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## FASHION DESIGN AS A CREATIVE INDUSTRY – WORLDWIDE AND SLOVAK PERSPECTIVE

Fashion acts as a cultural phenomenon, as a very complex industry which reflects the social, economic, sexual and political attitudes of its time. Steadily forwards, driver of fashion is not a necessity, but a very complex and deeply entrenched system in which changes are enforced by social differences, innovations in tailoring and economic considerations. Fashion is a broad term. It is not limited only to the esoteric world of haute couture, designer brands, leading fashion magazines and social elite. Difficult economic and cultural issues affect production and consumption of fashion by all sectors of society. Progress in the production of apparel technologies has been the catalyst for mass industrialization, urbanization and globalization, which define the present of fashion design (Mackenzie, 2010).

Fashion in its highest form is derived from inspiration and creativity. Creativity is a very emotive term in fashion and fashion design and fashion designers differ on its definition. Important role play fashion designers themselves, their imagination and fantasy, their view of society and human history and behavior (Santagata, 2002).

***Creative economy – theoretical background.*** The creative economy brings boost of manufacturing, services, retail and entertainment industries. Changes where people want to live, work and learn - where they think, invent and produce. The creative economy is based on new ways of thinking and acting. The primary inputs are the talent and skills of individuals (Howkins, 2007).

Creativity is the ability to work and perform activities that are new, original, unexpected, appropriate, useful, adaptable (Lubar & Sternberg, 1995). From an individual point of view creativity is really important, for example, to solve problems at work or in everyday life. From a social perspective, creativity leads to new scientific discoveries and inventions, new movements in the arts, new social programs. The economic importance of creativity is clear, new products or services create new jobs. Individuals, institutions and society must adapt existing resources to changing demand to remain competitive (Sternberg, 1999).

As defined by UNESCO, creative industries are those industries that combine creativity, production and commercialization of products and services, which are characterized by copyright.

According to Howkins (2007), there are 15 creative industries by industry groups and categories of employment and there are the following: research and development, publishing, software development, television and radio, design, music, film, toys and games, advertising, architecture, applied arts, crafts, video games, fashion and art. According to the Ministry for Culture and Sport of the United Kingdom there are 13 creative industries. Healy (2002) defines them as the sectors covered by the law on the protection of intellectual property (patents, trademarks, copyrights).

Creative industries have at least two common characteristics:

- are knowledge-intensive, which means that they require special talents and/or skills;
- are labor-intensive, which means that they are less dependent on capital and technology investments, which also means that they can create more jobs in less time with the usually low costs for their creation (Wiesand, 2005).

Creative industries are those that produce goods associated with values such as culture, aesthetics or entertainment, such as film, television, fashion, music, performing arts, sport and advertising (Scott, 2000, Caves, 2000). According to Florida (2002a) the industrial economy is disappearing, while the creative economy replaces it.

One of the creative industries in accordance with the aforesaid definitions is the fashion design, its characteristics and development in the world and Slovakia, we summarize in this article.

***History and development of fashion design.*** Fashion can be characterized as the predominant style or custom of clothing or dressing. Fashion means garments that are currently „in“. It can also be style that is characteristic of the social elite. For most people it is a way to use clothes, accessories, hair styling, make-up to highlight strengths and hide weaknesses. Fashion is a way of personal expression<sup>1</sup>.

<sup>1</sup> About.com: Definition of fashion. <http://fashion.about.com/cs/historycostumes/a/whatisfashion.htm>

Fashion design can be characterized as an art that has been producing apparel and lifestyle. Fashion designers are people with a desire to create something new, they combine practical knowledge with artistic tendencies, transform abstract ideas into realistic proposals that will be available to wear or sale.<sup>2</sup>

One of the most powerful influences of fashion is the time. For fashion designers the key difference is between the speed of products introduction to market and durability. We require clothes that are suitable for different seasons, special events and different times during the day. Clothing store benefits from obsolescence of clothes, and there is an unwritten expectation that we renew our wardrobe, at least partly - in spring and autumn. Fashion is so certain to move in such waves. Fashion designers add new collections on the market in January and August often followed by other fashion collections of evening party dress for the winter season in November. In fact, there is no „year in fashion”.

