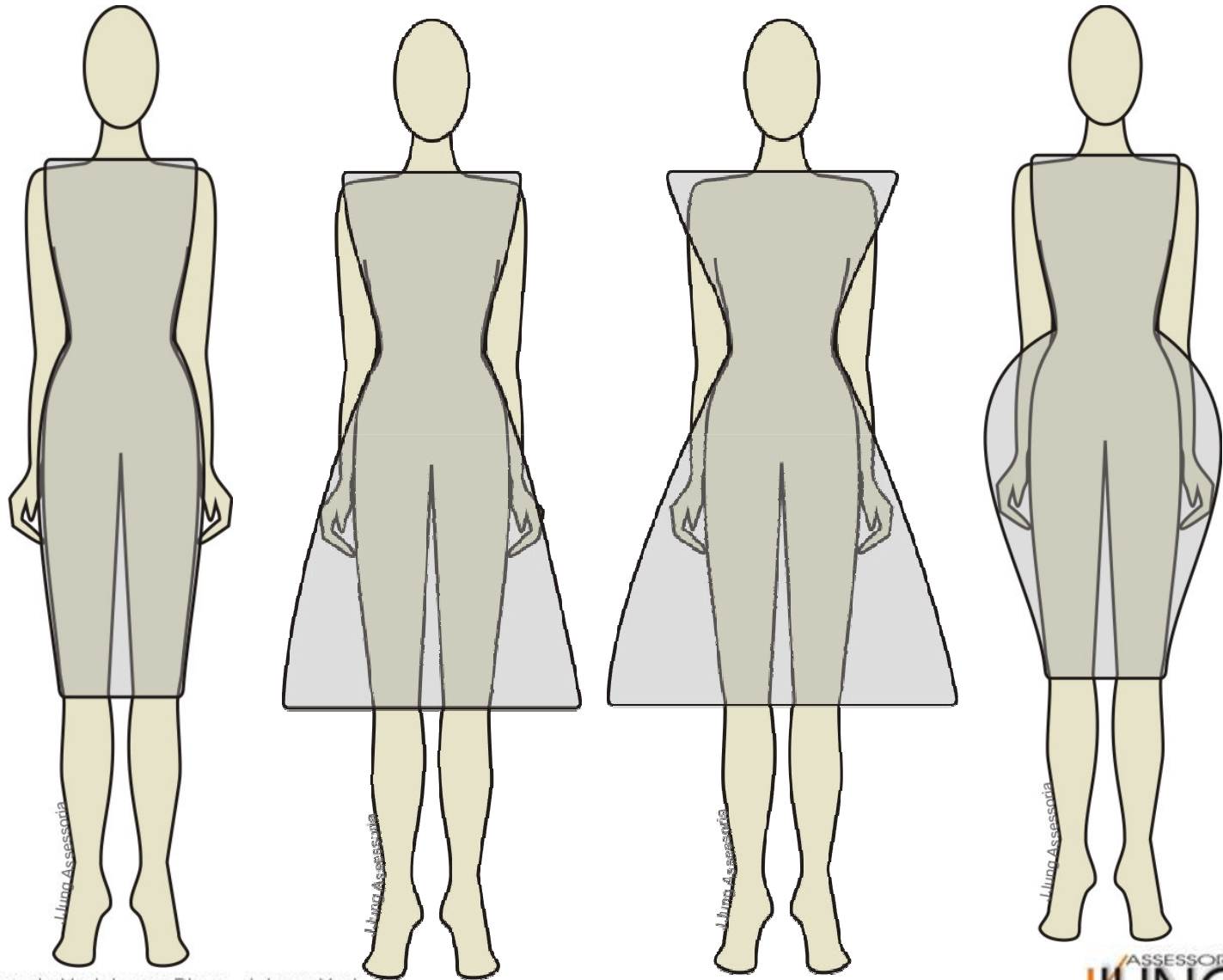




# **Vestidos desfilados nas coleções de verão 2011/2012**

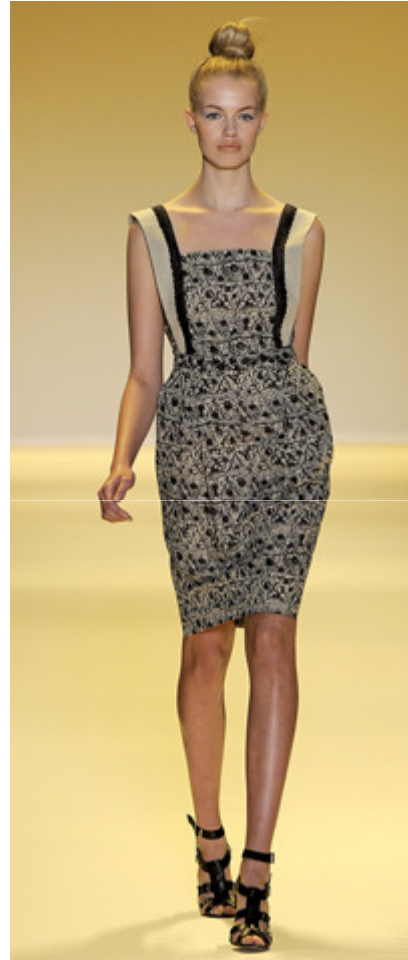
***Ênfase na linha de Cintura***

# Ênfase na linha de Cintura





Oscar de la Renta



Adam



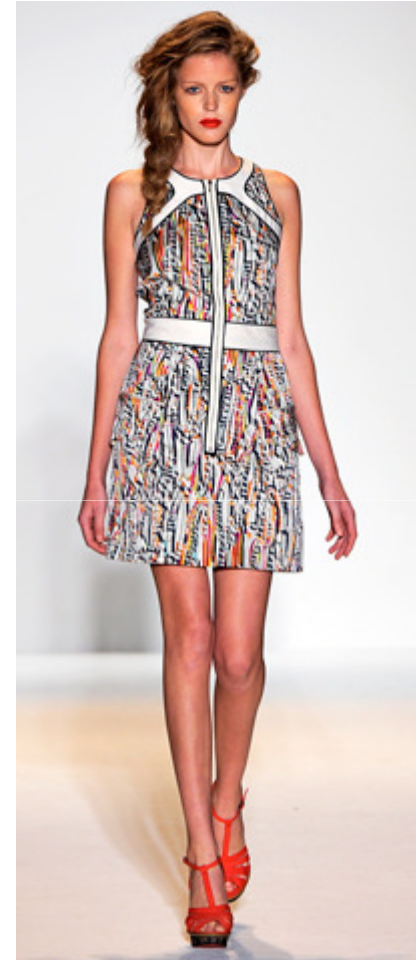
Carolina Herrera



Basso e Brooke



Lela Rose



Lela Rose



Moschino Cheap&Chic



Issa



Rodarte



Dennis Basso



Basso e Brooke



Issa

# Detalhes Modelagem









# **Vestidos desfilados nas coleções de verão 2011/2012**

***Tomara que caia***



Carlos Miele



Christian Siriano



Doo.Ri



Doo.Ri



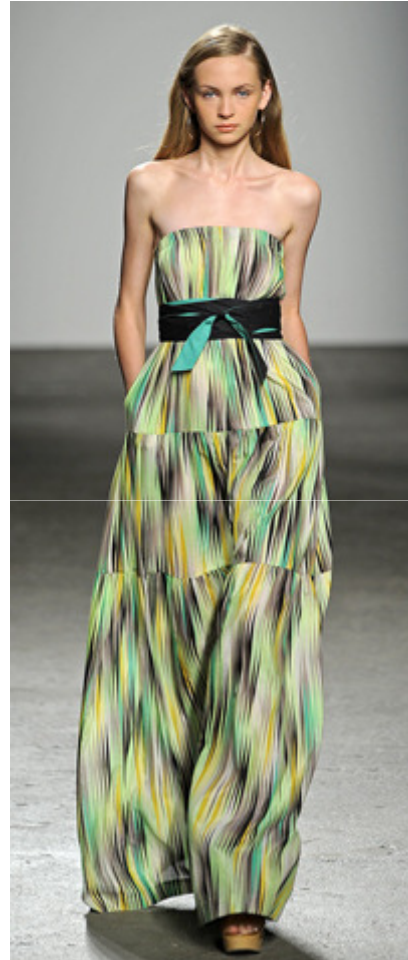
Christian Siriano



Herve Leger



