



## **AN IN-DEPTH ANALYSIS OF THE CONCEPT OF A DESIGNER IN THE ERA OF FASHION DEVELOPMENT**

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### **Abstract**

Fashion is not just a means of dressing your body, it is the essence of your personality and beliefs. Designers are well aware of the pioner they have. Fashion can change from one second to the next, but what never changes is the impact it has on society and the role it plays in the modern world. Fashion is so important that entire magazines are devoted to it, TV programs devote hours to the topic, and people constantly discuss it among their friends.

**Keywords:** Fashion, design, technology, trend, fabric, national, art, designer, influence of fashion, revolution.

### **Introduction**

Clothing produced by clothing manufacturers falls into three main categories.

- High fashion
- Ready-to-wear
- Mass market

Nowadays, the fashion industry relies more on mass selling. The mass market caters to a wide range of ready-to-wear buyers using trends set by fashion's big names. They often wait a season to make sure the styles are right before producing their original-looking versions. To save money and time, they use cheaper fabrics and simple manufacturing methods that are easily done by machines.

A fashion designer comes up with the combination of line, proportion, color and texture of a garment. Although sewing and pattern making skills are useful, they are not essential to successful fashion design. Many fashion designers are formally trained or apprenticed.



- ✓ The technical designer works with the design team and overseas factories to ensure proper garment construction, appropriate fabric selection and fit. A technical designer matches garment samples to a suitable model and decides which fit and construction changes need to be made before the garment is mass produced.
- ✓ A pattern maker (also called a pattern maker or pattern cutter) designs the shape and dimensions of the garment pieces. This can be done by hand with paper and measuring tools or using a CAD computer program. Another method is to drape the fabric directly onto the garment. The resulting pattern pieces can be constructed to produce the desired design and size of the garment. Formal training is usually required to work as a pattern maker.
- ✓ A textile designer designs fabric weaves and prints for clothing and furniture. Many textile designers are formally trained as apprentices and at school.
- ✓ Stylist coordinates clothing, jewelry and accessories used in fashion photos and catwalk presentations. A stylist can also work with an individual client to design a coordinated wardrobe of clothes. Many stylists are trained in fashion design, fashion history and historical dress and have a high level of expertise in the current fashion market and future market trends. However, some have a strong aesthetic sense to put together a great look.
- ✓ A fashion buyer selects and purchases a mix of clothing available in retail stores, department stores, and chain stores. Most fashion buyers are trained in business and/or fashion studies.
- ✓ Model wears and displays clothes in fashion shows and photo shoots.
- ✓ A fit model helps a fashion designer by wearing clothes and commenting on their fit before designing and manufacturing them. For this, suitable models must have a certain size.
- ✓ A fashion journalist writes fashion articles for magazines or newspapers that describe outfits or fashion trends.
- ✓ A fashion photographer produces photos of clothes and other fashion items with models and stylists for magazines or advertising agencies.

✓ Fashion designers try to design clothes that are functional and aesthetically pleasing. They consider who can wear the garment and the occasions when it will be worn, and they work within a range of materials, colours, patterns and styles. While most of the clothes worn for everyday wear fall within a narrow range of traditional styles, unusual clothes are often sought after for special occasions such as evening wear or party wear.



Fashion designers may work full-time for a single fashion house, as “in-house designers” with designs, or they may work alone or as part of a team. Freelance designers work for themselves, selling their designs to fashion houses, direct to stores or clothing manufacturers. Many fashion designers set up their own labels under which their designs are sold. Others are self-employed and design for individual clients. Other high-end fashion designers turn to specialty stores or high-end fashion stores. These designers create unique clothes as well as clothes that follow established fashion trends. However, most fashion designers work for clothing manufacturers, creating designs for men’s, women’s and children’s fashion for the mass market. Abercrombie & Large designer brands with a “name” as their brand, such as Fitch, Justice or Juicy, may be designed by a team of individual designers under the direction of a design director.



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