Fashion design as one of the creative industries is characterized by cyclical (seasonal) processes of continuous innovation, avoiding standardization of products and with the importance of knowledge, expertise, skills and talents of individuals. The structure of the industry is characterized by a large number of small firms, which are mainly concentrated in four major fashion capitals, supplying the global market: in Paris, New York, London and Milan (Wenting, 2008).

***The development fashion design worldwide.*** In the second half of the 19th century, starting in 1858, the fashion design industry began to shape. Until then, fashion designers visited their clients in their homes. Charles Frederic Worth decided to change it, his clientele visited him at his villa to see his actual collection. He was the first to organize fashion show in his fashion house, the first to stitch his name tag on his collection and was the first to understand fashion design as an important social element. Charles Frederick Worth formally established elite sector of the Paris fashion industry haute couture, which started a practice of creating fashion shows twice a year, as well as standing the designers to a position of unconditional determinative of style. Access to the world of haute couture strictly governed by Chambre Syndicate de la Haute couture, which determines that each member must create two collections a year, to prepare 50 new and original models daytime and evening clothes for each collection, design for private clients with at least one or more tests, employ at least 20 people full-time in fashion house in Paris. Clothing haute couture is not only tailore-made for a specific customer, it uses only high-quality and expensive fabrics and is hand-sewn with extreme attention to detail and end (Mackenzie, 2010).

A new era in fashion occurred in the 20th century. Prosperity and wealth resulting from the industrial revolution was stopped by the First World War because the entire industry had to adapt and produce according to the needs of the war. Of course it has affected the world of fashion. Paris became the world center of fashion, for the wealthiest people fashion shows were organized associated with the sale of clothing. The discovery of the sewing machine

<sup>2</sup> Apparel Search: Fashion design definition.

[http://www.apparelsearch.com/definitions/fashion/fashion\\_design.htm](http://www.apparelsearch.com/definitions/fashion/fashion_design.htm)

allowed mass production of clothing in the 19th century, what meant for men that they could go to the store to buy „ready-to-wear” pants, shirts, coats, jackets, but women were still dependent on sewing their clothes at home. In the early 20th century, the „ready-to-wear” clothing for women started to appear in stores. The production of „ready-to-wear” clothing became the most important industry in the early 20th century. During this period, Paris was the center of women's fashion and London - the center of men's fashion, while various inventions and patents (such as zipper) were invented in the United States.

The proportion of companies established in Paris began rapidly to decline from 70% in 1923 to 36% in 1941. Currently less than 23% of the popular fashion houses of the world are located in Paris. At the same time, London, New York and Milan have increased their share of fashion designers (Wenting, 2007).

Nowadays fashion designers can be divided into two main categories - haute couture designing for individual customers and based on certain themes or ready-to-wear collection which is designed and produced for the wider masses.

The current era is characterized by luxury, represented by a group of young talents moving in celebrity circles, represents what affects our world - the exclusivity and astronomical prices. Several designers such as Donatella Versace, Emanuel Ungaro and Hanae Mori from the chamber of Couturiers have left the business. In 2009 the fashion house of Christian Lacroix was announced bankrupt. Extremely expensive materials, hundreds of hours of manual labor, often models which cannot be worn, crazy prices, all these is haute couture. The fashion houses are now mainly a showcase that attracts clients to more affordable products. According to Sidney Toledano, president of Christian Dior Couture, „haute couture market doesn't grow, but it's an investment in image and development and it's worth it”. According to Didier Grumbacha, president of the Chambre Syndicale de la haute couture, „couture is not industry. It is an art, great service and advertising. For France, it is a symbol of the luxury industry and it is extremely important”.