Moschino Cheap&Chic



Cynthia Steffe

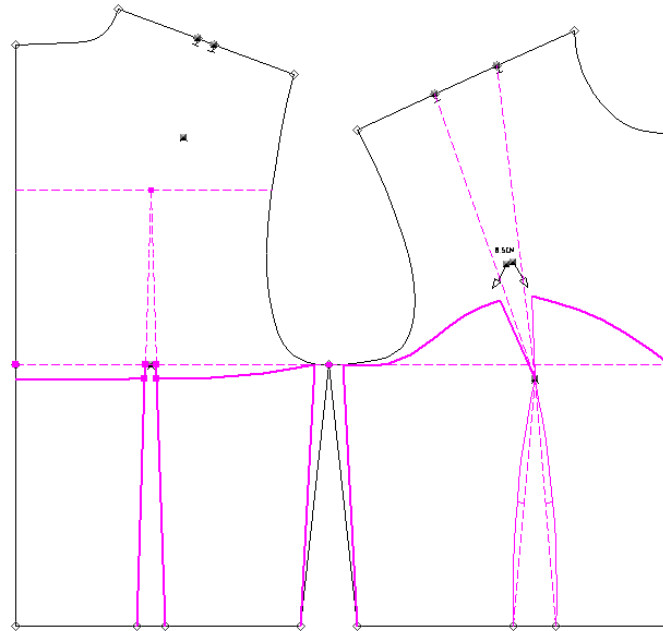


Carlos Miele

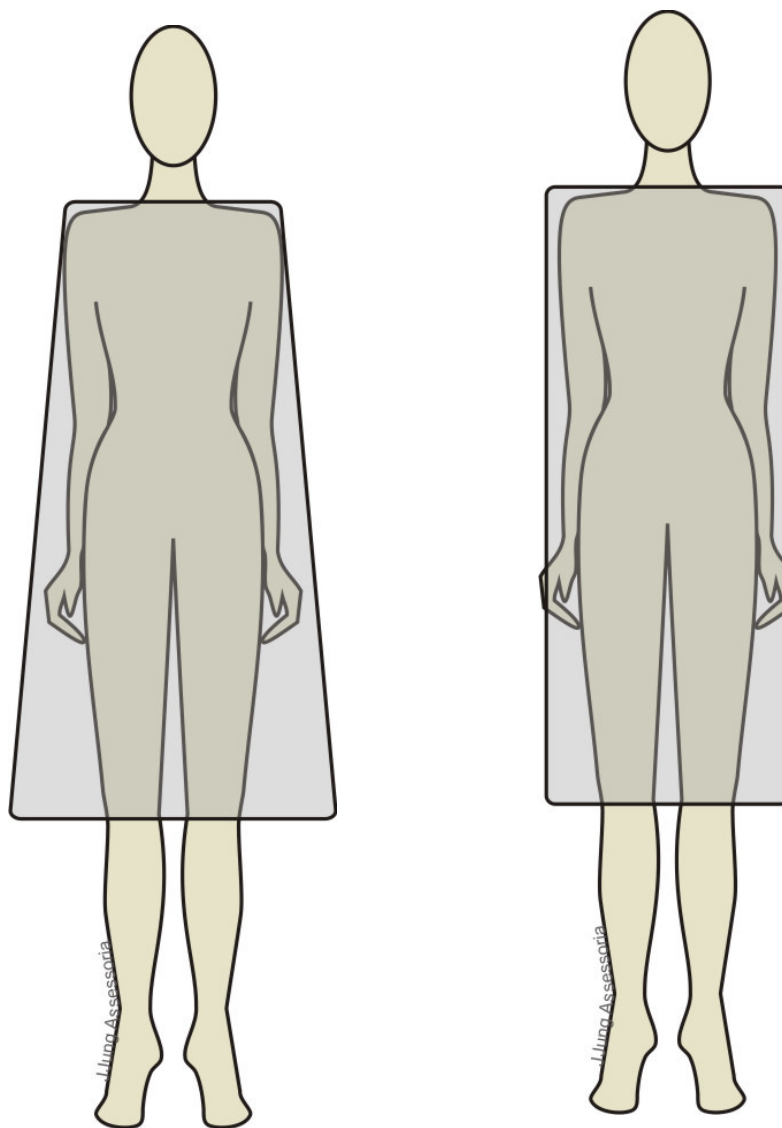
# Detalhes Modelagem



# Tomara que caia



# Modelagem afastada do corpo





# **Vestidos desfilados nas coleções de verão 2011/2012**

## ***Silhueta Linha A***

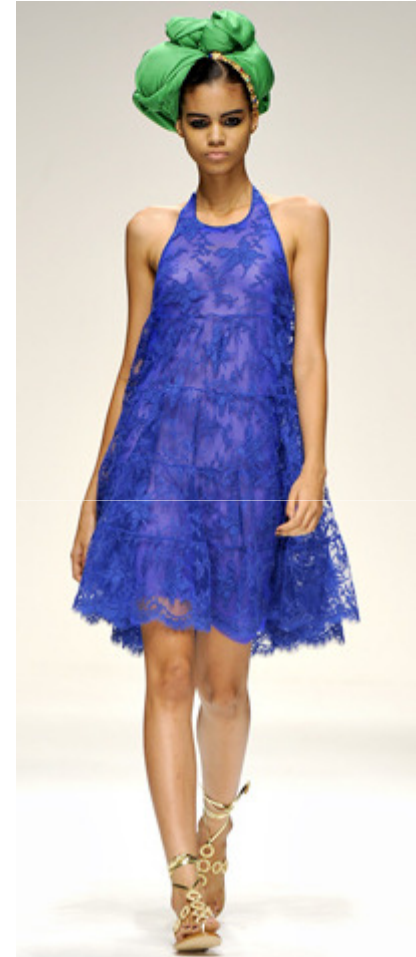




Basso e Brooke



Anna Sui



Issa



Basso e Brooke



Julien Mcdonald

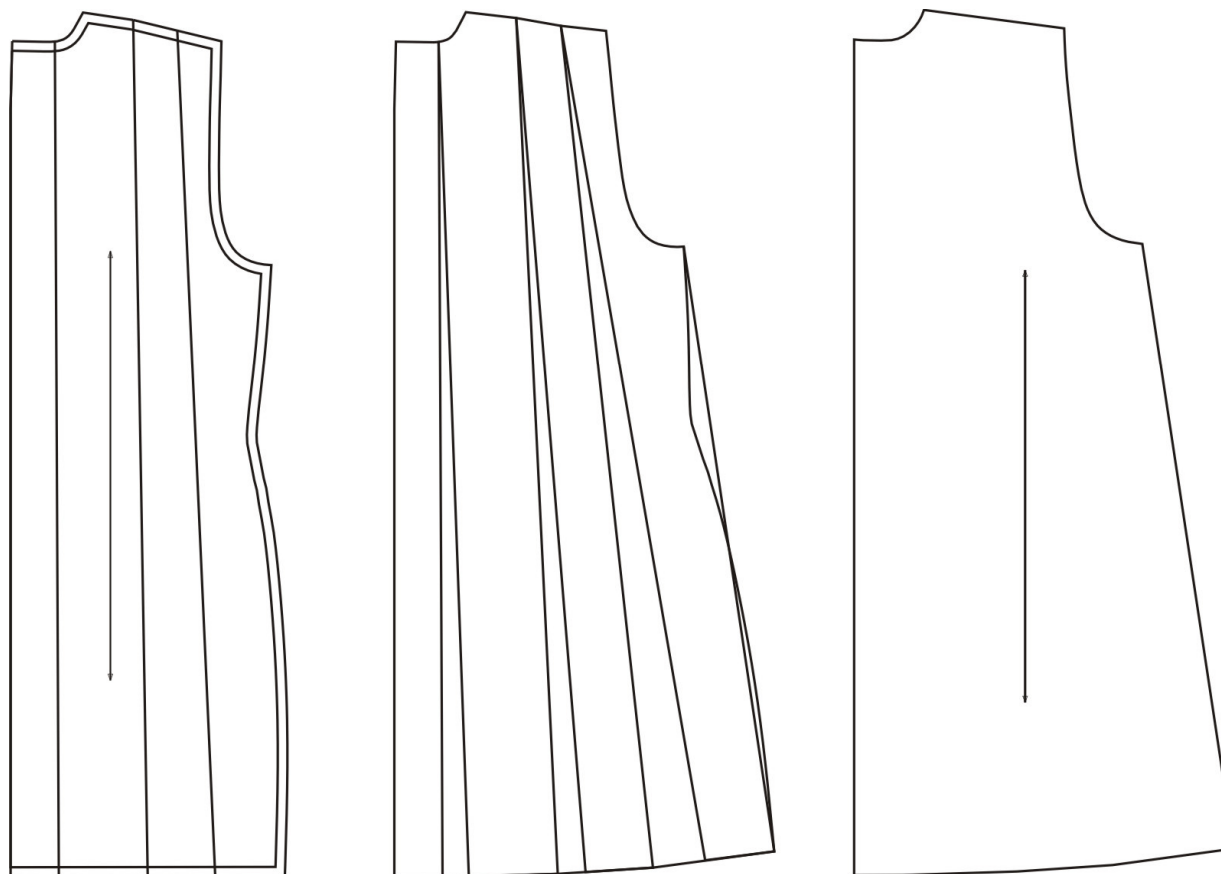


Cynthia Steffe

# Detalhes Modelagem



# Alteração da Base





# **Vestidos desfilados nas coleções de verão 2011/2012**

***Linha H***



Alexandre Herchcovith



Rag e Bone



Alexandre Herchcovith



Doo.Ri



Rag e Bone



