

DH Patterns and Fit

DESIGN COACHING



- Design Coaching

DH coaches designers to optimize the way their work is perceived downstream; the design is better understood and errors are spotted early. Pattern makers and manufacturers benefit from the coaching upstream. The company benefits from fewer design flaws; the return is in the reduced number of corrections and thus product development time.

- Design Coaching Narrows the Gap

Design Coaching does not interfere with the design but focuses on the designer's intentions, how to achieve them, and the way they are best communicated. Design drawings stress expectations, highlight aesthetics and underline function, they are artistic; pattern making and manufacturing on the other side is technical. DH helps to narrow the gap between emotion and rationale. The designer benefits from getting an understanding of production methods and how their drawings will be interpreted.

Design Coaching is *"more than brainstorming"*

On-the-job coaching is an effective way to teach, learn and optimize work at hand. DH sits down with the designer to review his portfolio. In a relaxed atmosphere, we review shapes, proportions, fit, seams and techniques. DH can point the designer in the direction of existing base patterns; move a seam to accentuate the fit or reduce the use of fabric. Often we find information missing or redundant and can point out corrections that were hard to spot. Bottom line is, with Design Coaching there will be less costly guesswork downstream and the quality of the first pattern and prototype will improve.

DH Design Coaches have examined hundreds of collections during their career in fashion design and modelisme. They are swift in spotting mistakes, will explain the impact and propose a solution. Design Coaching is particularly useful to smaller companies who wish to send their design drawings directly to the manufacturers. The second opinion by the Design Coach improves the rate of success upon first trial.

Design Coaching is *"one-on-one"*

DH loves to teach young designers the tricks-of-the-trade and make them better at their job. We are not an educational institute; there are no study hours or homework. DH focuses on the practicalities of real-world assignments and we engage ourselves one-on-one. The Design Coaches share their experience as they discuss alternative methods and techniques. They educate as the need arises.

- Design Coaching Proposal

Design Coaching is tailor-made to meet the experience of the designer. To be effective, it is advised to make arrangements once or twice a year over a three month period. A few hours per month before the deadlines are up, yields good results. For subsequent seasons, DH Consultancy can replace the need for a sparring partner or Design Coach.