The world's most famous fashion designers, who currently define global fashion trends are mostly French fashion designers - Jean Paul Gaultier, Christian Lacroix, Italian fashion designers - Giorgio Armani, Valentino Garavan, Roberto Cavalli, Miuccia Prada, Donatella Versace (sister of Giani Versace), Domenico Dolce and Stefano Gabbana (Dolce & Gabbana), American fashion designers - Calvin Klein, Marc Jacobs, Tommy Hilfiger, Donna Karan, Oscar de la Renta, British fashion designers - John Galiano, Vivienne Westwood, Alexander McQueen, Stella McCartney, Japanese and German fashion designers - Karl Lagerfeld, et al.<sup>3</sup>

All fashion houses follow the long-time tradition to present each half year latest collection at the highest level through events called fashion weeks. It is the most important event of fashion industry, lasting approximately one week, which allows fashion designers, brands and fashion houses present their latest collections in fashion shows, allows also media and buyers to see the newest

<sup>3</sup> Top fashion designers. <http://www.top-fashion-designers.info/>, VOGUEPEDIA. Designers. <http://www.vogue.com/voguepedia/Designers>

trends. The most important fashion weeks are held in the four fashion capitals of the world New York, London, Milan and Paris.

Although internet shopping is a much easier way of shopping for fashion garments and production can be moved offshore, fashion design institutions are established in cities, where 80-85% of fashion designers work. Each city has its own design identity (Jones, 2011). Among the world's most important fashion centers nowadays can be included cities as Paris, London, Milan, New York, Tokyo and Berlin. Although the fashion industry is constantly growing and expanding, in the world of fashion Paris dominates.

American non-profit organization Global language Monitor compiled ranking of 50 major fashion cities of the world. Rankings are compiled according to the number of terms reported in the media, on the Internet and in blogs. For 2011 the first place went to London thanks to the wife of Prince William Catherine and fashion designer Alexander McQueen, who committed suicide. The list was expanded from 40 to 50 cities to capture growth of regional capitals with typical style and contribution to the global fashion industry. In the second place was New York, then Paris, Milan, Los Angeles, Hong Kong, Barcelona, Singapore, Tokyo and Berlin on 10<sup>th</sup> place<sup>4</sup>.

***Fashion design in Slovakia.*** In terms of our research focus, we understand fashion design as an art and process of creating a variety of clothing regardless of the material, the term also includes design of handbags, shoes, jewellery, bijouterie and related articles and their sale.

To the group of fashion designers in Slovakia we include those who present their work in events (fashion shows) „Bratislava Fashion Days“, „Slovak Fashion Night“, which was organized in New York City, and eventually are included in the project „Project Czech.Slovak“ in which talented fashion designers are supported to increase the marketability of their products.

The development of fashion in the former Czechoslovakia before 1989 was largely influenced by the character of the society, fashion was centrally controlled as other parts of economy and trade. National garment enterprises produced a relatively large amount of clothing, while a large quantity of goods were exported mainly to the socialist countries. Clothing companies responded slowly to fashion trends, fashion news from abroad came to us very late. A limited factor during this period was the availability and accessibility of high-quality materials and fabrics. Despite these negative effects some fashion designers created in Slovakia and usually worked for the largest garment factories (eg OZKN Presov, Makyta Puchov, Mark Trencin). Clothing designers who worked in development centers of clothing companies had difficult position because their creative ideas were difficult to enforce and realize.

Trends in fashion Slovak women maintained primarily through domestic fashion magazines, but also through foreign (especially Burda). Lack of quality clothing in this period (eg, sweaters, hats, scarves) caused excessive knitting at home, while women currently searched for inspiration in foreign fashion magazines.