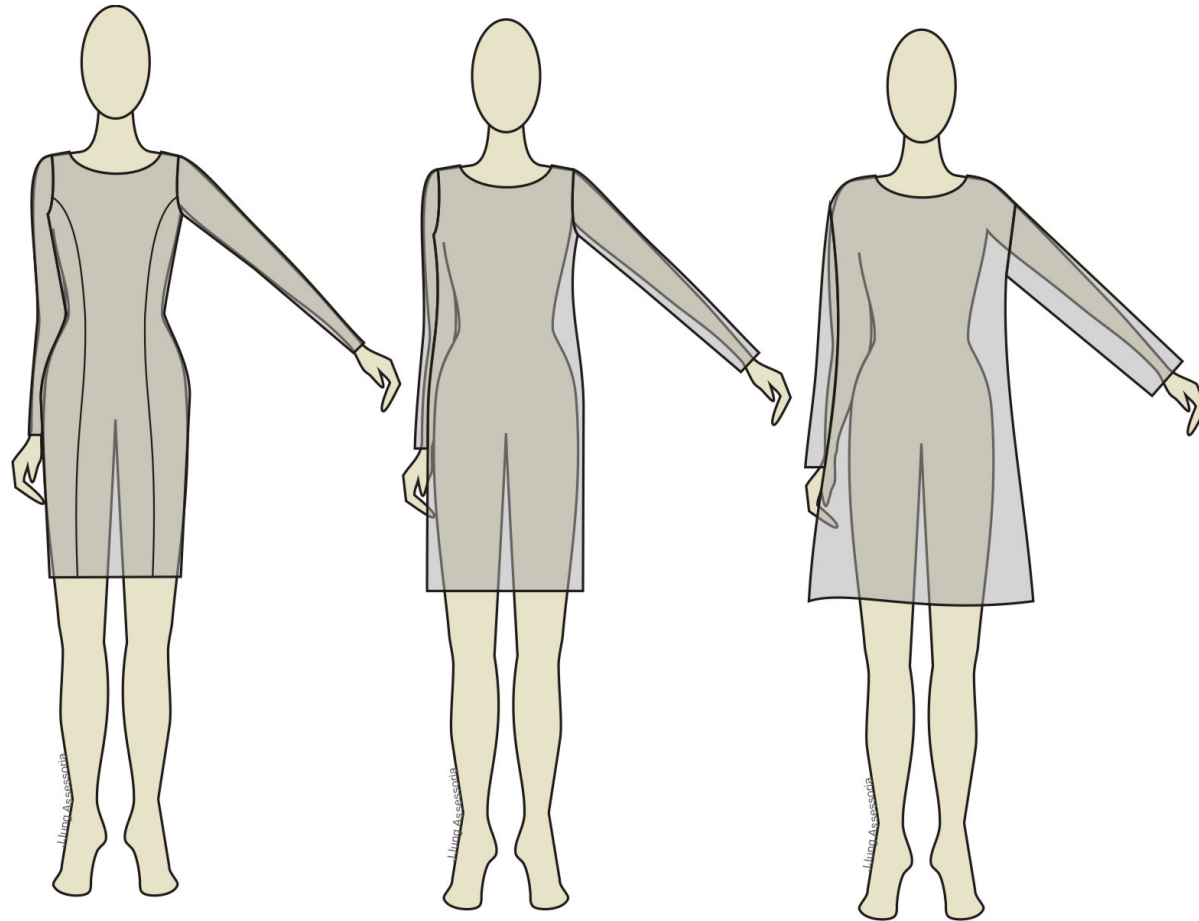
Etro

# Detalhes Modelagem





# Grau de vestibilidade – folgas com relação ao corpo



# Grau de vestibilidade – folgas com relação ao corpo

Peça	Corpete c/ elasticidade	Corpete	Camisa	Blazer	Jaqueta	Casaco Semi amplo	Casaco Amplo
Contorno busto Contorno quadril	-4/-2	0/2	4/8	6/10	10/12	18/20	28/32

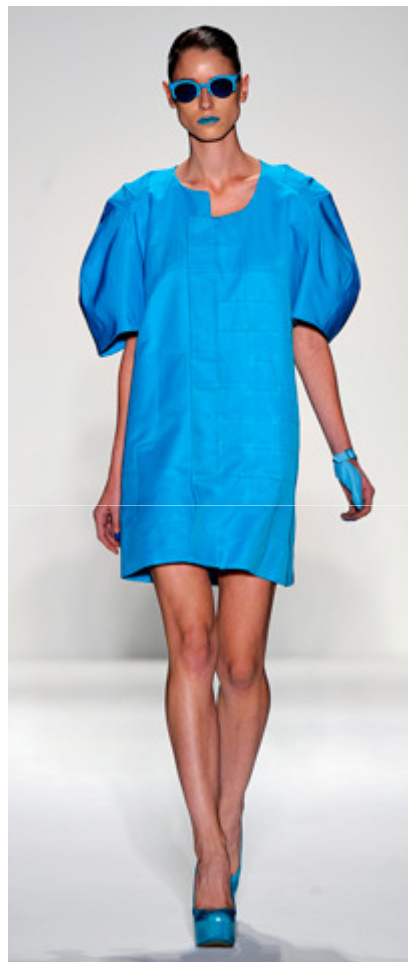


# **Vestidos desfilados nas coleções de verão 2011/2012**

## ***Silhueta Ampla***



Kenzo



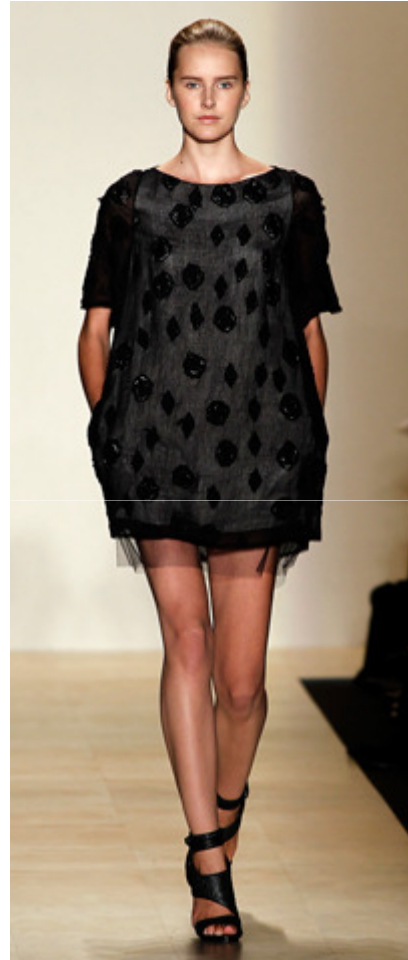
Alexandre Herchcovith



Stella McCartney



Stella McCartney



BCBG Max Azria

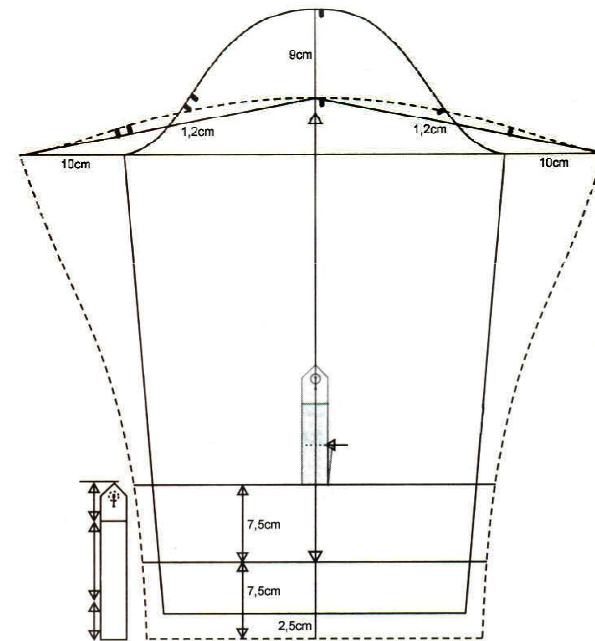
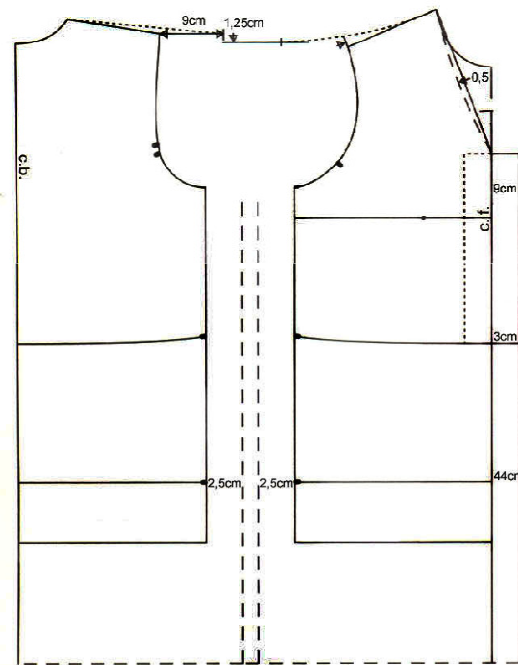


