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FEATURES OF INNOVATION IN THE SEGMENT OF MODERN CLOTHING FASHION INDUSTRY

***Abstract:** The features of the role of innovation in the creation of modern clothing. The concepts innovative design solutions and innovative fashion designs. Identified common objects innovation in fashion design and the characteristics of the innovation potential components design projects of modern clothing. Formulated recommendations for further research problems of innovation activities towards a comprehensive evaluation of innovation, management innovation, and efficiency of modern art designing costumes.*

***Keywords:** features, innovation in fashion design factors influencing innovation, fashion designs.*

Statement of the problem. Design sprang up in the same historical and socio-economic conditions in which occurred the formation of values and criteria of the industrial economy. Therefore, it developed as a form of creative activity aimed at harmonizing substantive rights of its surroundings in terms of large-scale industrial production .[1] The realities of today's changing , at least in the segment of fashion understanding the role of design in the development, production and output of goods on the market. Characteristic features of the fashion industry of the XXI century , along with personalization , are Greening , accelerating consumption and copying needs , most notably against the background of increased competition in the market of fashion goods and services[3, 9, 10]. Trends individualization and generate personal needs conflict with a massive inherent stereotyping. Instead of coming velykoseriynosti flexible production of small series products which all are focused precisely on demand narrow target groups. Innovations in the field of processing and utilization of information provide new opportunities in the design, manufacture and sale of modern fashion . Accelerating consumption has created favorable conditions for the emergence of "fast fashion", a phenomenon which had a great influence on the conduct of the fashion business. There were a new type of enterprise, flexible, efficient , independent of the inertia of large series. It is necessary to determine the key to successful design activity based on current trends.

In the face of rising competition and rapid consumption activities fashion designer turns in pursuit of innovation. The solution of actual problems costume design increasingly relies on innovation chain, covering all stages of design,

production and market promotion of products of modern clothing . Analysis of the role of innovation in design planning is one of the urgent problems of the theory and practice of the art of clothing design, which is devoted to the topic of this study.

Study characteristics as innovation in fashion design is an urgent problem that has a significant impact on the creation of quality management models. Identification of factors influencing innovation in the processes of modern clothing products contributes to the development of the theory and practice of art and costume design meets the research priorities established by the Cabinet of Ministers of Ukraine. [19]

Analysis of recent research. The problem of identifying factors influencing the performance of the innovation is relevant to all sectors [12, 14, 16, 20-23]. The publications of recent years present an analysis of the role of innovation in the theory and practice of the art of clothing design [2, 3, 5, 8, 9, 15]. Discussions about the role of innovation in quality management and process efficiency are dedicated not only to individual research, but scientific journals, conferences, workshops, public projects, forums [13, 15, 25].

Defining the role of innovation in design activity can be attributed to a range of problems and assess the effectiveness of the quality management of design projects . By analogy with the methods of generalized algorithms improve process management [2, 4, 6, 8 , 11], to determine the role of innovation in the design of modern garments and factors of their effect on the design needs of industry specific detail of the assessment.

Despite the wide coverage areas and activity studies of the phenomenon of innovation , the question of their effect on the design activity at this time is not known. In the segment of modern clothes are missing study material factors influencing innovation results in design projects, there are no reports on the results of analysis of the characteristics of the role of innovation in fashion design.

Existing methodologies for evaluating models of modern clothing collections are based on a set of artistic and aesthetic, utilitarian and social criteria [7, 9]. Analysis of studies dedicated to the management of innovation projects [12, 13, 17, 18, 23, 24], shows that diversity is not considered works of designer activity in which the combined artistic and aesthetic , analytical and technological aspects. It is a combination of artistic and aesthetic thinking and project types, resulting in the balance of expressive and functional- analytical treatment of the individual components, forms part of a specific innovation processes in design. Identification of factors influencing the results of innovation design projects should be carried out taking into account the characteristics of the role of innovation and innovation processes at all stages of Promoting of models modern clothes.