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<sup>4</sup> H. Nonline. Londŕn je krnŕom mgdy. Bratislava v rebrŕĉku nie je. <http://style.hnonline.sk/c1-52622650-londyn-je-novym-kralom-mody-bratislavu-v-rebricku-nenajdete>

Fashion houses were especially for wealthier parts of population. Range of garments depended primarily on the size of the city. Some garments were sold in specialized stores (Luxus). In Slovakia, there were quite a lot of clothing manufacturers, for example OZKN Presov, OZ Trencin, Tatravvit Zornica Banovce Bebravou Makyta Puchov etc.

Already before 1989 in Slovakia regular competitions of fashion designers were organized. The Number of creative fashion designers in Bratislava increased gradually from early 1990ies. After 1990, with gradually increasing economic level of our country and rising purchasing power of the population a new generation of Slovak creative fashion designers began to shape who located themselves mainly in the capital city. This group of fashion designers established and enlarged their fashion salons located in Bratislava, primarily because of the greatest demand for high quality fashion garments. Slovak fashion designers created their own fashion brands, they presented their actual collection at regular fashion shows, fashion days, as well as various commercial events.

Bratislava since 2008 has had, its platform which presents the current collections of Slovak fashion designers - Bratislava Fashion Days (BMD). Thanks to contacts organizers have the opportunity to present Slovak fashion abroad opened for our fashion designers. Owing to the BMD Slovak fashion design had the opportunity to be presented in New York, London with ambitions to visit other world capitals in future. During Bratislava Fashion Days a project of seeking young talents „New Faces of Bratislava Fashion Days” is implemented, which is a great opportunity for starting fashion designers to present their work. The presence of fashion designers in some place and time is an indication of a existing creative environment.

Another event which supports students and alumni is „Schwarzkopf Fashion Talent” contest.

The New York Manhattan is already the seventh year hosting Slovakian fashion show is called „Slovak fashion night”. „Project Czech.Slovak”<sup>5</sup> supports talented designers with promotion and sales. The project allows fashion designers to attend fashion shows, exhibitions, lectures, workshops and other activities in the USA (New York, Binghamton), Spain (Barcelona), Czech Republic (Prague, Karlovy Vary, Brno, Ostrava), and Slovakia (Bratislava).

Shopping portal „Fashion Days” is one of institutions supporting Slovak fashion designers. Through portal Slovak fashion designers sell their collections<sup>6</sup>. In 2011 „Slovak Fashion Council” was founded with the aim to support Slovak professional fashion and textile designers, and firms in penetrating into the local and especially the foreign market<sup>7</sup>.

According to Dana Kleinert, fashion designer and founder of the initiative Slovak Fashion Council, the institution wants to connect three sectors - design, manufacture in Slovakia and sale, which also wants to present abroad. In addition to this initiative there is an interactive portal developing, which will

<sup>5</sup> Project Czech.Slovak. [www.projectczechslovak.com](http://www.projectczechslovak.com)

<sup>6</sup> Fashion Days. [www.fashiondays.sk](http://www.fashiondays.sk)

<sup>7</sup> Slovak Fashion Council. [www.slovakfashioncouncil.sk](http://www.slovakfashioncouncil.sk)

provide all practical information, guidance and should also be a gateway for foreign investors interested in Slovak fashion design and designers<sup>8</sup>.

One of the first Slovak models, currently a moderator and writer Emma Tekelyovná has established Association of professional community for fashion, culture and lifestyle with the aim to enhance the level of clothing culture in Slovakia<sup>10</sup>.

In order to improve the scope of the current situation in Slovak and international fashion various fashion, magazines map Slovak and foreign fashion market where our fashion designers have the opportunity to present part of their collections.

It is possible to study fashion design in Slovakia in several fields of study at secondary schools. Graduates in the field of study 31 Textiles and clothing industry can be employed in a variety of occupations in textile and clothing industry, also in services with guidance character, styling, modeling, designers, middle management positions, positions in hand craftsmanship of textiles, clothing, technical textiles etc<sup>11</sup>.

Graduates in the field of study 32 Workmanship of leather, fur and shoe production obtain during the study knowledge and competencies to perform professional activities in leather, plastic, shoe and fancy goods production<sup>12</sup>.

