



## THE ROLE OF WOMEN ENTREPRENEURSHIP IN FASHION INDUSTRY

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### ABSTRACT :

Keeping in view of importance related with fashion apparel business for development of economy, there is a future for women to start fashion and apparel business. Its low entry to allow for a very diverse range of motivations and backgrounds among fashion entrepreneurs. Women fashion designers have multiple, closely interlinked ambitions to bring about personal, cultural and socio-economic change. Women fashion design has development potential as part of creative economy and is able to attract highly ambitious and driven entrepreneurs.

**Keywords :** fashion apparel, fashion entrepreneurs, motivations, socio-economic change, highly ambitious.

### 1. Introduction :

The continuous demand for changing is the process which keeps fashion alive. The importance of fashion is well established by the large number of people involved. Changes of fashion senses taking place in the world and its response are sensitively and immediately. These changes can be directly apparent in the way

the individuals dress, giving clear information about the wearers, their wealth, taste, age, national characteristics etc. The fashion shows to feel right to a certain group or to be different from it.

### What is "fashion"

Fashion includes all aspects and styles of clothing, popular with a large group of people. Personal style is a combination of clothes and colors, you like to wear and is often runny and can change from day to day. Think about the types, colors and styles of clothing that you wore when you were younger, which is the fun and exciting things about fashion and style with some creativity. You can create a whole new look for yourself as often as you want. You should begin to get a sense of your personal style.

### 2. Women Entrepreneurs:

With the changing global scenario, women entrepreneurship has emerged in the forefront as business owners to demonstrate economic process worldwide. Keeping in view of importance related with fashion apparel business for development of economy, it is future for women to start fashion and apparel business. Its low entry to allow for a very diverse range of motivations and backgrounds among fashion entrepreneurs.

### 3. Features of Fashion Entrepreneurship:

1. Focus on the production of high design clothing and accessories.
1. Communicate through fashion shows, TV shows.

2. Fashion entrepreneurship is about combining design, business and manufacturing knowledge.

3. Some things can be outsourced or bought in but some things are

4. critical for the fashion entrepreneur.

### 4. A) Capability:

1. 1. Ability to develop a new symbolic language style that is skilled as unique and regular.

2. Ability to manage the process of communication on which fashion depends.

3. Ability to understand and manage strategic, marketing and branding issues for new firm.

Another important part of personal style knows what looks good on you. There are three things to consider when assessing what clothes look best on you i.e. body shape, skin, eyes and hair and what makes you feel good. Our target is to find out the views of customers choice, interest of design area, how they choose and follow fashion.

### B) Approach :

Our overarching goals are to use computer vision to quantify and learn measures for similarity of outfits and to discover trends in fashion.

### C) Human judgments :

Determining similarity between images of clothing outfits may be difficult, even for humans. To address this challenge, we collect multiple human judgments of similarity between fashion pictures using mob sourcing.

### D) Trend Forecasting :

Upcoming trend is determined by the fashion forecasting before the new product line start, at least two years need to forecast, colour, fabric, texture, material, print, graphics, street style and finally the style accessible on the runway. Trend forecasting is a vast and important part in fashion designing sector.

**5. Effects Influencing Fashion :**

**Fashion is showing to influences coming from all fields of life.**

1. **Social and economic situation**- way of life and dressing habits.
2. **Protection of environment and health**- climatic changes, Environmentfriendly materials, sport etc.
3. **Multicultural effects** - street-styles.
4. **Art** - painting and sculpture, literature.
5. **Technological developments** - new fabrics, intelligent textiles, new production and logistic procedures, etc.
6. **Sexuality** -indistinct border between male and female dressing etc.
7. **Internet** - presence of the global world.  
It is not our goal any more to determine for buyers what they should like or not but to urge them to buy and to express their personality in this way. Deep knowledge of customers and their shopping motivations should be known to realize the preparation of customized designs in small series in accordance with world trends.

