

The Integration Between Fashion Design Thought Strategy and Consumer Behavior

Assoc. Prof. Dr. Mai Samir Kamel Ali Mohamed

Associate Professor at The Higher Institute of Applied Arts, 5th settlement, Egypt

drmaisamirkamel@gmail.com

Abstract

Fashion reflects the acceptance of a group of people through time, it also refers to the lifestyle, the identity of human being, art, history, culture, sociology, psychology and anthropology. There is a revolution in fashion design concepts, as design is one of the most important basic curriculums taught in fashion departments of Applied Arts Colleges and Institutes to prepare a distinguished fashion designer. The research contains four points as follows: "The nature of the target consumer behavior and its role in purchase decision". "Comparison between the curriculums and learning outcomes "students work" inside and outside Egypt". "The Fashion Design Thought and Fashion Design Education by making a questionnaire that were carried out on the owners of companies, factories and graduates from the fashion departments of Applied Arts Colleges and Institutes in Egypt. The questionnaire includes four main topics as follows; "Stages of fashion design thought on the process of fashion design in labor market, the graduates' opinions on the different curriculums which have been studied and its role in preparing them to labor market, the suitability of the designs provided by the graduates in labor market to meet the needs of the target consumers. Analysis of curriculums names in fashion departments of Applied Arts Institutes and Colleges and show the results of the analysis on a questionnaire which was carried out on the owners of companies and factories and graduates to choose which of the curriculums names should be added to be taught in fashion departments of Applied Arts Institutes and Colleges in Egypt." The Research Problem is the inability of many designers graduating from Fashion departments to link between the design, and the consumer. This led to the necessity of guiding fashion designers to the importance of consumer behavior in fashion design thought to achieve success in the labor market. The Research Objective is to link design thought strategy, consumer behavior to have designs that are compatible with the labor market. The Research Hypothesis is that the integration between the fashion design thought strategy and consumer behavior to get a link between design thoughts for designers with consumers and labor market. Therefore, we will have graduates that are capable of innovating designs that are suitable to labor market. As for Research Methodology, this research follows the inductive, descriptive and analytic methodology to explore the problem of the research and infer solutions. The results of this research are that; Through integration between the fashion Design thought strategy and consumer behavior we can get a link between design thoughts for designers during the educational, designing process and labor market, by knowing the relations between the different curriculums and fashion design curriculum, so that we can get the successful fashion designers in the labor market globally and locally.

Keywords:

Fashion Design Education, Consumer Behavior, and Design thought strategy.