A Detail Study of Inspiration to Fashion Design in the Context of Ready Made Garment (RMG) Industry in Bangladesh

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Abstract

Being a Fashion designer is not so easy task. For doing an effective fashion design one he or she must have formal education, good knowledge and systematic working procedure to become a successful fashion designer. To become a fashion designer must have a combination of drawing, sewing, and design skills, a knowledge of the clothing industry and aesthetics sense, unparalleled diligence and enthusiasm. Successful fashion designers must have a wide setting of skills, including sketching, drawing, an eye of color sense and texture matter, an ability to visualize concepts on three dimensions human form, and the machine related skills involved in sewing and cutting all types of fabrics and textile knowledge as well as sample making.in this paper we will tried to give a step by step direction of doing fashion designing to the young fashion designers and also the fashion students. Wherein they can make a successful fashion design collection and contribute their fashion knowledge in the Bangladeshi Ready Made Garment (RMG) industries.

Keywords: *Inspiration Board, Fashion Design, Aesthetics, RMG industry.*

1.0 INTRODUCTION

1.1 Background

Readymade Garment industry (RMG) is one of the largest sector in Bangladesh which earning more than 83.49% of total export in the year of 2017-18 [1] of foreign currency, in every year by exporting fashion product from Bangladesh to different countries of the world. Bangladesh export garments to more than 40 countries .The advent of the RMG sector during the early 80s in Bangladesh. The industry, which was started only with a few Factories in 1980s and in the year 1984-85 there was only 384 factories and in 2017-18 it increased up to 4560 factories [2]**.** The RMG sector employed around 0.12 million workers In the fiscal year 1984-85 and in the year 2017-18 the industry employed 4.0 million workers [2].Today's market is very competitive and Bangladesh RMG industry exporting basically basic/classic product which is very easy to produce and sell them to the world market. Fashion consumers are now very fashion and style conscious, they are always looking for new collection of designs and style. As a result international fashion sourcing companies are also searching for new designs/ style, innovative and creative fashion products. In Bangladesh most of the garment manufacturers follow the "cut-n-sew" theory that means sewing only the classic or basic fashion products. Factories are used to manufacture the basic fashion production like- basic-shirts, trousers, jackets, T-shirt and sweater [3].So there is an enormous scope to start make designing and making our own collection and offer to the fashion sourcing company around the world .in this paper we trying to give a detail direction to the young fashion designer and fashion designing students who are interested to start their career in the RMG industries as a fashion designer, fashion developer and fashion merchandising.in our study we are also trying to give a step by step fashion designing ideas to build a creative dress/fashion collection In the context of Bangladeshi fashion industries. As a result we can establish our fashion industries in strong position in the global market .So that we can earn more remittance and as well as build up a sustainable socio economy.

1.2 Description

What is fashion is very difficult to give the answer of the question, because it expresses different people in different way. In generally Fashion is a style that takes place on a body or face or an expression that varies from person to person, day to day and time to time. In a word we can say Fashion is a popular style, custom, especially in the clothing, footwear item, accessories, makeup and furniture. We can also simply explain fashion is an art. Fashion expresses of someone feelings. It also refers to the newest creations of fashion designer using textile materials. A good design is an arrangement of elements of design and principles of art like lines, shape/silhouettes, colors, form,

fabric, proportion, textures, balance, emphasis, rhythm and that makes a visual concept, To make a new version of a style for garment and clothing items. To create a highest level of design, designers must consider carefully all of the art elements and proper application his/her knowledgeable manipulation in clothing.

In general, design means the arrangement, putting out creative ideas on paper in the form of sketches any other three dimensional form line draping. Before start designing a garment it is must necessary to know, what is design? How can we create a good design? We spend lot of our valuable time, effort and money for designing, decorating a garment. To make a garment attractive and glamorous to the eye, every fashion designer must know about the designing step by step process. In this paper we are trying to give a guide line how the designer create a creative and glamorous fashion design step by step.

Fashion does not mean something which society just tolerates but it is more than something that society accepts. It has a great element of social permission behind it. Fashion is a rich language which tells a story about the person who put on or wears it. Fashion is a recently accepted a most popular style in a given field or time, especially in the clothing or garment s items, footwear, accessories, makeup and furniture. Its length or life time depends on the consumer/ customers demand. Which designs or styles are accepted by society or a group of people is called fashion.