A. Detacher

# Detalhes Modelagem



# Silhueta: Ampla





# **Vestidos desfilados nas coleções de verão 2011/2012**

## ***Assimetrias***





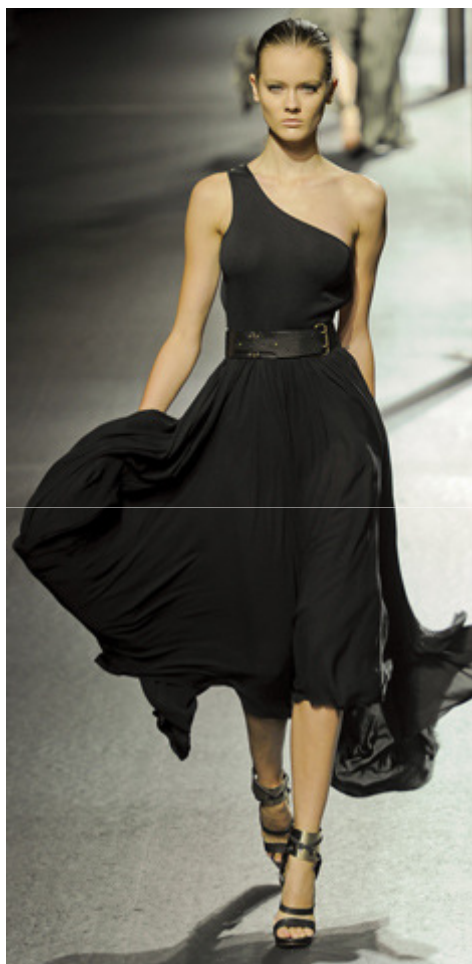
Lela Rose



L.A.M.B.



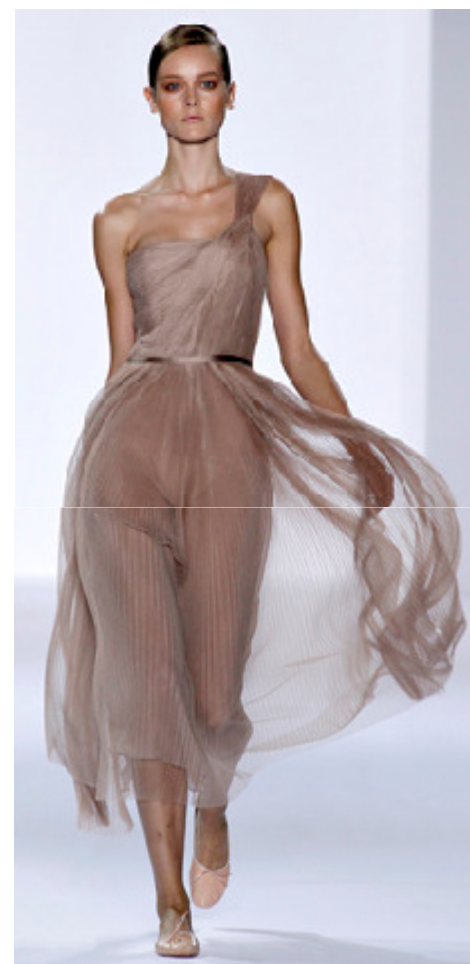
Issa



Lanvin



Chloé

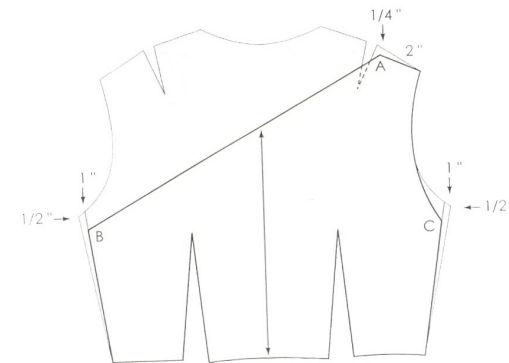
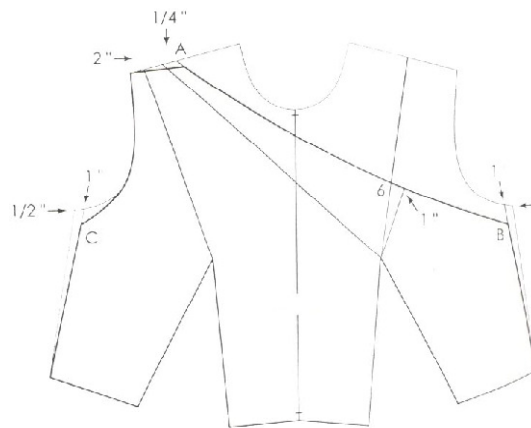
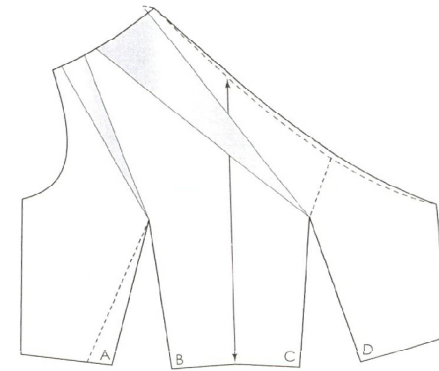


