

MOOD BOARD

A fashion mood board is a tool used by designers to help them to get an idea of what their client is looking for. It's a good way for a designer to get in touch with his or her own moods and tastes. It's a great way for designers to present their take on a chosen theme or concept.

A mood board is basically a collage of items such as photographs, sketches, clippings, and fabric & colour samples. It may also include sketches of garments, trimmings such as buttons, ribbons, anything that grabs the designer's attention.

The rule with mood boards is that 'anything goes'. The point of the board is not to formally represent some aspect of the design, simply to act as inspiration – perhaps promoting a particular line of thought, or providing inspiration for a colour scheme.

It is a process to collecting ideas that spark the imagination.

