

Fashion design Methodology for Emerging Designers and its Relationship to Design Management in Garment Factories in the Ara of Artificial Intelligence

Ahmed Fahim Taha El-Barbary

Assistant Professor, Department of Clothing and Fashion Technology, Faculty of Applied Arts, Benha University

Ahmed.elbarbary@fapa.bu.edu.eg

Shimaa Ahmed Kamel

Lecturer, Department of Clothing and Fashion Technology, Faculty of Applied Arts, Benha University

shimaa.kamel@fapa.bu.edu.eg

Abstract:

Fashion design management in garment factories is considered one of the most important departments in the clothing industry. The stages of fashion design management in fashion houses and scientific institutions differ from fashion design management in ready-made garment factories, but they are closely linked in terms of creative thinking in the design processes. Each of them has a purpose in presenting a piece of clothing in a new way. The purpose of this study is to identify the differences in design quality for emerging designers in the era of artificial intelligence in terms of the methodology and stages of fashion design, and to identify the relationship between them. It also aims to determine the scientific and practical criteria for addressing the processes that emerging fashion designers go through by exploring the ways in which fashion designers begin and the processes that take place in fashion design management in ready-made garment factories, including how to begin fashion design processes and their impact on the experience of emerging factories to achieve the purpose of the research. Qualitative research design was used using a model of the fashion design process in ready-made garment factories by conducting in-depth interviews and participant observations of fashion designers. The study will contribute to organizing the management processes of fashion designers in the design department in ready-made garment factories in Egypt, where each factory has its own identity that appears through innovative designs. The most important results were that there are differences in design quality according to the design methodology in favor of the emerging designer. There is also a positive direct relationship between design quality and the scientific methodology of the design stages for emerging designers in the era of artificial intelligence.

the problem questions: 1. Are there differences in the methodology and stages of fashion design between emerging designers and fashion design management in the era of artificial intelligence under investigation? 2. Is there a correlation between the methodology and stages of design for emerging designers and design management in factories and design quality in terms of aspects (functional and innovative, design and marketing, keeping pace with global fashion)?

Importance of the Research: The importance of the research lies in the extent to which it is possible to address the processes experienced by emerging fashion designers by exploring the ways in which fashion designers begin and the fashion design processes in Egyptian ready-made garment factories.

Research Objectives: 1. To identify the differences between emerging designers and design management in factories in the quality of fashion design in terms of aspects (functional and innovative, design and marketing, keeping pace with global fashion). 2. To identify the relationship between following a scientific methodology during the stages of fashion design and design quality.

Research Hypotheses: 1. There are statistically significant differences between the methodology of emerging designers in the era of artificial intelligence and traditional fashion design management in factories, in favor of the emerging designer under investigation. 2- There is a correlation between the design methodology of emerging designers, design management in factories, and design quality in terms of functional and innovative aspects, design and marketing, and keeping pace with global fashion.

Research Limits: Spatial Limits: - The research was conducted based on personal interviews with third-year students at the Faculty of Applied Arts, Benha University, Department of Clothing and Fashion Technology. - Some factories producing men's casual clothing.

Temporal Limits: - The research was conducted based on global fashion trends for the 2025 season.

Research Methodology: Descriptive Analytical Methodology: - The researchers adopted a descriptive

method due to its suitability for the nature of the research, to describe the design methodology and stages for emerging designers. Quasi-Experimental Methodology: - The researchers also adopted a quasi-experimental method, which includes a self-experimental approach to identify the impact of the scientific methodology of design stages for emerging designers on design quality and the differences between this and design in fashion design management in factories.

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Fashion Design, Emerging Designers, Design Management, Design Methodology

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