2.0 DATA COLLECTION

The main purpose of data collection was to understand the present situation of fashion industry in Bangladesh and what is the present export quantity/ volume type of fashion item. In this paper basically contain on line publishing base information like journals, books, others researcher projects and online clothing and garment industry base web portals.

2.1 Data Analysis

In this paper collected data were analysis by the requirements of in terms of the input, output, control systems, human resources, and technology, time, decision-making and communication systems. Main analysis and discussions have been made on the basis of the information obtained from the BGMEA web site and world famous renowned fashion web portals. This paper has focused upon the various issues which are regarding with the garment company and the success and development of these industries. This study based on secondary data which are available in the government web site BGMEA which are very authentic and accurate so there is no possibility of fakeness. The limitation of this paper is primary data were not collected like garments factory owner and famous fashion designer questionnaire/interview and their answer.

So we couldn't evaluate and analysis their opinion and suggestions. But in this paper demand the authentic and accurate data that's why we focused and depended on secondary data. Another problem in the primary data collection questionnaire and interview the respondent might provide socially acceptable answer. Most of case the person's private information was not disclosed which could be very helpful.

3.0 RESEARCH

The pioneer step in fashion designing is the Research which is a journey of curiosity that's make a question in our mind. Then exploring, develop concept and visualizing information generated by observation and investigation. All research information's must be recorded and creates a rich visual document's which can be used to create our designs from inspiration to final dress. Research is the key for primary direction to create a good fashion design and further development. Research is basically done two ways. They are Research inspiration (personal inspiration & concepts) and another one is Research direction (fashion forecasting, comparative & directional retail & trade fair reports, market research) [4].

3.1 Research Inspiration (Personal Inspiration & Concepts)

In the beginning of designing process designer first consider the Inspirations. Inspirations can come from anywhere and could be anything's. Sources of inspiration are may be individual and as well as related to the designer's personal experience and maturity. Taking inspiration from both modern and historical fashion can be a great way to infuse something new and fresh [5]. Research material will help us to provide a focus on our ideas and design a dress. These Sources of inspiration material will provide us the theme, which will inspire and give us the colors, different kind of textures, images and styles of our designs. Inspiration can be comes from various natural object and form, color and different kind of textures and raw materials. Designers also may be influenced by the current fashion

trends, architectural elements, museums, fashion and textile exhibitions, books and magazines, historical influences, art and painting, global fashion styles, cultures and traditional fashions.

3.2 Research Direction (Fashion Forecasting, Comparative & Directional Retail & Trade Fair Reports, Market Research)

Research direction is another way to investigate and information collection. Inspiration for design can be executed from many sources which are given bellow.

1. Information Gathering: it can be done by Current thinking developments in the fashion industry and marketplace.

2. Trends: Fashion trends are always affected by the economic, social, political and cultural changes. Researchers provide essential design direction for the fashion designer.

3. Street style: Street style is a great and rich inspiration source of contemporary design knowledge.

4. Retail stores: All the collections can be viewed and stored on the retail shop for customers so the designers can easily find the inspiration source.

5. Internet: Fashions Information's are available on Internet. So it is suggested that, fashion designer surf the various fashion sites, fashion brands and read the latest fashion blogs for inspiration information's.

6. Fashion forecasting: Fashion forecasting is one of the most important part for fashion inspirations materials. This can supply us much of the direction required to inform the fashion design process.

7. Market research: market research also play a vital in the inspiration stage information about latest fashion trends, most usable latest color information, customer demands, and preferable textile materials & price ranges.

3.3 Rejecting Ideas From Research

After gathering the ideas, it is not necessary to use all of the information's or research materials to continue the designing journey. Different kind of skills and knowledge, educational experiences are also required for Personal judgments of the inspiration. In the concept development stage and for making final decision sometimes we need to reject ideas form the collected information's materials which has already been gathered in fashion researches. After rejecting some design elements from the raw ideas then designers may choose design elements and can start new designing.

4.0 THEME SELECTION

Theme selection is the basic and fundamental part of a fashion designing, because that represents their collection. It can be a period in history, a foreign place, a range of colors, and a type of fabric and so on [6].

