Fashion Illustration
Expressions of Modern Styles and Figures

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FASHION ILLUSTRATION

Expressions of Modern Styles and Figures
Words from Authors

The great passion to design has been with me for so long. Maybe as far back as my childhood. I’ve always been inspired by my surroundings and the senses I get from what I see and feel have helped me much in creating better works of art.

I believe trusting these feelings together with using the right technique will absolutely lead to magnificent pieces of art. I’m glad I can share some of them with you in this book!

~Golnar Shishehgaran

My illustrations are usually shaped from an image I have in my head. It could be an imagination in my subconscious or even a feeling I’ve kept for some time. They originate from a place where my real and surreal worlds meet!

I believe a picture, with all its visual elements, shows the world and the feeling of its creator, and that’s what makes it unique. Through this book I’m happy to bring my characters into your world!

~Yasaman Shishehgaran
Preface

The book ahead is a collection of fashion illustrations created by Golnar Shishehgaran and Yasaman Shishehgaran who have numerous years of experience in design and illustration of new fashions and textiles. The artworks in this book were created over the past few years and are a beautiful selection of hundreds of illustrations sketched by the artists of this book.

The artworks in this book are mostly illustrations of well-known models posing with stunning clothes designed by great fashion designers of our time. The book also includes some of the authors’ conceptual sketches as well as illustrations inspired by the artworks of world-known fashion artists or other talented illustrators.

Drawing the famous models, the artists of this book did not make an effort to cover all the facial details. The same idea about details also applies to their technique when drawing the pieces of clothes. They rather tried to give the illustrations their own taste, style, and signature. It is also in general an important principle in illustration which is to draw what you perceive of a picture and not the exact same thing.

The reason you chose this book is at first your great enthusiasm for fashion illustration which we highly encourage, and secondly your unique taste in going after artworks which give you new and special perspectives which we really hope this book could help you in achieving them. Beside the visual experience, we tried to add some short descriptive contexts explaining different illustration techniques.
SOMETIMES YOU NEED LESS TO SHINE MORE

This illustration was made using color pencils and markers. It is purposed to depict a proper skin color by using a combination of light and dark colors on the body. This helps to create contrast on certain parts of body making it look much more real.
THE STYLE FROM THE PAST THAT LIVES ON

This is an illustration of the famous Portuguese model Sara Sampaio which was made using pens, color pencils, and markers. It shows a very much detailed checked dress from the 60s. The art of drawing shadows on the body gives it a more realistic look and posture.
Choosing the appropriate paper color is essential in any kind of illustration. Cream or milk color papers are best when using markers and color pencils because objects look more natural and colors appear more balanced. Very white papers do not reflect colors naturally, and the final work looks odd and bizarre.

It is best to create wet artworks on cardboards. The wetter the work, the harder should your cardboards be to avoid deformation. However, papers are generally better choices if your work is not wet, simply because you have a wide variety of textures with papers. Especially when you use color pencils, you may need a softer-textured paper type to create a more eye-catching illustration.

For mixed media and collage artworks, the thickness of your paper should be relative to the heaviness of your materials and elements on your paper. The heavier your materials, the thicker should your paper be to be able to withstand the weight.

To ensure your paper and in general your work remain clean during the process of illustration, especially when using pencils, it is highly recommended to put clean gloves on and also place a clean paper underneath your hand.
This is a great illustration to show how to design the body figure and position. Black-and-white and high-contrast photos are great objects for illustration. Brushes and black pencils were used to show the body details, light, shadows, and contrast.