Chloé

# Detalhes Modelagem



# Assimetria



# Detalhes Modelagem Mangas/ Decotes





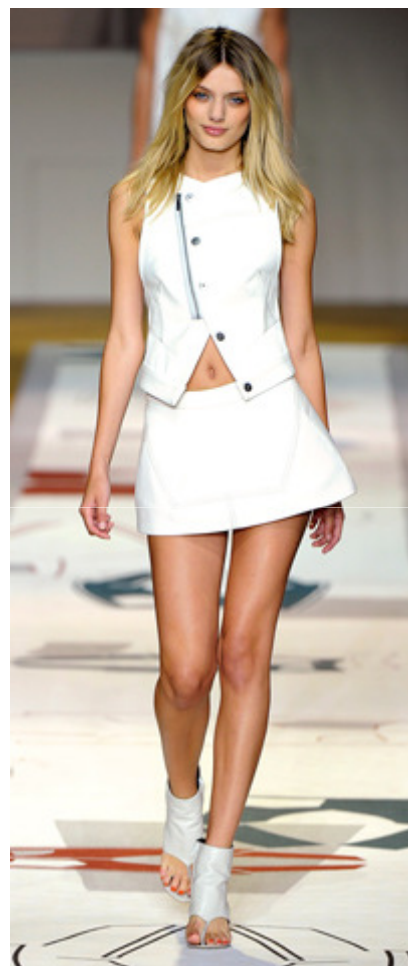
# Formas: Saias



Gucci



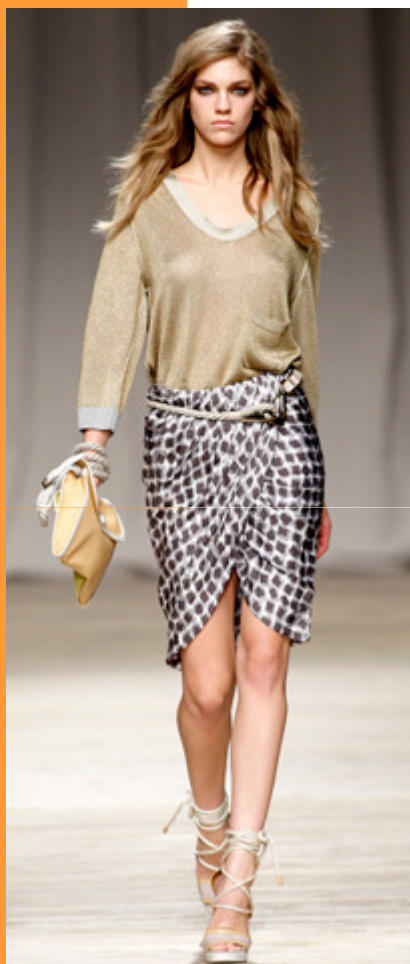
Lela Rose



G-Star



DKNY



Iceberg



Pringle of Scotland



Christopher Kane

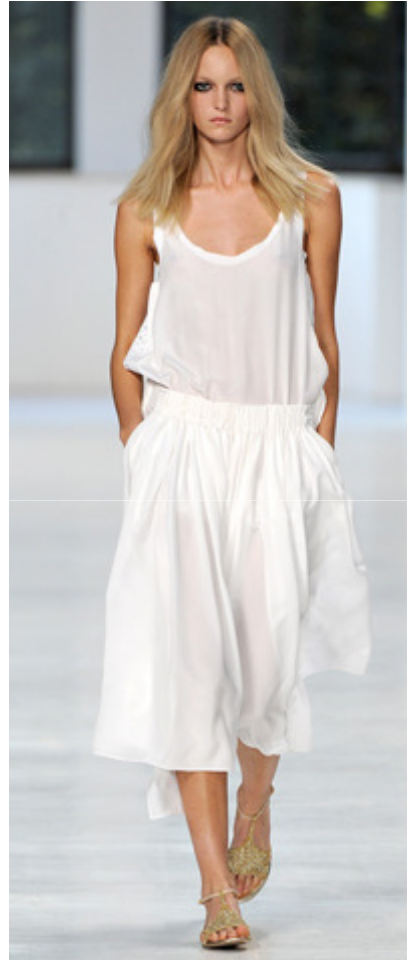


A. Detacher

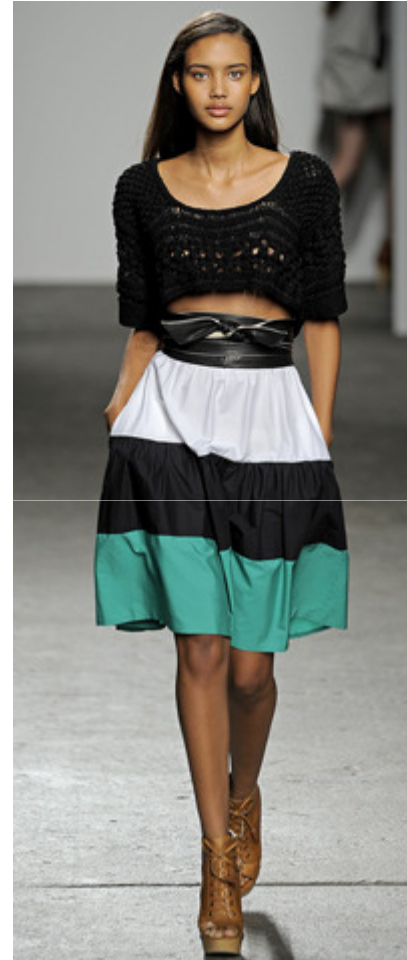




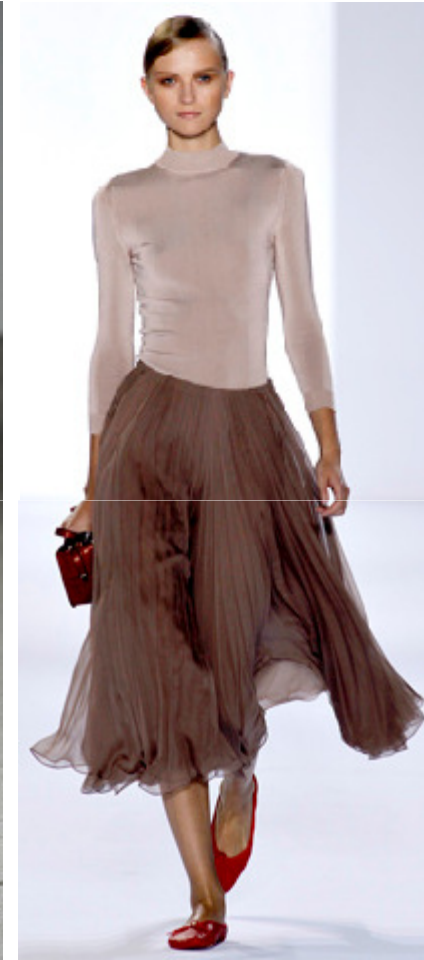
Marc by Marc Jacobs



No.21



Cynthia Steffe



