



International Journal of Home Science

ISSN: 2395-7476
IJHS 2023; 9(2): 203-205
© 2023 IJHS
www.homesciencejournal.com
Received: 07-03-2023
Accepted: 19-04-2023

Dr. Amrita Rajput
Professor, MGM University,
Chhatrapati Sambhaji,
Maharashtra, India

Future prospects in fashion design

Dr. Amrita Rajput

Abstract

Fashion or apparel refers to a topic discussed publicly as an indispensable discipline on a day-to-day basis, which has aroused rising attention from academic sessions over the past two decades. However, since the topic of fashion design covers knowledge in extensive ranges and considerable information, scholars have not fully grasped the research field of fashion design, and the research lacks directional guidance. To gain more insights into the existing research status and fronts in the fashion design field, this study conducts a quantitative literature analysis. The research of this study is conducted by employing Cite Space technology to visualize and analyze 1388 articles regarding “fashion design” in the Web of Science (WOS) Core Collection. To be specific, the visualization and the analysis concentrate on the annual number of articles, author collaboration, institutional collaboration, literature citations, keywords clustering, and research trend evolution of the mentioned articles. As highlighted by this study, the effect of the US and the UK on academic research in fashion design is relatively stronger and extensive.

Sustainable fashion refers to the research topic having aroused more attention since 2010, while new research topics over the past few years consist of “wearable fashion”, “transgender fashion” and “medical fashion”. The overall research trend of fashion design is developing as interdisciplinary cross research. This study systematically reviews the relevant literature, classifies the existing research status, and Job prospects in Fashion design

Keywords: Sustainable fashion, jobs, research on fashion aspects, trends

Introduction

India has always been known for its rich textile heritage and intricate craftsmanship, and the fashion industry in the country has seen a significant boom in recent years. With the rise of e-commerce and social media, the future of fashion designing in India looks brighter than ever before. The fashion industry is a modern-day product and the industry is made up of several sorts of companies, including shops, design sourcing, and sales firms. The Indian fashion sector can continue to grow and expand its appeal. The fashion industry is warming up to the actual extent of sustainability.

Today’s world is full of fashion, trends, design and style. When the fashion designer’s job is considered it is combined with creativity, imagination, and natural beauty to create costumes and other accessories items. Fashion design process basically evolves over time and from location to location, reflecting a vast range of social and cultural attitudes. Nowadays, fashion design is becoming increasingly hot topic among the creative because this highly competitive industry has a wide range of opportunities and scopes both in India and abroad. Upon completion of their specialized studies in fashion design, students can have an abundance of opportunities in this industry. They can find employment in different sectors such as fashion industry, manufacturing and exporting units, or start their own business and sell their products on the market. Fashion designing is the artwork of crafting customized clothing and way of life accessories and has become a profession choice now. It is a promising career that is creative, and at the same time, serves an excessive bundle inside the glamorous enterprise. However, one wishes to be creative, and possess good managerial abilities too. If you could create magic with shades, shapes, designs, cuts, and textiles, you’ve got landed on the best article to stitch the decision that you have made a bit more potent. A profession that desires no creation, fashion designers are exactly linked with the enterprise.

Corresponding Author:
Dr. Amrita Rajput
Professor, MGM University,
Chhatrapati Sambhaji,
Maharashtra, India

Career Opportunities in Fashion Designing

there might be many reasons why one wants to pursue fashion designing, while one can explore outwards, search within yourself, what you are good at? Maybe do you have an good sense of matching colors and patterns, your doodles mostly are ideas for garments, good at styling fabrics, or have a keen sense of an understanding of fabrics and textiles. One can leverage the core strengths in future career. One can choose from one of the following careers:

