

Learn how to join

# Fashion Designing



The word 'FASHION' immediately invokes images of glitz and glamour. Fashion design is an art- where you design clothing and lifestyle accessories.

- This art is influenced by cultural and social attitudes.
- If you can create magic with colours, shapes and designs then this is the ideal career for you.
- It is one of the most lucrative, appealing, glamorous and exciting career options in today's world.
- It is also a demanding career, as fashion designers need to combine their creativity with managerial skills to sustain in this industry



## Education & Experience



**Natural Talent**

To start a career as a fashion designer you need to have a natural talent and this you should support with a degree/diploma.

- **Natural Talent:** A set of skills such as aesthetic sense, colour expertise, good taste and sense of trends and fashion and eye for details.



**Acquired skills**

- **Acquired skills** would be a qualification from a decent, recognized fashion Institute. You can enroll for either a full-time course or a part time certificate course.

## **How & When to start?**

While the academic requirements are not very high, you need considerable aptitude and talent to be successful in this career.

- Students usually take up fashion designing after their 10+2 level. Subjects like drawing, painting, home science and computer graphics will develop your creativity.
- There are courses for graduates or people with higher qualification.
- There are several short-term certificate courses that are offered by the same fashion institutes for super specialization, on part-time basis. These courses equip you with technical and creative thinking skills.
- By the time you finish the course you will have mastered the step-by-step making of a garment: from designing to pattern making, production and even marketing.

## Is it the Right profession for me?

- You must have natural talent to combine colours, shades and textures and express your ideas through sketches.
- You are able to show style in everything you do.
- You are able to visualise new design, patterns, garments and accessories and enjoy working with fabrics and accessories.
- If you have the ability to be original and creative and love to make people look good then you are set to step into the arena of fashion industry.



## What would it Cost me ?



- The fee structure varies from institution to institution.
- On an average it will cost you Rs. 45,000 per annum to complete a course in Fashion Designing from a reputed institution.

## Funding/Scholarship

- Some fashion academies extend merit based scholarships.
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- These scholarships usually waive off payment of tuition fee only.
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- There are a few scholarships sponsored by reputed companies for meritorious and financially deserving students.

## Job Prospects

This industry offers plenty of opportunities for talented hard working and enthusiastic people. Prospects for fashion design graduates are pretty good thanks to the huge and still growing demand for “designer wear” and the equally outsized quantity of exports.

- Export houses,
- Garment store chains,
- Textile mills,
- Leather companies,
- Boutiques,
- Fashion show organizers,
- Jewellery houses
- Media houses
- Self-employed



Boutiques



Textile mills

## Pay Packet



- The Starting monthly package can be around Rs.10,000 to Rs.15,000.
- With experience, you will acquire maturity in designing skills and a few years down the line your salary start at Rs 30,000 P.M

## Demand and Supply

India is witnessing rapid growth in many sectors which includes the fashion industry.

- Indian fashion is gaining a lot of popularity abroad because of cheap labour and excellent craftsmanship.



- Many top Indian designers are now catering to this growing international demand for quality fashion products and accessories.
- In addition, for the demand for Indian garments, designer saris and textiles are also of great demand.

## Market Watch

- The scope for fashion design jobs in India is immense, as Indians have increasingly become more fashion conscious.
- Clothing companies need to hire people in a variety of jobs, ranging from fashion designers, textile designers, models, retailers, buyers and merchandisers, to provide end-to-end solutions to their clients.



It is estimated that the Indian fashion designing industry will grow to 1000 crores from current 180 crores in next few years.

## International Focus

- Better prospectus both in terms of salary and growth of fashion design jobs is enormous and extends beyond India's markets to international markets too.
- Indian fashion designers are doing very well in almost all countries and hence the scope has broadened for students of fashion designing.
- Fashion designers such as Ritu Beri, Ritu Kumar, Rohit Bal, Satya Paul and Tarun Tahiliani are known worldwide.



The India Fashion Week has become an international fashion event, with buyers from international stores making an appearance to transact business.

## Positives/Negatives



The scope of fashion design is such that it's cut out for success.

- There are some glamorous aspects to this business, you may get to rub shoulders with the rich and famous, but reaching there is absolute hard work.
- Fashion designers need a lot of experience and hence they have to work as assistant for any reputed fashion design firm in the initial phase.
- You might want to set up your own studio but you will need a lot of money or have to find investors who are ready to invest in your studio.
- Unless you have some hands on experience, it is hard to get investors.

## **Different Roles, Different Names**

As a professional fashion designer, you can work in areas like designer wear production, fashion marketing, planning and concept management. Then there is fashion media, design production management, fashion accessory design, quality control and promotion of brands.

You can also work as a designated costume designer, fashion consultant, personal stylist, technical designer, graphic designer, production pattern maker or a fashion coordinator.

Other roles include: apparel production manager, fabric buyer, fabric quality control manager, show room sales representative, illustrator, cutting assistant and outside sales representative. Those interested in a career in fashion designing can also become entrepreneurs and form their own companies.

## Tips for Getting Hired

Make a great portfolio that showcases your creative talents

- Apprenticeship under a well-known designer is desirable for getting hired in this industry
- Thoroughly research the market before making a foray into it
- Do freelancing for fashion houses and boutiques
- Be creative, exclusive and innovative
- Don't be impulsive and impatient
- Don't get disheartened by rejections, understand your drawbacks and work on it
- Start affordable and once you have proved yourself, you can go for the stars



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