The purpose of this paper is to analyze the characteristics of the role of innovation in the creation and promotion of fashion products market modern clothes, and identification of factors influencing innovation results in design projects.

To achieve this goal artistic design modern clothes seen in the light of the artistic and aesthetic, functional design and socio- cultural criteria, including innovation gets critical. To determine the components of the innovation potential of art designing costumes and innovation factors influencing the results of design projects in the segment of modern clothing (also called fashion projects) were analyzed following questions:

- The features of the role of innovation in fashion design;
- defined basic objects innovation process chain fashion market;
- delineated border research by selecting the appropriate process of a set of activities of the fashion industry;
- analysis of the types of innovative projects segment of modern clothing fashion industry;
- characterized by innovative potential components of design projects of modern clothing;
- outlined prospects of factors influencing innovation and innovation potential components of a design project to build a multi- assessment approach to innovative fashion projects.

Statement of the material. Features of the role of innovation in fashion design. Considering the innovative designs of different activities, one can see that the role of innovation varies depending on the scope of implementation. General characteristics of innovation for a wide range of activities are opportunities to achieve competitive advantage by expanding the range of products, providing new functions and features, improving the efficiency of technology and the creation of quality products and services. The draft of specialization is innovation means eliminating contradictions and limitations that hinder further development direction. For technological innovation are areas of improvement tool main indicators of product activity, but not an end in itself , that innovation is not part of the key characteristics of the object.

The design innovations play a complex role because, in addition to the removal of controversial issues , the essence of finding design solutions. Design refers to the activities that are most dependent on innovation. This is particularly evident in the design of the suit, the purpose of which is subject to man, and purpose - image formation based on personality traits . Fashion design is based on innovation . Innovative solutions costume waiting customers. From innovations in design decisions depend on the freshness of perception models, the originality of composition making collections rebuild from competitors reyuvenatsiya designer brand.

It may be noted that the design activity, as in Invention, Innovation means of achieving the set properties converted into one of the main characteristics of the object.

In modern innovative design solutions and clothing meant for total consideration of all the innovation that has been successfully implemented in the design of its collection. Innovative design project in a segment of contemporary clothing - a set of innovations that have been successfully implemented in the design methodology taking into account all stages of the creation of modern clothing.

The main objects of the chain innovation processes of the fashion market. Design is an area of activity that most acutely dependent on imaginative thinking, creativity in the generation of ideas and innovation. Each of copyright products of the design should be innovative by definition. Fashion design - this is the area closest to the manifestations of human personality that has the biggest impact on his social adjustment and self-expression, so the innovation it can have artistic and aesthetic design and technological and socio-cultural nature.

As is known, the solution of urgent problems costume design is based on a chain of innovation, covering all stages of design, production and market promotion of products of modern clothing. Problems innovations occur at all stages of the creation and promotion models in the fashion market. Objects and links in a chain of innovation are located in the following areas of activity the fashion market:

- restructuring, reorganization of the forms and methods of production;
- theory, practice and technique of the art of costume design, methods of formation;
- improvement and automation of design and manufacturing operations, elements of design and technology of garments, knitwear, leather and fur products;
- project management, quality management and efficiency of design planning;
- innovative, eco-friendly raw materials and methods for their use;
- computerization of business processes, e-commerce, virtual reality systems in the presence of group work, means of advanced communications marketing, management, merchandising trade processes;
- increasing the probability prediction of demand forecasting accuracy and long lasting fashion trends;
- modernization requirements for competence restoration composition typical production functions, convergence majors, becoming the next generation of designers;
- existing methods and techniques to stimulate creativity;
- methods and ways to advertise, presentations scenario collections.

