



Model of Design Process of Hong Kong Fashion Designers

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ABSTRACT

The purpose of this paper is to identify the underlying model of design process of Hong Kong fashion designers by using the qualitative research method of grounded theory developed by Glaser and Strauss (1967) and Glaser (1978). In this research, a total of 19 fashion designers, educators and students were interviewed. Five on-site observations of fashion designers and educators were done. The model of design process of Hong Kong fashion designers was synthesised from in-depth interviews and participant observations of fashion designers, educators and students. The results of theory-building research suggested that during the design process, the major factor influencing Hong Kong fashion designers was 'aesthetic presence'.

Keywords: design process, fashion, grounded theory, influential factors, qualitative research method

INTRODUCTION

The design process in fashion includes all facets of the process undertaken in advance of perceiving, constructing and marketing fashion. In order to understand and define fashion design process of the Hong Kong fashion designers in this setting, it is useful to gain insights into theories which have been formulated outside of the specialist field of fashion. A variety of factors have been found to influence designers during the creative process, and these must be understood in advance of proposing a model of design process in fashion. The purpose of this paper is to explore the underlying model of design process of the Hong Kong fashion designers. This paper focuses on four objectives: 1) to examine literature on the

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subject of design theory across a range of disciplines; 2) to inductively identify the factors influencing fashion designers through the perceptions of fashion designers, educators and students; 3) to formulate the framework of factors influencing fashion designers when creating new fashion; and 4) to develop constructs for a model of fashion design process using the qualitative method of grounded theory developed by Glaser and Strauss (1967) and Glaser (1978). A more thorough understanding of these topics has implications for the fashion design education. Also, it provides insight into the process of creating apparel products of distinctive cultural background.

In the research discussed in this paper, constructs for a model of fashion design