4.1 Inspiration Board

Inspiration board is a references and research framework for designers design works. Designer's collects different inspirational images, words, and objects (fabric, color, textures, trims, paint chips, packaging, etc.) that are organize and keep in hand as a reference for starting a fashion design. It can be made in the form of a paper poster, a bulletin board, a digital graphic, or a video. Then the designers start to build a mood board. In generally both of these boards looks a like. But one thing he/she must keep in mind the differences between the inspiration board and mood board. Inspiration board gives us idea about the Details, Colors, and Textures Information whereas Mood Board indicates the feeling, conceptualizes psychological matter [6].

4.2 Mood Board

A mood board is a collage or composition of images, visuals and other objects, often created for the purposes of design or presentation. Mood boards can help designers to figure out how to create unified styles or themes for a design project [7].A mood board sets the mood like a style, feeling, emotional scenario, ambience, presence, context, clean and modern, soft and romantic, summertime fun, dark or light for whatever the final product we want to manufacture. A good mood board will influences the designer what goes into an inspiration board. Mood board is the summary of designer's designs collection [8]. Put everything together like fabric, trims and also express emotions and mood on your mood board in a way that's not just beautiful but fascinating.

We must keep in mind that mood board is a selling tool designer's ideas, so we need to make it exciting and interesting. A mood board is a type of collage consisting of images, text and samples of objects in a composition [9].in the fashion/garment industry fashion mood board used to give a general idea of a fashion collection and show the differences from the modern day fashion. Either it can be a physical or digital but it can be an effective presentation tools. Mood boards or Inspiration boards are a way for the designer to establish a theme for their line of fashions, defining elements of color, color harmony, texture, and pattern and print ideas. [10] Designers can also be inspired by a season, a culture, a places or a variety of things from their research already been done in research part. Mood boards can be created in physical or digital formats. [11] Both have some advantages and drawback.

Physical mood boards can help digital designers but block the thinking outside of the screen. But it can also require a lot of printing and a bit more mess to create. Physical mood boards can also be harder to archive or share with clients or other team members. On the other hand Digital mood boards can sometimes limit a designer's creativity but it's really easy to share as an image file and can easily create by Using Photoshop. Mood board should include images that inspire designer, Ideas can include places we'd like to visit, articles of clothing, foods we enjoy eating, favorite colors and textures, animals or other things from nature, as well any other topic we enjoy. We can use Google to gather a variety of images from the internet and save them for creating a beautiful Mood board.

5.0 START DRAWING DESIGN FROM IDEAS

Drawing is the worldwide most common medium of communications it helps to formation of design. Sketching is an important part of understanding the human form and basic form of dress pattern [12]. Every designer must carry a Sketchbook. Sketchbook helps to develops designer sketches illustration and fashion awareness. It is a visual diary of places, events, ideas, patterns, textures, form and color. Drawing is a presentation of sketches, design and illustration. When the research work is done and collected swatches of fabric and samples, a suitable figure can be sketched. The pose and attitude of the model figure will have an impact on the designs to be sketches or illustrate.

5.1 Sketches

In the fashion designing work, new designs are presented in the form of hand-drawn sketches before they are actually cut and sewn or manufacturing. A sketch is a rough, effortless and spontaneous drawing those are not necessarily appropriate, accurate or even in proportion it is the beginning of an idea the inspiration. First we start sketches from our imagination existing styles or from the references. If we are producing shop reports or gathering field information. The aim is to note down a rough interpretation of a garment with key details that can be decode easily at a later stage if required. It is the most important part of a design development, the sketching process stating work when we our imagination run short. It is the stage when we can work freely and can start experiment on the paper. Usually sketches are done by hand; the sketches can be drawn using any kind of media. Now a day's fashion designer sketches with the help of modern technology and equipment like sketchpad but he/she must have the fashion sense and other elements of design. After sketching either it is hand drawn or computer aided fashion designer start work for next level that is fashion illustration. Each has a specific function and that demands a specific set of drawing requirements and techniques and technology.