A student can choose Specialization fashion design within the field of study 82 Art, commercial art and hand craftsmanship. Study is focused on development of creative thinking of students resulting in the creation of clothing or three-dimensional object. Students learn how to conceptually manage the process from inspiration to creating a real piece, they also have to make photo documentation and presentation of their final work in a fashion show. Attention is paid to the development of creativity and originality.

Table 1:

*Number of secondary schools offering fields of study oriented on textiles, clothing industry, workmanship of leather and fur, shoe production and design*

Region	Number of secondary schools offering education in the fields of study oriented on textiles, clothing industry, workmanship of leather and fur, shoe production and design	Number of secondary schools offering education specialized exclusively on fashion design
Bratislava	6	3
Trnava	11	2
Trenčín	7	4
Nitra	6	3
Žilina	12	3
Banská Bystrica	12	2
Prešov	23	2
Košice	15	2
SUMMARY	92	21

Source: Ministry of Education, Science, Research and Sport of SR: Slovak secondary school network. Bratislava, March 2012

<sup>8</sup> Hospodárske noviny, 15.12.2011

<sup>10</sup> Tekelyovná Ema. [www.pantarhei.sk/knihy/tekelyova-emma](http://www.pantarhei.sk/knihy/tekelyova-emma)

<sup>11</sup> Ministerstvo školstva SR. Štátny inštitút odborného vzdelávania. Štátny vzdelávací program pre skupinu študijných odborov 31 Textil a odevníctvo. Základné odborné vzdelanie ISCED 3A

<sup>12</sup> Ministerstvo školstva SR. Štátny inštitút odborného vzdelávania. Štátny vzdelávací program pre skupinu študijných odborov 32 Spracovanie kože, kožušiek a výroba obuvi ISCED 4A

Slovak secondary schools also offer post-graduate study in the field of business trade and services with specialization on clothing industry.

Table 1 summarizes learning opportunities at public, private, church and artistic secondary schools in all Slovak regions in the fields of study oriented on textiles, clothing industry, workmanship of leather and fur, shoe production and design. Such fields of study are offered by 92 secondary schools, from which 21 secondary schools in Slovakia offer study in the fields specialized exclusively on fashion design.

Fashion design in Slovakia can be studied at 2 universities – the Academy of Performing Arts in Bratislava – specialization on textile production and at Trencin University of Alexander Dubcek in Trencin, the Department of industrial design in Ruzomberok, which offers specialization in textile technology and design.



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**Модный дизайн как креативная индустрия во всем мире и в Словакии.**— Целью данной статьи является характеристика и описание модного дизайна, его развития во всем мире, и в частности, в Словакии. В настоящее время модный дизайн является глобальной индустрией с определенной тенденцией локализации в главных городах – центрах модной индустрии.

## ՅԱՆԱ ՊԱՐԻԶԿՈՎԱ

*Բրատիսլավայի տնտեսագիտական համալսարանի  
հանրային կառավարման և տարածաշրջանային  
զարգացման ամբիոնի հետազոտող*

## ՌՈՒԴՈԼՖ ՊԱՍՏՈՐ

*Բրատիսլավայի տնտեսագիտական համալսարանի  
հանրային կառավարման և տարածաշրջանային  
զարգացման ամբիոնի ասիստենտ,  
տնտեսագիտության թեկնածու*

**Նորաձևությունը որպես ստեղծարար ոլորտ ամբողջ աշխարհում և Սլովակիայում.**— Հոդվածում բնութագրվում է նորաձևությունը, ներկայացվում դրա զարգացումն ամբողջ աշխարհում, մասնավորապես՝ Սլովակիայում: Դիտարկելով այն որպես արդյունաբերության կարևորագույն ճյուղ՝ այսօր միտում է նկատվում խոշորագույն քաղաքներում ստեղծելու նորաձևության կենտրոններ:

