



# Behind Collections: Graphic Design for Fashion

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## **Behind Collections: Graphic Design for Fashion** Viction Workshop

Lookbooks, show invitations, packaging and gift cards are important tools for communicating a fashion brand's aesthetic and point of view. Art directors and graphics designers collaborate with fashion designers, stylists, make-up artists, and photographers to create inspiring campaigns for each new collection. Behind Collections compiles an impressive range of creative and artistic promotional material designed for the fashion world. Designs for Hermès, Acne Studios, American Apparel, Mulberry, Jean Paul Gaultier, Basso & Brooke and many others are featured.

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