



Watercolor Fashion Illustration

Step-by-step techniques for illustrating fashion and figures in watercolors

Francesco Lo Iacono

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Description

Watercolour is a wonderful medium for figure and fashion as it creates loose, impressionistic results that capture the essence of a look without getting too bogged down in the details. In this complete course, professional fashion illustrator Francesco Lo Iacono shows you how to master creating delicate, beautiful fashion illustrations.

Discover the best tools and materials to use, explore a range of watercolour techniques. Learn about lighting and shading, and explore colour; how to create palettes, how to mix colours and achieve a range of skin tones.

There are 20 step-by-step projects that show you how to use create beautiful fashion watercolours, starting with easier subjects and building in complexity as your confidence grows. You'll begin by painting handbags and shoes without models before starting to introduce figures. The range of subjects included covers all angles, from full figures front on and in profile to close-up make-up and beauty illustrations. You'll also learn how to create dynamic compositions for editorial fashion illustration. Finally, Francesco covers the best ways to digitize and retouch your work, how to incorporate other media alongside your watercolours, how to work live at fashion events and take everything you've learned to develop your own personal style of fashion illustration.

About the Author

Francesco Lo Iacono is an Italian illustrator based in London, UK. His clients include Dior, Louis Vuitton, Gucci, Fendi, JW Anderson, Bottega Veneta, Salvatore Ferragamo, Ted Baker, Paul Smith, Paris Fashion Week, GQ Mexico, Selfridges and Harvey Nichols. He also tutors a monthly Fashion Life Drawing Class at the Cass Art flagship store in London, UK.

Example spreads from the book

