



IMPACT OF CREATIVE FASHION SHOWS & EXHIBITIONS ON FASHION ENTREPRENEURS

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Abstract:

The aim of this article is to examine the impact of creative fashion shows and exhibitions on the success of fashion entrepreneurs. Entrepreneurs are said to be individuals who accepts risks and who are innovative in terms of their business management skills, while displaying the personal traits of risk taking, creativity, ambition and other qualities involved in the provision of products and services to society. The fashion industry is known for its creativity. Its most influential designers are known for their crazy ideas, rapidly changing styles, cut throat competition. A creative fashion show is a chance for designer to show off a particular aesthetic, a particular mood, a particular feel or point of view. As a result fashion shows can be more conceptual and focused on higher level idea. Also exhibitions surely serve as a great platform for making a noticeable debut and presenting imperial craftsmanship to the world. The paper reveals the study was informative, to elicit information on the impact of fashion shows and exhibitions on fashion entrepreneurs in terms innovations, economy and employment and how fashion entrepreneurs envision their endeavours as pathways for pursuing their passion.

Keywords: Entrepreneurs, fashion shows, exhibitions.

Introduction:

Fashion is a form of expression for both the creator and the wearer. It helps people of similar aesthetics to bond. The fashion industry is one of the largest and one of the oldest industrial sectors in the world. According to United Nations Environmental Program, the fashion sector comprising textile and apparel creation and production, is the second largest global economic activity in terms of trade. The global sector is valued at \$1.44 trillion. The Indian industry generated \$63 billion in 2010, accounting for 14 per cent of industrial production and 4.5 per cent of GDP. India, one of the largest producers of textiles and apparel, employs 35 million workers, second only to agriculture (Boon, 2012). There are around 30,000 garment manufacturing companies in India producing just for export. Out of these some 5,000 companies are well established in the sense of performance and stability. Fashion shows are a channel of communication between fashion designers and customers where designers showcase new ideas through merchandise on live models. Fashion entrepreneurs focus on creating networks within the fashion industry and inter-connected projects with varying aims including education, profitability and profile-building. Some fashion entrepreneurs work to provide a network of knowledge share platforms, other work to address social and structural issues goals. Core business practices for fashion entrepreneurs focus on topics such as creativity and innovation, writing business plans, raising finance, sales and marketing, and the small business management skills needed to run a creative

company. Fashion entrepreneurs seek to deliver fashion business expertise in retail, manufacturing, money and marketing. The 21st century has seen the proliferation of organizations and award ceremonies promoting, inspiring and challenging online entrepreneurship by highlighting the enterprising attributes, creativity, innovation and the success of today's entrepreneurs along with the desire of giving back to the society.

Creative fashion shows: A creative fashion show is an event put on by a fashion designer to showcase his or her upcoming line of clothing. Instead, a fashion show is a chance for a designer to show off a particular aesthetic, a particular mood, a particular feel or point of view. As a result, creative fashion shows can tend to be more conceptual and focused on a higher level idea. There are 5 main types of fashion shows: ready-to-wear, couture, menswear, resort and pre-fall. Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, or body. Fashion is a distinctive and often constant trend in the style in which a person dresses. Fashion shows are a channel of communication between fashion designers and customers where designers showcase new ideas through merchandise on live models.

Exhibition: An exhibition, in the most general sense, is an organized presentation and display of a selection of items. Exhibition can include many things such as art in major museums and smaller galleries, interpretive exhibition, natural history museums and history museums, and also varieties as more commercially focused exhibitions. A fashion

exhibition is dress a design object sera, lace, class, and gender. It shows for whom and by whom it was designed, manufactured, and worn.

Impact of creative fashion shows and exhibitions on fashion entrepreneurs

Beginning, running and growing a business are a tedious work. With so many difficulties, stress and meeting deadlines, it becomes hard to be a successful entrepreneur. Basically, the business enterprise isn't for everybody. You have the keen vision to become a fashion entrepreneur.

Some of the traits necessary to become a fashion entrepreneur are Assurance, Enthusiasm, Flexibility, Stay Positive, Vision, Adaptability, and Powerful Communication.

Apparel manufacturers need a platform to promote products to the target audience. Fashion shows play a vital role in marketing clothes and conveying recent fashion trends. Nothing is constant in fashion. Designs and styles keep changing. Creative Fashion shows help in creating interest among the public to spread awareness about new arrivals in design and style. These shows help to draw public attention. Fashion marketing scrutinizes fashion trends, coordinate sales and promote goods. It is necessary to grant exposure to various trends and styles of clothing. Fashion marketing is likely to notify the public about recent changing trends and about what is in fashion. Fashion designers forecast trends. They attend trade shows or visit manufacturers to select fabrics and trims. Designers conduct fittings and adjustments on samples of their designs and the end product is marketed to clothing retailers.

Fashion designers aim at inspiring the target audience to purchase the products. Through these shows, fashion designers can express their creative skills and talent in designing various types of clothes. The individual talent of designers is exposed and they get an opportunity to promote their creations.

By involving themselves in these shows, retailers can gain various views of different designs and styles of clothes from designer shows. The knowledge gained from these shows helps retailers incorporate ideas into their boutiques. Using latest fashion software tools, designers can put designs on three dimensional images.