**6. Design Technology:**

Only a few decades ago, when designers wanted to sketch a garment or collection, they had to do it by hand with paper and a pencil. Today, you have access to technology that will allow you to practice your design and sketching skills on your computer.

**7. Creating a Clothing Line:**

If you love about fashion, you start your own clothing line. However, taking the time to create a plan, will increase your chances of being a successful fashion designer.

1. **Do your research** - If you are hoping to start a clothing line to learn about other clothing companies which will help you understand how the industry works.
2. **Increase your skills and knowledge** - Unless you have a quality clothing product, people will not be interested in buying it, therefore, it's important that you improve your knowledge of the fashion industry.
3. **Make a plan** - Decide what types of garments you will be making and who your target clients will be.
4. **Start small** - It is a better idea to choose a few garments that you know have a great design and that you know people will buy. Once you have established your clothing line and begin making a profit, you can consider adding further pieces.

5. **Promote your product** - Consider using a variety of advertising mediums to promote your product i.e. print, media or telling your friends and to wear your garments in public.
6. **Set a goal** - How many garments do you want to sell this year? How much money will you spend on each garment? Successful businesses set goals and then work to achieve them.
7. **Don't give up** - You will not experience success immediately but have fun and enjoy knowing that you are working towards your goals. The success will come with time and effort.

**8. Careers in Fashion:**

If you are interested in a career in the fashion industry, there are many options available to you. You may want to consider on the following careers.

- a. **Costume Designer:** A costume designer works in the TV, film and theatre industries. They work closely with other members of the creative team to ensure that their costume design fits for the actors of the production. To become a costume designer, you will need to gain experience in the TV, film or theatre industry by working as a Costume Assistant.
- b. **Fashion Designer:** A fashion designer can design clothing items for a wide range of customers and retailers and high fashion to everyday street-style retailers. They may specialize in men's, women's or children's clothing. To obtain the skills, you need to become a successful fashion designer to need of gain skills and experience in the fashion industry
- c. **Buyer/Fashion Merchandiser:** Buyers work closely with designers to purchase the textiles and equipment needed for garment creation. They must follow and forecast clothing trends, find and negotiate prices on supplies as well as ensuring that all products purchased meet the company's and designer's standards.
- d. **Marketing Manager:** Marketing managers are responsible for all the publicity of fashion company. They will design, create and appraise advertising campaigns.
- e. **Fashion Photographer:** Fashion photographers work to photograph images of models or garments for magazines, websites, advertisements and catalogues. Most fashion photographers do freelance

work, meaning that they are not employed by a single company. They usually work from their own studio or on an off-site location. Fashion photographers must have a high level of skill in photography as well as knowledge about the fashion industry and current trends.

- f. Fashion Journalist:** A fashion journalist researches and writes articles or reports for TV or radio on fashion events and companies. They may work for magazines, newspapers, TV or radio stations or shows or do freelance work. They must have an extensive knowledge of the fashion industry so that they can accurately comment on designs and trends.

### 9. Fashion Marketing :

Remember, if people don't know about your clothing line, they won't purchase any garments. Before you begin any marketing campaign, you will need to have high quality photographs taken of your garments. You may want to display the garments on a model.

### 10. Conclusions:

Fashion and apparel enterprises reveal that education, training and the prior experience helps in operating the enterprise successfully. Entrepreneurial power suggests that the successful entrepreneurs run a considerable amount of risk in operating and expanding the enterprise. Women fashion designers have multiple, closely interlinked ambitions to bring about personal, cultural and socio-economic change. The designers try to support the revival of local textile traditions, they seek to showcase new directions.

Women fashion design has development potential as part of the creative economy and is able to attract highly ambitious and driven entrepreneurs. It is very important to make

continuous analysis of economic and social situation, and identity of group targeted and keep side by side with the latest technological innovation for creating new competitive ideas.

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