5.2 Illustrations

The aim of a fashion illustration is to make a garment sketches attractive and improve. Rather than give technical information. When the apparel is illustrated on the figure that means it gives an idea of a garment's proportions and how it will look when will worn. The function of Fashion illustrations are in advertising, in catalogues, Magazines, Brochures, Pattern books and promotional material purpose. A successful fashion illustration will show the mood, Attitude, Silhouette, Proportion and colors to assist in the marketing of the garment/clothing items. Its aim is to sell individual garment or to promote a brand

Fashion illustration may contain emotion, energy, flair or fullness of the garments, Creativity, and often movement in the poses. The illustrations may allow the illustrator artistic freedom to inspire their own personality and character into the drawing. Traditionally fashion designer start work with the female figure, the proportion of the female figure in fashion illustration is measured in heads, where the height of the figure can be calculated by dividing the height of the head into the length of the body. Fashion illustration typically stretch the female form to a proportion of nine to ten heads, resulting in a visually attractive thin image. In contrast to the true average female height of approximately seven-and-a-half 'heads', Fashion designer also can frequently can the advantages of modern technology. Today Fashion illustrations are drawn using a wide variety of mix media, ranging from traditional artistic materials to 2D and even 3D CAD (computer-aided design) software. Fashion designers must understand that, the aim of fashion illustrations is not to draw a realistic-looking figure, but a blank canvas on which to display

illustrations of dresses, skirts, blouses, accessories and the rest of designer creations.by Adding colors and details like frills, ruffles, seams and buttons helps to bring ideas to life. A designer starts with an inspiration and brainstorm ideas to rough sketches on sketchbook. These rough sketches are then transferred to croquis. A croquis is the basic drawing of a model pose that the fashion designer can trace over and over again while sketching the fashion ideas [13]. The word croquis comes from French and means simply "sketch"[14].And rendered to a fashion sketch applying the texture, color, pattern and details with the help of art materials.

The point is not to draw, a Fashion Illustration is an art of communicating fashion ideas in a visual form that generate with illustration, drawing and painting and also known as Fashion sketching. It is mainly used by fashion designers to brainstorm their ideas on to paper or computer, using digital software like Adobe Photoshop and Illustrator, which helps them to communicate easily with their team. Fashion sketching plays a major role in designing to preview and visualize designer's thoughts and make decisions before going to actual clothing to reduce any wastage.

5.3 Technical Design

Technical drawing is one of the methods used in the fashion design process to present a garment in a visual format [15]. Technical drawings are a form of visual communication and instruction between the designer and the manufacturer, between the designer and buyer and between a designer and a lay person. They are widely used throughout the apparel industry in the design room (for design development and on range board).In production (on costing and on specification sheets) and in marketing (in look books and on price lists) [16].

Technical drawing also known as 'flats', 'working drawings' or 'Line drawings', Technical drawings must be accurate to representation a garment without a figure, summarizing styling details and showing construction, including construction lines, Stitching and decorative trims and detail. They are drawn to scale, are symmetrical and in perfect proportion. [16]. an appropriate technical drawing is commonly created when a design has been finalized. Technical drawings may be produced by hand or using CAD software and as well as graphic software likely Adobe Illustrator and Adobe Photoshop or can be use both for better presentation. Fashion designer must have the ability to produce technical drawings, or flats, is a compulsory skill in the fashion industry. Technical drawings are used to convey a design idea and all its construction details to anyone involved in the production process. They are also an effective way of communicating silhouette, proportion and details. Differently adapted technical drawings are used on range boards, costing sheets, and specification sheets, on paper patterns, in fashion forecasting publication, look books, sales book and catalogues [17]. When any order sheet comes from international locations, any means that can be found to overcome language and skill barriers can provide a very effective way of speeding up the production process and remove errors caused by misunderstandings or miss concepts. Drawing offers a universal means of communication, a visual language to simplify this. The aim is to convey basic information and demonstrate a skill, rather than to teach a drawing style. However, no two people's technical drawings will be exactly alike and there is room to develop Design own personal style. An important requirement for fashion design is a sound knowledge of the basics: understanding key basic garment styles and their construction will enable designer to develop and design unlimited variations.

5.4 Differences Between Fashion Designer And Technical Designer

5.4.1 Fashion Designer

Fashion designers and Technical designers both are works in the fashion industry to create great, beautiful garments and accessories. The work of fashion designers and technical designers is unique and sometimes unusual. Fashion designers are responsible for development the concept. Fashion designers usually create sketches, watch fashion trends and changes within the fashion industry. Moreover, a fashion designer may present in trade shows and fashion shows for inspiration. Fashion designers develop a concept or an overall theme for their fashion collection. It is compulsory to create own individual creative design. Once a traditional paper sketch or computer aided design sketch is created, it will be sent to a technical designer to send to production. During this time, a fashion designer will choose fabric or embellishments for the garment or accessory. Adjustments and fittings are also a part of a fashion designer's responsibilities in order to create a seamless, quality garment or accessory.

5.4.2 Technical Designer

Technical designers are basically, the engineers in the garment/fashion manufacturing industry. When a fashion designer's sketches completed a garment/clothing accessories, then a technical designer starting his/her work and figure out how a sketch can be brought to life. Technical designers are the media man between fashion designers and

the production staff. When a fashion designer he/she will send the sketches or concept to the technical designer, in order to create a strong, technical design for the garment/clothing accessories. A technical designer will work with the fashion designer in order to ensure all of the ideas and details are correct. Details may be include thread count, types, and fiber composition, color, stitches, gauges, buttons, and zipper details.in the fashion industry, a technical designer will then take the technical design and create a technical package or tech pack. A technical package will include different details for the production team, such as materials lists, final sketches of garment or accessories, packing instructions, label, hangtag and its placement, wash description, sewing details, sewing allowances and points of measurement and prints detail and its position & many other things which are related to the production .information within the technical package is crucial for the production team, as all of the information has to be accurate in order to produce a garments or accessories for the garments/clothing item [18].

5.4.3 Use of Technical Drawings

Technical drawing has a lot of variety of uses. Both the student and designers In Industry can use them in design development purpose. Either it could be hand drawn or Computer graphic software. Technical drawings are mainly drawn for presentation sheets, Development sheets, Range boards / range sheets. Look books and price lists as well as for specification sheets. Different pen widths can be used and a variety of line introduced to make them more interesting and aesthetically appealing, though this must be done without compromising on detail. For specification sheets and costing sheets, however, the drawing needs to be completely accurate and more diagrammatic in character.

6.0 PATTERN MAKING

In the fashion industry, a pattern is the template from which the parts of a garment are traced onto fabric before being cut out and assembled. Patterns are usually made of paper, and are sometimes made of hard solid materials like paperboard or cardboard if they need to be more robust to withstand repeated use [19]. Pattern is a hard paper which is made by containing all the specifications of each and individual parts. Normally patterns are those parts which are equal and same as every parts of a garment made with flat, hard-board paper. In other words, patterns are the representative templates of every individual parts of a garment. Patterns are made for every different parts of a garment. In other words, patterns are the representative templates of the individual parts of a garment [20]. Pattern is essential for giving actual fitting of garment. Fit is the most important factor leading to the final acceptance or rejection of a garment. Good customized fit is dependent on the pattern drafting incorporating various shapes and proportions of the individual customer.

6.1 Importance Of Learning Pattern Making For Fashion Designer

In todays in the fashion designing world pattern making has become a very essential part for a fashion designer, because now pieces of clothing want the customer in various body sizes. Pattern making is very interesting, impressive and critical for an understudy and it helps the general population of all age's collection to translate the designs and realize the design with specialized capacity. A decent scenario of Pattern making is a workmanship. Simply it is a craft of directing and molding a flat bit of texture to comply with at least one bends of the human figure. Pattern making is a work within the design and collection creation. A draw can be transformed into a collection of clothing by means of a pattern which decodes the design as the piece of clothing section.

6.2 Perfect Pattern Making Tips

In the fashion designing process a designer must know and consider some notions which are very important for successful Pattern making.

1. Margin: basically margin is an Extra safety edges are cut outside the actual cutting line to make adjustments while stitching.

2. Cutting line: This is the true line on which garments are cut

3. Stitching line: in the Paper pattern shows the correct stitching line so that the operator person stitching the garment will define where exactly the actual stitching has to be done.

4. Fold line: When there are two sides to a pattern are same and there will be no center front seam in that case the fold line on the pattern has to be clearly indicated marking it as Fold Line.