Chloé



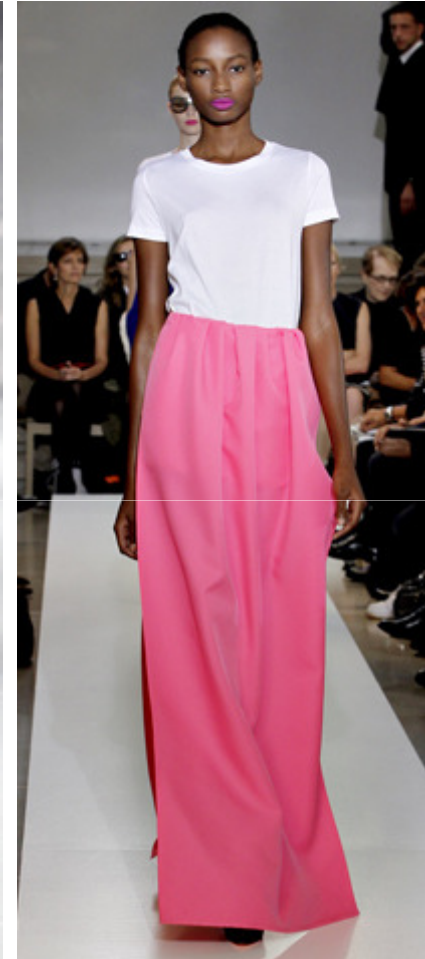
Jil Sander



Issa



Alberta Ferreti

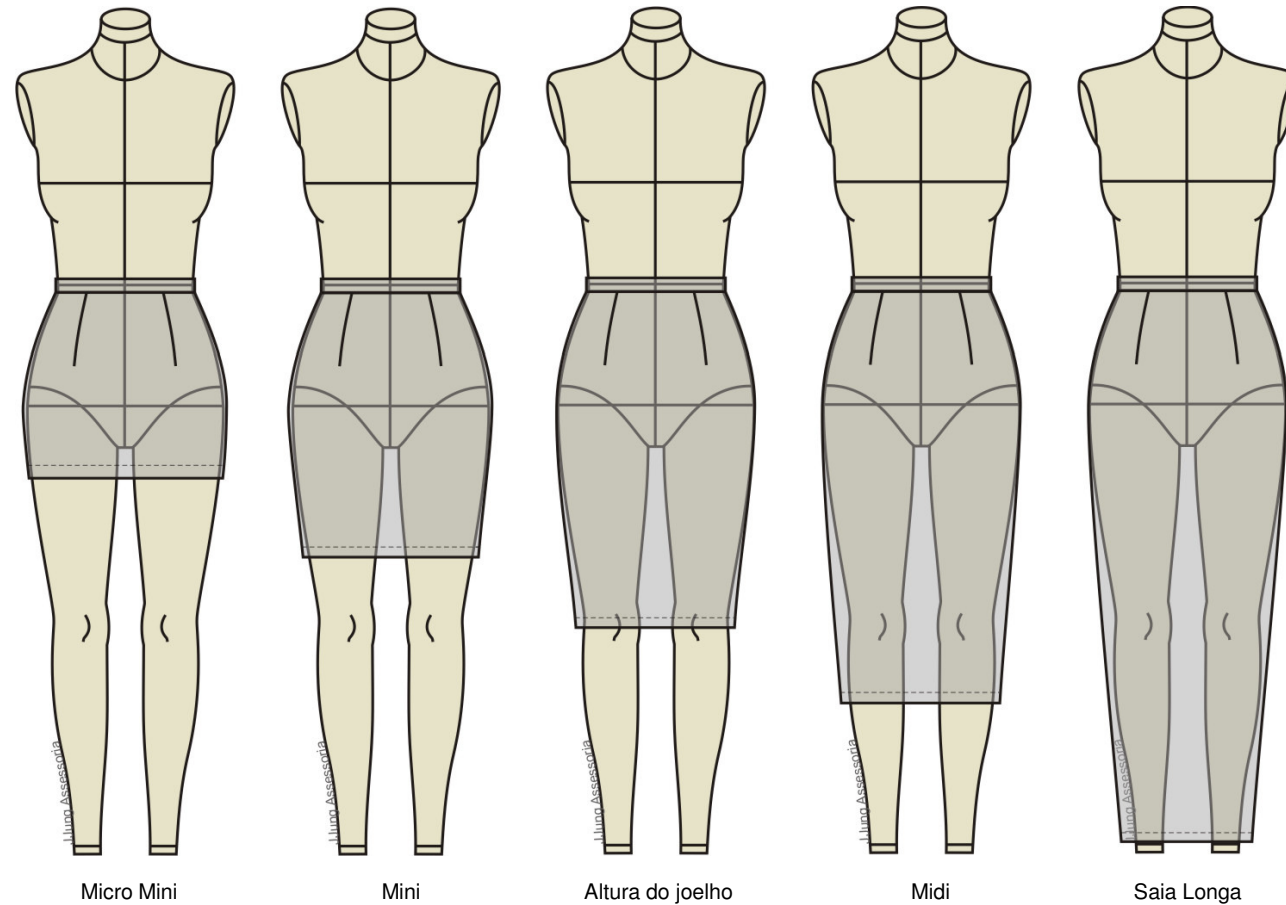


Jil Sander

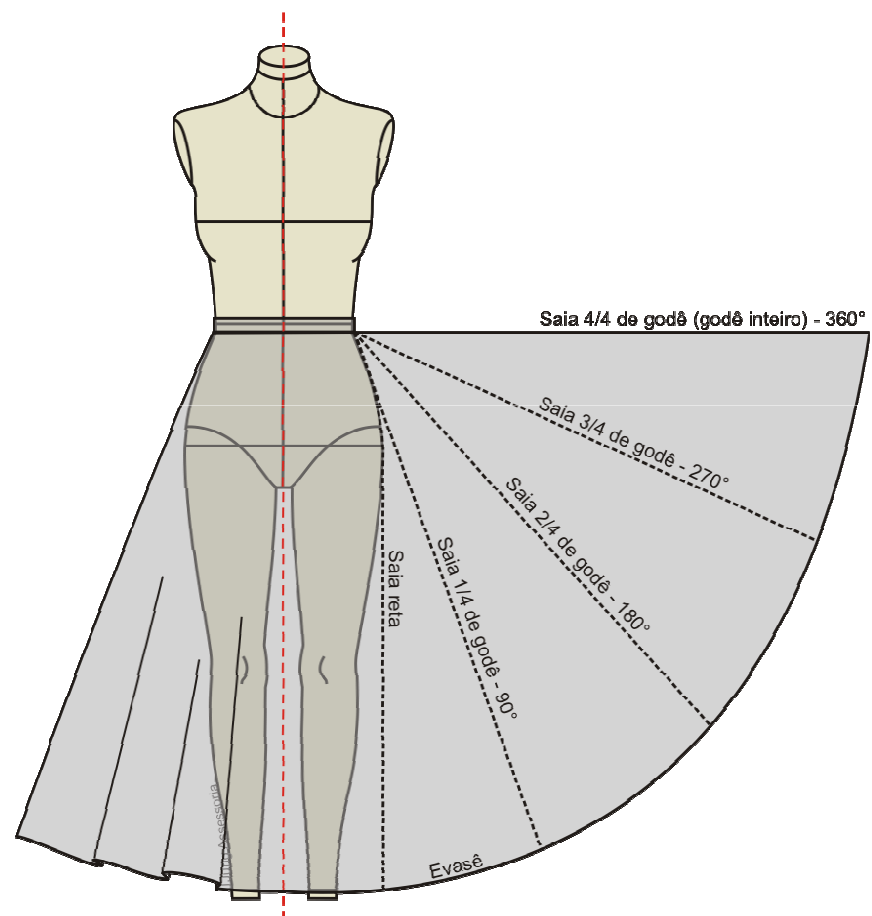
# Detalhes de Modelagem



# Comprimentos Saias

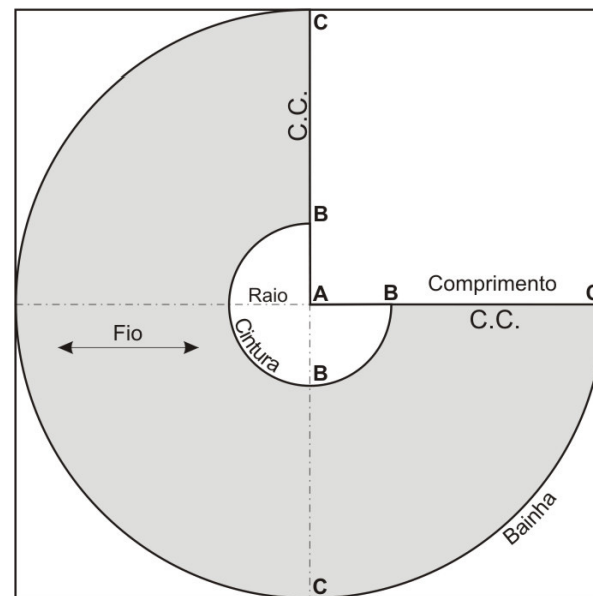


# Formas Saias

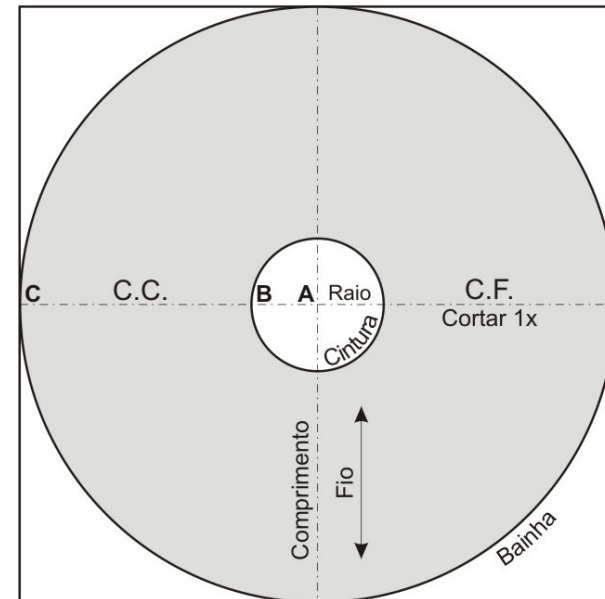


# Alteração da Base

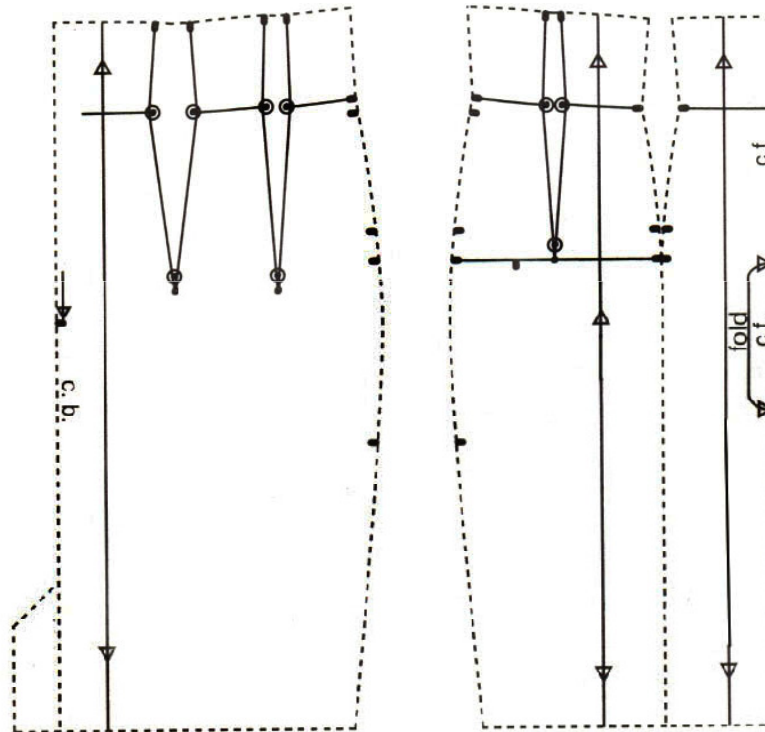
$\frac{3}{4}$  de Godê



Godê Completo



