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Findings from Interviews with Industry Professionals and Design

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Perspective

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Description

In line with current tendencies toward sustainability and deglobalization, economies worldwide increasingly rely on circular business models that slow, close, and narrow resource loops. This research seeks to develop a conceptual framework by combining theory on circular business models, dominant designs, and user experience and by extending these to the realm of innovation ecosystems. This framework is then employed to analyze the case of resale in the luxury fashion industry. We find the growth of secondhand luxury fashion would require a complex dominant design in terms of a business model that standardizes products, services, processes, data, and management elements. A design that combines these elements could center the market and, thus, further reduce resource input and waste in circular economies while promoting ecosystem emergence and expansion since it will reinforce the perceived values of craftmanship, durability, and sustainability of this ecosystem. For managers, the complexity involved requires questioning the feasibility of generating a proprietary dominant design for resale and instead relying on ecosystemic solutions. Eco-designed fashion products can have a distinctive style in terms of environmentfriendly appearance. In this study, an experimental design analysis process is proposed to help fashion designers in assessing consumers' perception of eco-style and ensure the success of sustainable product development. Our aim is to highlight the extent to which eco-fashion style exists in garment style. Since consumer perception towards ethical fashion is rather subjective, as human perception can be vague and full of uncertainty, we used sensory evaluation tools as well as the fuzzy logic method to process the data. We found that one can describe the garment style with eco-fashion descriptors based on the fuzzy logic analysis tool. The proposed experiment design process is applicable to the analysis of garment style regarding eco-fashion style and is able to distinguish the eco-products.

Basically, the spacesuit is a small but complete spacecraft. It shall provide an astronaut/cosmonaut almost all functions of a spacecraft, but for much shorter time and basic protections. Since there are many primary as well as secondary function requirements, the spacesuit designs were driven since the very beginning by those functions To meet the diverse needs of customers with a competitive offering, many companies are utilizing product families and platform-based product development to increase variety, shorten lead times and reduce costs.

However, current research in this area does not sufficiently examine broader enterprise considerations, such as production and inventory management complexity and costs, or expected sales. Furthermore, very few existing platform design methods integrate fitting and ergonomic considerations in their formulation. The approach proposed here has been proved effective not only in theory but also in practice through a pilot launch of a test product family. Integrating scale-based platform design of apparel with ergonomic, production, inventory, and sales considerations makes this study unique and paves the way for the implementation of customization-as-a-service business model and for the transformation of the fashion industry into a technology- and knowledge-intensive industry. Linking scenario thinking and fashion design this paper explores connections to design scenarios, highlighting the role of ephemerality. First, we develop the time issues of fashion design based scenarios from the perspective of the ephemerality of contemporariness. To explore ephemeral transformations in scenario thinking we propose a conceptual framework and introduce fashion-design transformation types. We extend the "tailoring voting" conversation issued from Oxford Futures Forum 2014 to discuss prospective transformations in decisionmaking processes. We finally explore the implications of such a perspective for scenario planning and fashion design.

Design Digital Products

Its objectives are to investigate how fashion businesses use environmentally sustainable strategies and how designers contribute to the development of sustainable products. The article reviews the literature of the sustainability of fashion through the circular economy and design management. The research was conducted through semi-structured interviews and a quantitative survey of designers in the UK. A framework based on the level of business engagement in sustainability was used to structure the thematic analysis of the findings. The research demonstrates the relatively low influence of designers on sustainable fashion strategy and their engagement at a tactical organizational level. It concludes by developing a model for the integration of designers into the management of sustainable fashion business. These developments have highlighted the extent of the fashion industry's sustainability problems, which are defined by the balanced integration of economic performance, social inclusiveness, and environmental resilience to the benefit of current and future generations The findings extend earlier research about the complexity of the circular design model and the challenges to sustainable strategy. The analysis identified two sustainable fashion design challenges and opportunities, first the development of the circular approach to fashion design, and second, the application of design management theory to enhance design's contribution to organizational sustainability objectives. The research has shown that a significant majority of fashion brands prioritize sustainability strategies largely associated with the materials and production stages of the circular design approach. However, there is evidence that other aspects of the lifecycle are now being explored and that these include design for durability or longevity, recycling, zerowaste approaches and disassembly.

The increased usage of available technologies and communication tools provided by the digital age offers numerous opportunities for fashion brands to connect with consumers. Although this matter is known in the literature, there is still much to explore on how to design digital products and experiences for and with emotion. This study focuses on the experience of eight fashion industry professionals



through the use of a semi-structured interview as a research method. The outcomes of this study allowed to identify strategies to elicit emotions and to attain knowledge with respect to digital disruption from the subjects' perspectives. An incentive mechanism to target market for fashion designers is proposed. Recent researches have been focused on the art, style or the design; while a few were based on traditional practice. In this study, economy is considered as a major liberation in the fashion world by analyzing six attributes, namely, style, color, fabric, brand, price and size that could bring about commercial success. Dataset of 1000 customers' records were used and categorized as original, combined and new designs using self-

adaptive *k-means* algorithm, which extract common attributes that would foster better business from the dataset. The results would be useful to designers in knowing the type of designs usually ordered by customers with the design code, and which combinations of the attributes have high patronage. In addition, customers would have easy access to the best and current designs invoke from a combination of highest patronized designs. Thus, fashion industry relies on previous data and mental intuition on imaginations in order to predict and meet customers' demands. However, with the recent fast-dynamic fashion trends, the design market is highly competitive and therefore renders the present mechanism.