5. Grainline: Every perfect pattern must be come with an arrow mark that indicating the grainline, the grainline shows whether the fabric has to be cut on straight cross grain or bias grainline. Usually garment body parts are cut on straight grainline.

6. On the other hand Collars, cuffs and other trimmings are cut on the cross grain to give a better finish to the garment. And bias grainline follow when the garment need more drape effect or fall.

7.Construction details: embellishments detail or construction details like pin tucks, Tucks, pleats, darts, buttonholes, center front, center back, pocket markings, buttons, style features of the garment are all must show on the paper pattern.

8. Wherever the pattern need a Gentle curves and shapes required on the paper pattern are also clearly indicated.

9. Pattern size and particulars like front, back, sleeve, collar and cuff etc. are clearly shown.

10. If there is necessary to explain the steps in marking, cutting and stitching in the garment the pattern maker must explain in properly. This is basically done on the commercial pattern to enable the sewing section to use the pattern correctly [21].A patternmaker commonly makes a pattern from a flat draw with measurements or a 2D fashion outline. The fundamental pattern is the very establishment whereupon pattern making, fit and design are based. The fundamental pattern is the beginning stage for flat pattern designing. It is a basic pattern that fits the body without lifting a finger for development and solace [22].

7.0 SEWING & FABRIC MANIPULATION IDEAS AND SKILLS

The basic requirement to become a Fashion designer is to know, how to fabric to be sewn & manipulation of fabric techniques. After good manipulation of a fabric then a dress looks more decorative & attractive as well. Different kind of sewing technique might be use like hand stitch, machine embroidery, various types of pleats, shrink, appliqué, gathering etc. Understanding the fabric manipulation like, how the fabrics would be move, drape, breathe or react when it will be worn and also know the sourcing places of textile, trims and accessories materials.

7.1 Good Understanding Of Textures, Colors And Quality Of Fabrics

To manufacture a good design unique and attractive, designer must have a good sense of texture, color, and understanding the fabric quality. Designer need to analyze before as to what design will look good with such kind of fabric, fabric quality, which raw materials are used to make this fabric, how can we use it, which colors we can mix with it and so on. These will help the designer to making designs and clothing's item look good. We should know about the textures are used in current fashion trend. Awareness of colors is most important things designer have known about the color circles, different kind of color schemes, color chart, color trend, mixing of color effectively and best color combination for dress. And also need ability of research color trend forecast. Analyze season wise color for a dress design. Which color are recent trend and predicting and driving the trend. To know about the fabric quality and also it's print. Which print trend is current Fashion? Which fabrics are would be use in which design.

8.0 SAMPLE MAKING

Once after compiled the technical package is done, it is sent along with the pattern set and garment trims or accessories to the production team for prototype and creation. Then the production team will create a prototypes or sample of the proposed garment or accessories. Once a sample is created it will be checked for several times for specification issues, and then fixed a scheduled to be shown to the designer. Fittings and adjustments must be done by this time and also fixed schedule a model fitting for the sample. After fit test by the model any adjustments and fit comments have been made, the technical designer will send the comments to the pattern maker, designer and then factory. Once the fit process has been approved, the technical package will be sent to the production department for mass production. Furthermore, a technical designer is responsible for calculating fabric shrinkage, assisting the design team, and assisting the patternmaker with technical patterns.

8.1 Sample Department

Sampling is one of the most important step by step processes in the fashion industry which has a vital role in attracting the buyers/customer. Buyers are always placed an order when they are satisfied with the quality of samples. As its importance in the garments industry, so fashion designers must have the knowledge about the different kinds of sample used for completing an order. The buyer also requires different types of samples after placing an order. In production, stage exporter needs to submit a few more samples to the buyer at different stages as

per they need. A sample includes details like a style code or a reference number, color specifications, kind of fabric and fiber composition and details of embroidery, buttons, zippers or any other sort of accessories used. In a word we can say that samples of a garments work as a bridge between buyers and the exporter. Special care should be taken while making samples.

8.2 Flow Sequence Of Sample Section Is Given Below

Making a nice accurate sample fashion designer should flow the sequence of sample making. Sequence is given below which shows the steps from Design/sketch to Approved Sample [23].