# Cintura alta

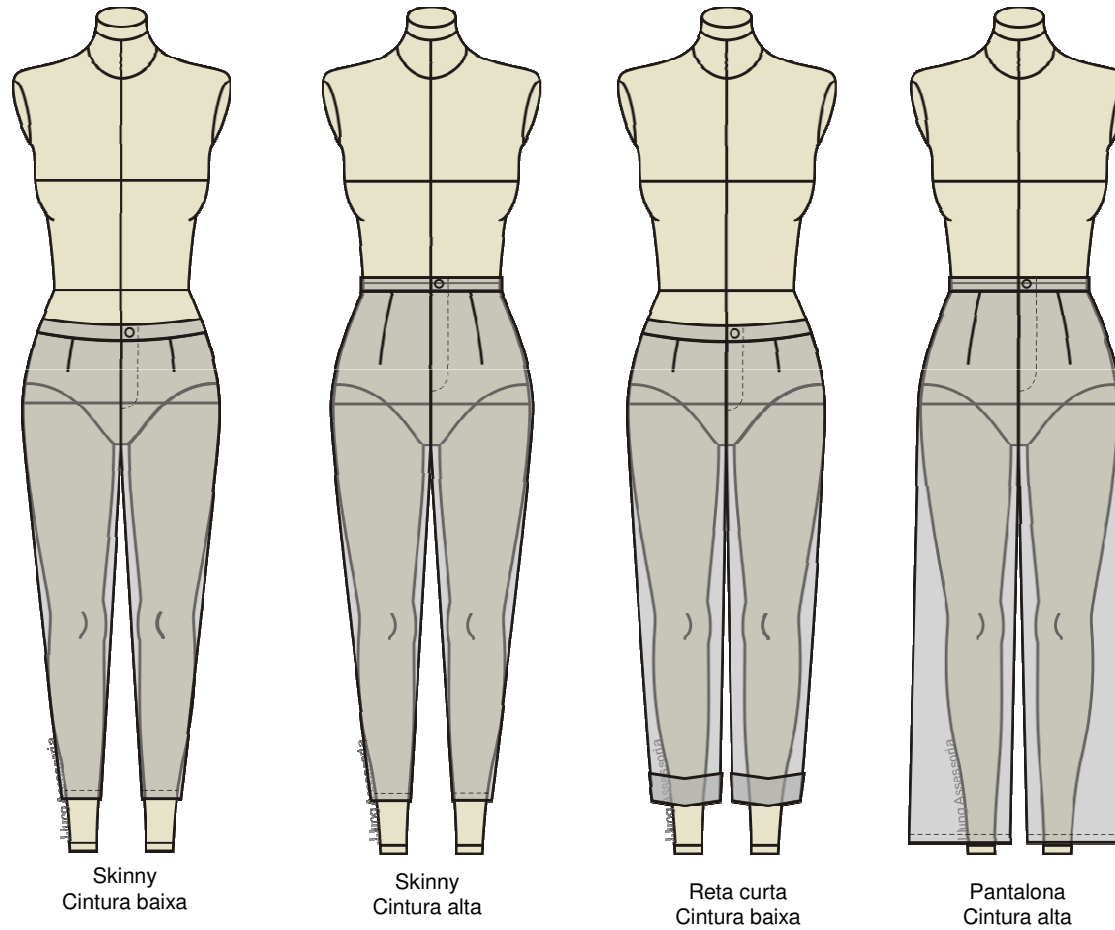




# Formas: Calças



# Modelagem das Calças





Gucci



Stella McCartney



Adam



Vivienne Westwood Red Label



Ter et Bantine



Ter et Bantine



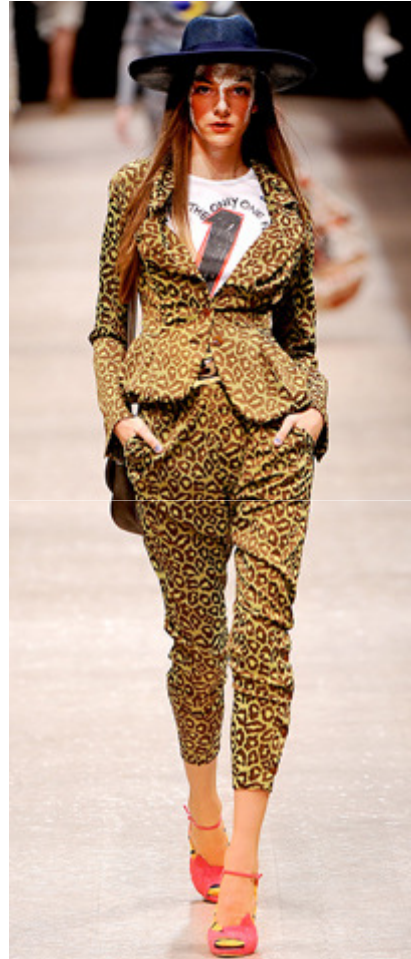
D&G



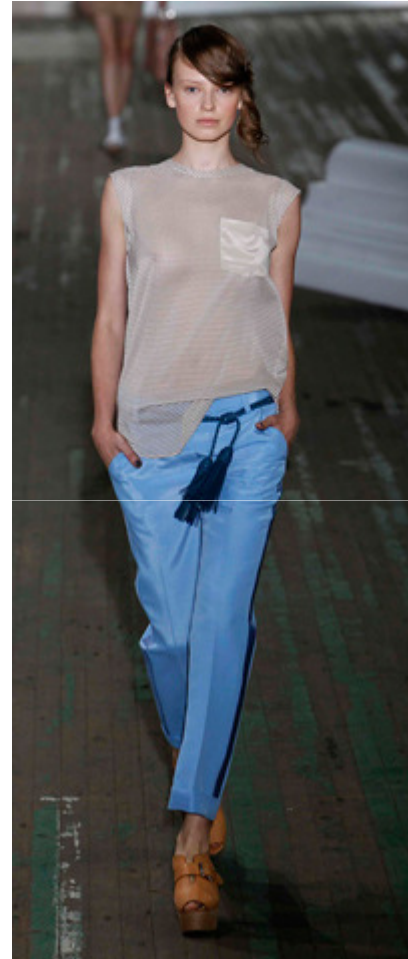
Dolce & Gabbana



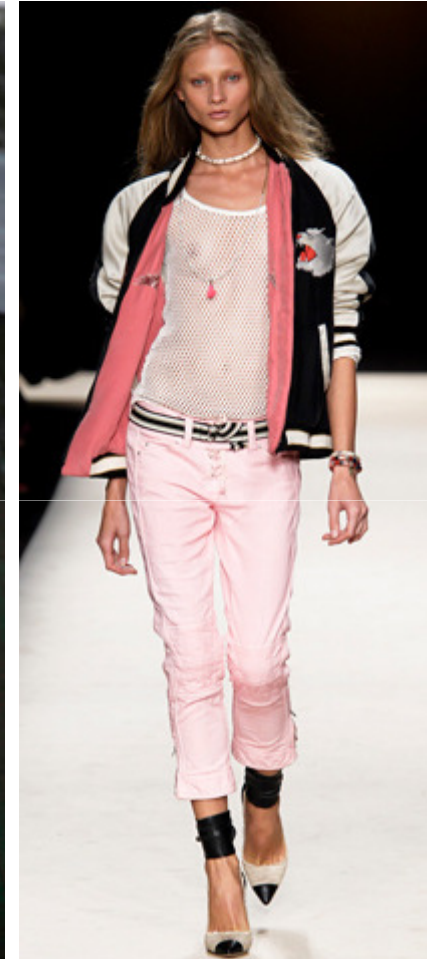
Brioni



Vivienne Westwood Red Label



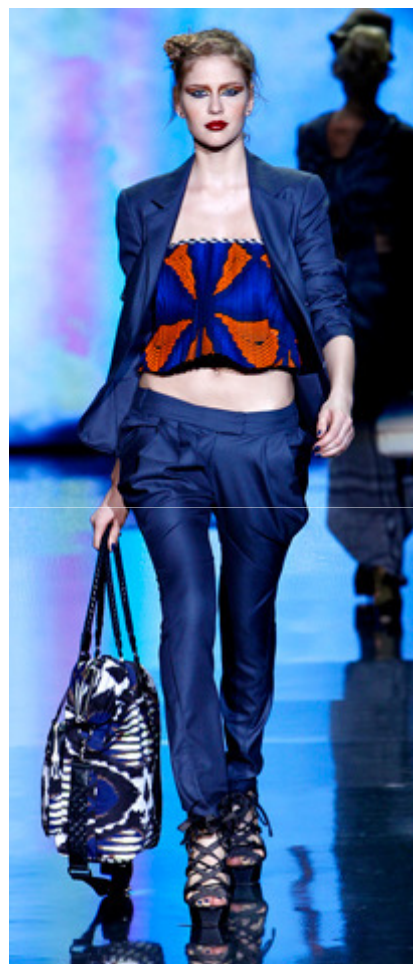
Phillip Lim



Isabel Marant



G-Star



L.A.M.B.



