

CAREER OPPORTUNITIES IN FASHION DESIGNING

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ABSTRACT:

As fashion is the art of creative details, the field of fashion designing is one of the most glamorous, intriguing and astonishing career options of this generation. If you have a flair for creativity, impeccable personal style and originality, then the captivating world of fashion designing is just the right thing for you. The work of a fashion designer is to design clothing and fashion ranges, but it is not as easy as it seems. The love for designing clothes is just not enough to be a good designer as the competition is highly fierce. One needs the right guidance, expertise and experience to become a successful fashion designer, as your skills can be polished with the right training.

Fashion Designing is undoubtedly an exceptional career choice as it withholds a bright future due to its gaining popularity and steady money. The best part about fashion design is that it is not restricted to only clothes, it also comprises of accessories, jewellery, shoes and many more.

Learning fashion designing can lead to an exciting and fascinating career but just the idea of getting started in fashion designing can be overwhelming. Fashion designing as a career is a great choice but, you need to study the craft of fashion designing & make your basics very clear and thereby build a foundation which is strong.

Key Words:

Fashion. Designing, Career, opportunities

INTRODUCTION:

Fashion Designing is one of the highly creative and in-demand careers in the world. It is especially for those who love to study fashion trends, sketch designs and develop something new and creative in the world of vogue. Fashion and apparel designing have become one of the fastest growing professions in India in recent years. The world of clothes and accessories has expanded into a giant industry, both for domestic requirements and for export. Today,

the Fashion industry in India is a high growth sector with a multi-core turnover.

There is an ever-growing demand for more designers who can come up with innovative designs that are commercially Viable in the export market. With fashion becoming a big business and India emerging as one of the major players in the global garment market, the need for qualified professionals in this field has increased tremendously.

Fashion designing offers unlimited opportunities for those who are good at it. The status and income of the person go up as he establishes a reputation of his own. Exposure to the fashion industry abroad may help in widening horizons since Indians still tend to copy western styles. With beauty pageants, fashion shows, foreign labels and a public that is increasingly becoming fashion conscious, you as a fashion designer have enough chances to exhibit your talent. If you are enterprising, you can set up your manufacturing or export units, which will bring big financial benefits or you can find a lucrative job in the textile industry.

Export houses, domestic markets and manufacturing units throw up ample opportunities for you to work as a fashion designer in textile designing. It involves working with different fabrics and materials. Textiles account for a major chunk of exports. The textile industry calls for technically skilled executives who are specialists in designing interpretation, pattern creation, garment construction, grading, product development, marketing and computer aided design. So you could make a beginning with any of the export houses or manufacturers.

The top career opportunities in Fashion Designing are:

- Fashion Designer
- Retail Buyer
- Retail Manager
- Fashion Stylist
- Jewellery and Footwear Designer

- Personal Shopper
- Makeup Artist
- Fashion Model
- Fashion Photographer
- Fashion Journalist
- Textile Designer

Fashion design does not depend so much on qualifications as on talent and creativity. Styles and tastes keep changing all the time and a good designer needs to be on his toes to give the consumer the best and the latest. In the realm of designing, fashion is a business and it must not be misunderstood for an art form. Its dynamics are guided by consumers. Fashion design does involve a certain amount of technical knowledge, of types of material, their adaptability to weather, wear and tear etc.

Fashion Designing:

Fashion designers develop new styles and products for clothing apparel and accessories by creating original designs or by adapting fashions to suit local conditions, trends and buyers.

Personal Attributes: Fashion designers need to be artistic, creative and must possess the ability to translate ideas in sketches, must have a keen sense of color i.e. combination of shades and tones, visual imagination & knowledge of market trends.

Job Prospects: They can find employment with professional designers as apprentices with manufacturing units, export houses, boutiques, media as costume designers, freelancing for fashion houses and boutiques and at the same time it is a rewarding possibility for self-employment by opening your boutique.

Fashion coordinators: Arrange and supervise the marketing of fashion clothing for manufacturing houses, textile firms and retail stores. It is a highly competitive job involving a variety of functions. They advise on the latest fashion trends, organize fashion shows, assist in advertising i.e. promoting sales and liaison with fabric dealers to ensure that the fabric, buttons and colors are of the correct shade, quality and design. Coordinators may be required to travel widely to get an idea of the fashion trends.

Personal Attributes: Must have a high level of artistic and creative talents, a natural flair for fashion, sound judgment, excellent communication and organizational skills. Illustrators draw free hand sketches of designer's ideas. They not only need outstanding sketching skills but also at the same time require excellent communication skills. Illustrator at times has to discuss with customers when a new collection is introduced and this requires an ability to interact.

Fashion Consultant: Must be aware of the trends and transitions in the fashion market along with knowledge about fashion designing. They are expected to offer ideas regularly on how to further develop a product to be readily absorbed in a market. He/she should be a sharp observer sensitive to changing trends.

Cutting Assistants: Have to cut samples according to the specifications of the designer. A cutting assistant cuts samples makes and alters pattern to see that the design visualized can be converted to a real dress.

Sketching Assistants: Make the technical sketches of the garments and makes drawings for presentation. It is from this specification sketches one decides how a garment has to be fabricated. The sketching assistant sometimes has to select the fabric also.

Fashion Stylist: Has to coordinate the entire wardrobe for a fashion show or programme to promote the sales of the products. It involves coordinating the dress, accessories, make up, hairstyle, even the color of the nail polish of the model according to the theme and the overall look of the show. Sometimes a stylist is even involved in fabric selection. He/she has to be well versed in the trends and happenings in the industry and also have a keen sense of current fashion trends.

Fashion Journalist is an overall in-charge of a fashion magazine. It is through them that the general public gets to know the latest fashion trends.

Fashion Photography is an extremely creative and well-paid profession. Fashion photographer needs to have a keen eye for aesthetic detail, a thorough knowledge of cameras and involved in taking

pictures of light, distance and perspective to be successful.

Modelling: If you have an attractive and outgoing personality and good communication skills, you can opt for modelling. Modelling is a highly paid job and is categorized into live modelling and photographic modelling. Live modelling is what we see in fashion shows, exhibitions where models display clothes and accessories for potential customers. Models can find employment with designers, in design houses, advertisement firms etc.

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CONCLUSION:

Fashion design is the art of applying design, aesthetics, clothing construction and natural

beauty to clothing and its accessories. It is influenced by culture and different trends, and has varied over time and place. While Fashion may be art, it is also a business. Most famous fashion designers admit they needed to learn business skills to succeed. In order to further advance your career, you should consider a Master's degree in Business and Management. It will help you understand how to run a successful business, and you'll discover ways to promote your brand and make it stand out. Lastly, one of the best benefits of a fashion designing course is that it not only advances your artistic skills but also lets you know about the varying trends. These are noteworthy skills that help you to get an optimistic outlook in this fashion designing business.

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