Garments Design or Sketch (Manually or Computerized)
↓
Basic Block (Manually or Computerized)
↓
Working Pattern (By Machine)
↓
Fabric cutting
↓
Print/ Embroidery (If required)
↓
Sewing
↓
Finishing
↓
Sample Garments (Manually)
↓
Problem of Production or Production Related Matter
↓
Costing
↓
Send to Buyer
↓
Approved Sample
↓
Production Pattern (By Hand or Computer)

8.3 COST SHEET

A costing sheet generally a lists which contain of all the elements needed to make up a garment (fabric, trims, cost of manufacture), which are then used to calculate the manufacturing, gross margin and selling Price of a style. Technical drawings or photographs are sometimes added to costing sheets as a visual representation of the garment [24].

9.0 AESTHETICS AND FASHION DESIGN

Aesthetics is the philosophical study of beauty and taste. The term Aesthetics comes from the Greek word 'aisthetikos,' meaning 'of sense perception,' and is related to the study of sensory/sensitivity values [25]. In fashion design, aesthetics refers to the visual attractiveness of a fashion product. In the fashion designing, the purpose of Aesthetics is increasing the sensitivity /aesthetic value, understanding the beauty is not only objective and universal, but that it has a subjective side to it as well. A fashion clothing user's cultural background, education and class may influence his or her judgments of aesthetic value. Designers need to understand these aspects in order to match them with the appropriate design [25].the meaning of beauty is not only define how beautiful but also teach the meaning of ugliness. Fashion designers must grow the awareness about the aesthetics and find out why a dress is looking nice, attractive and why not. A design should look pretty whether Customers choose to buy clothes or not when designing garment Aesthetics is equally crucial with respect to functionality of clothes. Customers will not purchase clothes if they think the design is not sufficiently attractive enough Even though the clothes may be comfortable and wearable. Fashion designers must be aware that fashion representing an individual's characteristics, so aesthetics and Visual elements are important because clothing can make people appealing and beautiful. Aesthetics is the most

crucial factor for designing. A design should look pretty whether Customers choose to buy clothes or not. For clothes, beauty is everything. The most important thing for wearing clothes is to look beautiful, should look confident, attractive, and modern, application of best aesthetical value fashion designers can create the best design that makes people look more beautiful and attractive. People should look elegant and stylish when they wear clothes. People wear clothes because they want to express their identities and themselves. People express their body through clothes, just as they express their thoughts by speaking. So the designers should ask themself why I chose to be a fashion designer. The answer should be, I decided to become a fashion designer to seek beauty in men, women and children.

9.1 Portfolio

Fashion portfolio is a collection of samples put together by a fashion designer to show off his or her skills to a prospective employer for job purpose or for the students in the fashion designing institution education purpose. Fashion portfolio is just all about the designers designing planning layouts that shows the designers fashion designing sense. A typical fashion design portfolio should include designers CV, inspiration or mood board, sketches, fashion illustrations with textile swatches, flat sketches, technical drawings and CADs work and as well as the images of the dresses which were sketches from the inspiration or mood board then transform to a garments. [26]. As a result fashion designer can show the complete designing process in his/her portfolio. Portfolio may be hard copy or digital.in present days a fashion designer should maintain both of them.

10.0 CONCLUSIONS

Ready Made Garment (RMG) Industry still provide us an opportunity for exporting fashion product and the increase of volume of manufactured fashion items from low-wage countries like Bangladesh. So if we want to develop this industry and want to continue in operation we must focus on the order stream. Our Fashion industry get order only basic or semi-fashion products. Which are basically buyers given designs not our creation or designs .in this study we tried to show the fashion designing process step by step to encourage the young fashion designers and fashion student who are interest to start their career in the fashion industry. fashion designers must keep in mind a successful design depend on the Research, theme selection, inspiration/mood board, sketches, illustration, technical drawing, pattern making sample making skill and as well as good choice/good sense of textile materials selection knowledge. Fashion and aesthetic sense is very important thing for good design. Designers must consider and understand the aesthetical value of the creative dresses when he / she doing the design. Presentation is the key to success selling the designs in the competitive global market, so fashion designer must have the good presentation skills in different languages. We must remember that RMG industry of Bangladesh has not only earned a good name for the country all over the world, but also save a large number of women workers who are working in the fashion sector and providing social status as well as financial solvent otherwise remain as a part of the most exploited in our society.

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