Iceberg

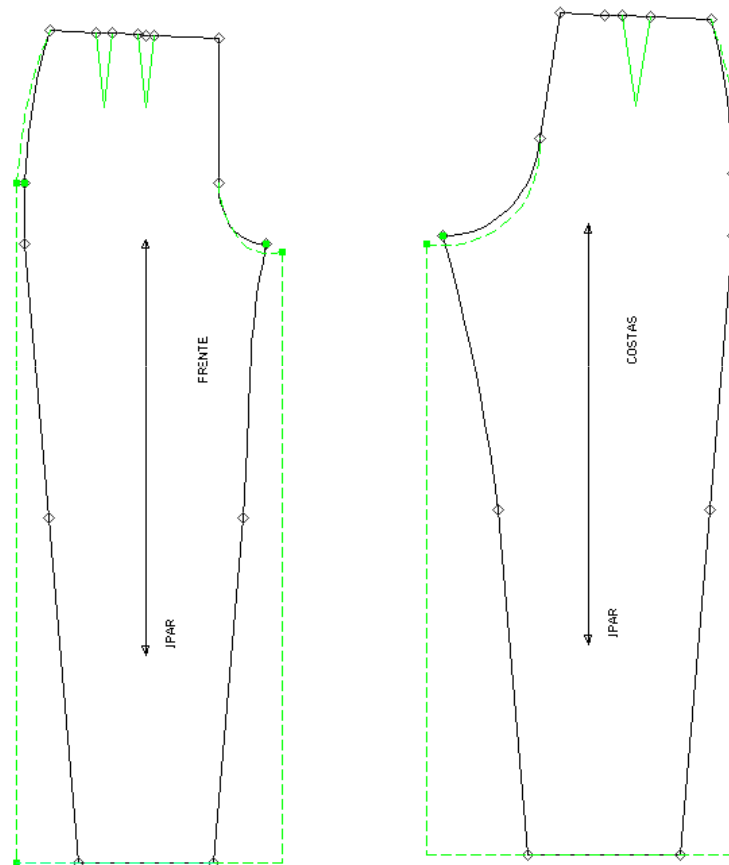


L.A.M.B.

# Detalhes de Modelagem



# Calça Pantalona





# Formas: Macacão





Salvatore Ferragamo



A. Detacher



Gabriele Colangelo



Marc Jacobs



Fendi



Michael Kors



Iceberg



Barbara Bui



Ter et Bantine



Cynthia Steffe



Iceberg



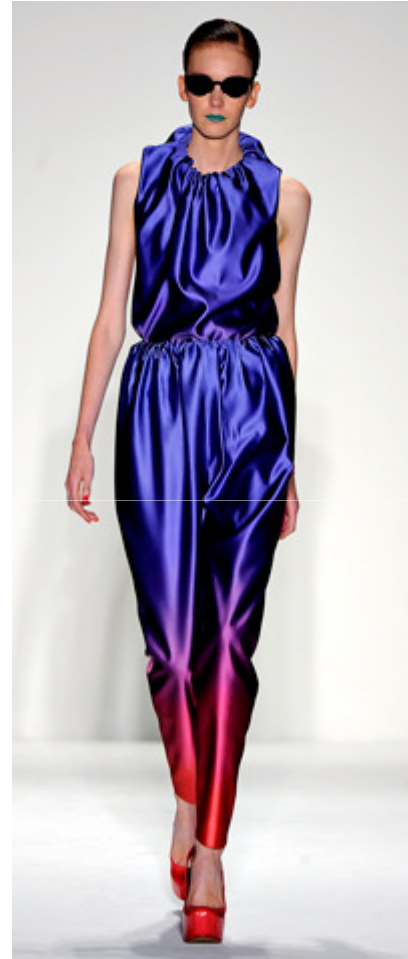
Fendi



Issa



Bottega Veneta



Alexandre Herchcovith

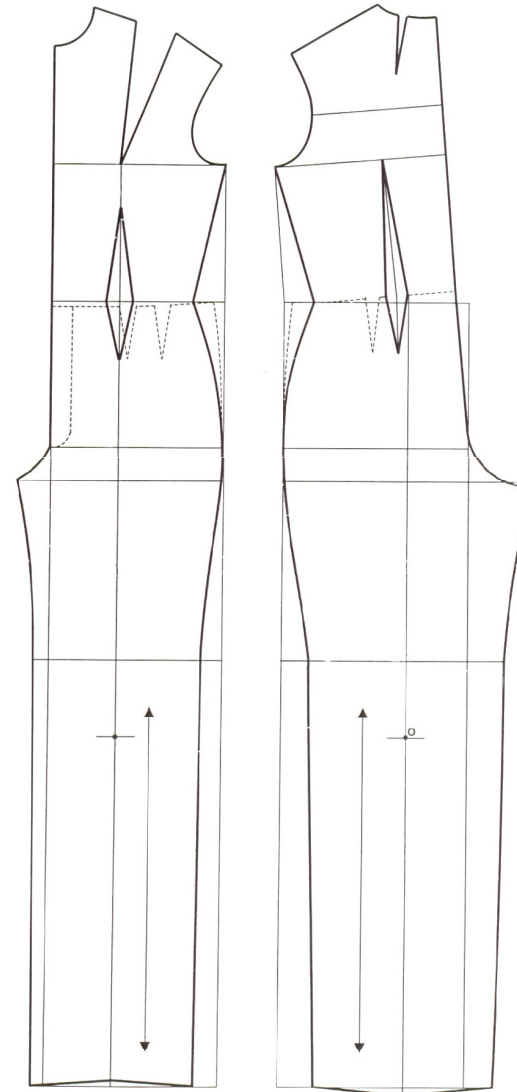
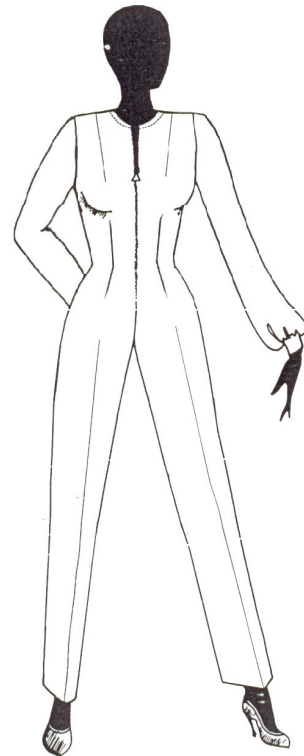


Issa

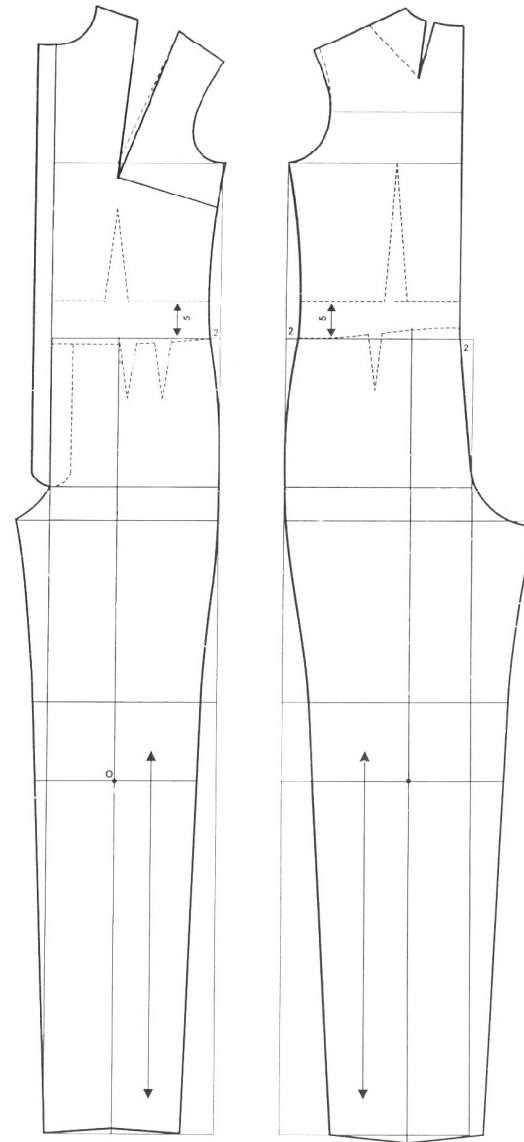
# Detalhes de Modelagem



# Macacão Ajustado



# Macacão Reto





# Agradeço a presença de todos

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**janete@jjung.com.br**

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