Many fashion entrepreneurs have regular at fashion weeks and wedding exhibitions .The designer has also expanded to

foreign shores. Indian fashion entrepreneurs like women fashion entrepreneurs has always been Indian craftsmanship celebrated on a global platform. It was gratifying to see that women from different walk of life and fashion experts would walk in and be started at the degree of expertise that goes into every garment. They work closely with artisans in villages, and purpose of working with the artisans is to bring these indigenous skills into mainstream fashion. Not only does this effort help revive these heritage crafts, they also allow Indian craftsmanship a platform in the world of design. As pioneer and veteran of fashion in India fashion entrepreneurs has proved that hand made products can be profitable and even more beautiful than those made by machines.

Fashion entrepreneurs opened new gates of opportunity for embroidery of Ranihati, based outside Calcutta and provided them with workspace in their own environment which led to the craft of Zardozi, a flourishing art during the period of the great Mughal Empire. This revived art became a rage in bridal fashion and evening wear of exquisite beauty blended with unique fabric and gold embroidery. Fashion entrepreneurs aimed at forming alliances with design talents across the world to create matchless products to cater Indian aesthetic designs to International market.

Creative industries: For several years, the creative industry has been attracting attention in the field of economics, culture and politics. It is a dynamically developing economic sector. The creative industry is characterized by two aspects regarding its contribution to the economy. Firstly, the creative sector is knowledge intensive that means a specific talent or a high qualification is required. Secondly, it is work intensive, which means the sector depends less on capital or technology investments. As a result a high number of workplaces can be created within a short time.

Entrepreneurship in the fashion industry: Fashion is inspiration, creativity and intuition. But it is also organization, strategy and management. These two apparently contrasting sets of elements have to come together to ensure the success of a business idea. Additionally to the economic relevance, the cultural contribution to society of the fashion industry has to be considered. The economical performance has to be enlarged by the “cultural rate of return”. It is the cultural

revenue companies create, which stands in contrast to the economical revenue.

Facts about the Fashion Industry in India

1. It's not (just) about Fashion Designers:

Actually, no, the fashion industry is not about fashion designers. It is also about fashion entrepreneurs, fashion photography, pattern making, garment construction, accessory designing, make-up artists, modeling, fabric weaving, textile research and development, fashion journalism/editorial, and manufacturing to name a few.

Fashion designers are just a small portion of this whole game. In India, other sectors like manufacturing fabric, Fashion designers are just a small portion of this whole game. In India, other sectors like manufacturing fabric, importing and exporting textiles, embroidery and dyeing make up a much

2. Fashion Industry Statistics: Current size of the Indian fashion industry is worth INR1000 crore, while the market size is approximated to be INR20,000 crore. However, Indian fashion accounts for a meager 0.2% in the world market.

3. Not a career for the academically challenged: It is only getting tougher and tougher to get into the National Institute of Fashion Technology (NIFT)

4. The Unorganized Industry: Continuing from the point above, the numbers are so low only because much of the industry is really unorganized. Much of this trade goes unaccounted for.

5. Famous Indian Designers: Ritu Verma, Rohit Bal, Manish Malhotra, and Sabyasachi. They have played an important part in showcasing our culture to the world.

6. The Saree covers more ground than you think: Saree is the highest selling fashion apparel (greater than 1/3 of apparel sales). It trumps all other kinds of styles by a very large margin and continues to grow at 8.8%

7. Fashion and Sleaze? : The clothes that you see in your favorite store come from talented designers who work several hours a day and worship their job.

8. Made in India: India one of the largest exporter of textiles and clothes but many foreign countries set up their manufacturing unit here. Due to the cheap labour here and other Asian countries, you are bound to see that all the high-end

international clothes are indeed made here. So basically, such international brands are easily able to sell at 400% margin.

9. Silk and Cotton: We are the second largest producer of Silk (after China) and third largest producer of Cotton. It is heart-warming to see all the designers of our generation bringing back the humble Khadi and handloom fabrics, innovated to suit our tastes.

10. Bright prospects for the fashion industry, but a long way to go: In terms of quality, in terms of talent, the research and innovation, we still have much to prove

Specific industry challenges: The industry specific challenges faced by fashion entrepreneurs are split into five categories:

- Industry conditions
- Economics of the industry
- Early finance
- Governmental support
- Fashion clusters

Result and Discussions:

Adopting the perspective of entrepreneurship, this article shows that fashion entrepreneurs have multiple, closely interlinked ambitions to bring about personal, cultural and socio-economic change. The designers endeavor to support the resurgence of textile traditions and craftsmanship, they seek to showcase new directions in fashion, and they follow their fashioning the future. Entrepreneurship in India's emerging fashion industry passion for fashion and desire to bring about positive changes in their lives through fashion design. As this paper demonstrates, fashion design provides a rich site for understanding how people are entrepreneurship 'to change their lives and those of others and, in the process, are changing the places where they live'. The stories of the fashion entrepreneurs are certainly characterized by a high degree of ambition, creativity and passion yet tensions, disorientation and fragmentation also mark the fashion sector.

Various types of theme based creative fashion shows and exhibitions have made lot of impact on the fashion entrepreneurs in terms of new ideas, innovations, creativity, economy, employment, setting new trends also keeping our cultural craftsmanship in existence. Fashion entrepreneurs opened new gates of opportunity to create matchless products to cater Indian aesthetic designs to International market.

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