1. **Fashion Designer:** It is one of the most ambitious career options for all. A Fashion Designer is someone who builds up new ideas based on the latest trends and innovation that are leading the world. Designing concepts and apparel is what they essentially do. The person who dreams up creative concepts and are always up to date about what's happening in the fashion world, may wish to choose this path.
2. **Fashion Illustrator:** As the name suggests, a Fashion Illustrator presents drawings and illustrates the ideas of a fashion designer on paper and/or on computers. To pursue career in this, one need to be really good at drawing and illustration. One will get to work closely with designers to bring their ideas and designs to reality.
3. **Fashion Stylist:** Here, what Fashion Designers and Illustrators design, stylists put them beautifully. They manage for makeup, accessories, hair styles, and everything else to make sure the model looks awesome wearing the designs. For this, one need to have an amazing sense of style and should be skillful with accessorizing to shine in this path.
4. **Fashion Consultant:** The demand for fashion consultants are increasing nowadays. They are someone who help individuals choose their style based on their image, their personality, and looks. One should know the trends of the industry as well as basics of fashion designing to take on this route.
5. **Fashion Merchandiser:** This job involves to help fashion companies merchandise and selling their products. To be able to successfully fulfill this role, one not only need know the past, present, and future trends but also need to understand the ups and downs of business as well. The one who loves multiple responsibilities, this role would suit best to them.
6. **Fashion Model:** Even it is seen that, some fashion designers represent themselves by wearing their own clothes, while others pay models to advertise their work and garments. Modeling is another good career in fashion and that comes with a lot of glitz and glamour.
7. **Retail Buyer:** Retail Buyers study, pick and purchase merchandise and goods for retail groups. They are hired through massive department stores or smaller forte shops. The items retail consumers buy are resold to the public. They bear in mind current inventory, income traits, supply chain, and client desires while making purchases. Also, they may supervise the receiving branch of the corporation. Likewise, they preserve stock, expenditure, and transport. Retail buyers negotiate fees, gain rates, settle agreements and carry out the financial analysis.
8. **Textile Designer:** A textile designer is a person that crafts design for woven, knitted or published fabric for garb and indoor manufacturing. The designs they devise may be used for exceptional strains, or in most instances for repetitive production. This kind of design is frequently unnoticed by means of small organizations because of price range constraints.
9. **Fashion Journalist:** Fashion journalism is a combination of writing and photography. Journalists focus on upcoming trends, and events and must maintain a good working relationship with designers and stylists.
10. **Fashion Director:** Fashion Directors are people responsible for managing fashion houses or companies and directing fashion shows. You should have a deeper understanding of how the fashion industry works, and have good research and networking skills so you can run a show smoothly and efficiently.
11. **Fashion Influencers:** Fashion Influencers are professionals who influence the opinion of many into buying products recommended by them.
12. **Fashion Accessory Designer:** Accessory designers are professionals that design an accessory and work on the functionality of the accessory. They are designers who design handbags, belts, etc.
13. **Costume Designer:** A costume designer is a creative professional who designs clothing for actors to wear in a production, typically on stage or on film. They play a significant role in the entertainment industry, as their artistic decisions.
14. **Fashion PR Specialist:** Public relations professionals that work for apparel companies help to build and maintain a good brand image. They collaborate with marketing experts to create events that increase consumer awareness of the brand and product. In addition, the public relations professional is in charge of writing news releases and responding to media queries. The initial salary is Rs 5-6 lakh per year.
15. **UX Designers:** As we all are heading towards digitalization, so does the fast fashion industry. Digital design is the future of the Fashion Industry too. One who can have a good hold in fashion and technology then must choose UX design as their career path. In today's scenario, digital designers are in high demand. UX designers focus on the usability and functionality of digital design. The initial salary is Rs 4-5 lakh per year.
16. **Product Developers:** From design conception through production completion, product developers manage the apparel process. They are the primary contact for the apparel firm with the manufacturer, and they are in charge of selecting the best factories for each product. The budget and timeline agreements with the manufacturing are handled by the product developer. The initial salary is Rs 5-6 lakh per year.
17. **Graphic Designers:** Individual graphics printed on clothes and other merchandise are created by graphic designers using a combination of hand sketching and computer-aided design. Graphic designers have a keen sense of color and design harmony, which they employ to create aesthetically appealing visuals. The initial salary is Rs 2-4 lakh per year.
18. **Retail Buyer:** Retail buyers pick the goods variety available for customers to peruse at retail or department shops. When choosing things to offer, they evaluate market demands, current style trends, pricing, quality, and their customers' buying patterns. The initial salary is Rs 5-6 lakh per year.
19. **Creative Director:** The creative directors are responsible for deciding on a clothing season's overarching concept, color palette, and styling. They might work for a fashion company or a fashion publication. A clothing creative director does trend research and analyses high-level sales data to identify which trends and styles are most likely to

be purchased by their clients. The initial salary is Rs 5-6 lakh per year provide audiences with valuable information about the character's past, current situation or their motivations.

<https://fashionandtextiles.springeropen.com/articles/10.1186/s40691-022-00316-6>



Illustration by – Ms. Nikita Patil

Conclusions

In a few years, the Indian fashion business is predicted to reach US\$ 400 million, with a year-on-year growth rate of more than 10 percent. India is the world's second-largest exporter of textiles and clothing. In the current day and age, there are endless opportunities in the Fashion Industry as umpteen jobs with lucrative salaries are available for creative mindsets. With so much excitement and competitiveness, the profession of the fashion industry is continually increasing its scope and potential. Fashion design, research, and garment manufacture, as well as textile design, are the most popular fields of employment for the fashion industry. There has been a huge growth and demand for fashion-related courses in today's academic world because of its booming future. The fashion has been used in terms of clothing, interiors, jewellery, and other goods have expanded the field's capacity. Many new work opportunities for persons interested in fashion design have grown as the global and domestic fashion sectors. Many of the international and domestic fashion corporations and companies, as well as journals and popular design labels, seek out graduates of Fashion Design programmes. As a result, there are many new talents emerging every year with their unique mindset.

References

1. Career in Fashion designing.
<https://leverageedu.com/blog/career-in-fashion-designing/>
2. <https://jdinstitute.co/the-future-prospects-in-fashion-designing-courses/>
3. <https://textilelearner.net/scope-and-future-of-fashion-designing-in-india/>
4. Six Fashion Careers of the Future
<https://www.businessoffashion.com/articles/workplace-talent/six-fashion-careers-of-the-future/>
5. The Future of Fashion Designing; Trends and Career Opportunities
<https://www.itm.edu/blog/idm-the-future-of-fashion-designing-trends-and-career-opportunities>
6. Current Development https://www.researchgate.net/publication/364100529_Current_Development_and_Future_Pro Prospects_of_Designing_Sustainable_Fashion
7. The Research and development for bright future of fashion design in India.