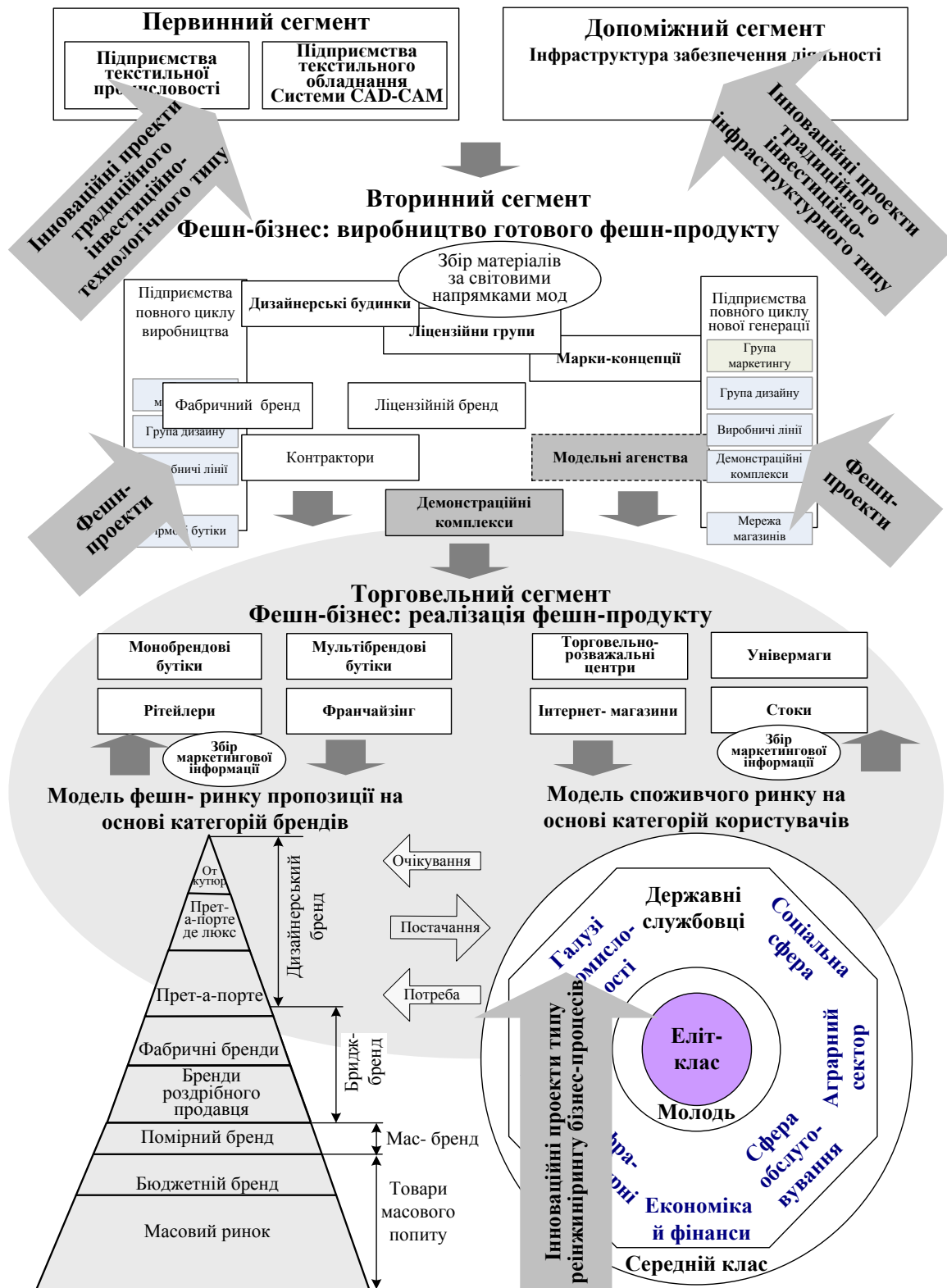
The boundaries of areas of research . The research area of this study is limited to the choice of certain areas of the fashion industry, for which innovations have the greatest impact on the results of fashion design, in the design, manufacture and market promotion of products of modern clothing. In this paper we restrict accounting components associated with the artistic design and promotion of products of modern clothing.

Types of innovation segment of modern clothing fashion industry. The requirements of the fashion industry have led to the division of functions and " activity zones " between the different categories of projects and artists - members of the fashion market. Consider the typical projects that are specific to the design and implementation of modern clothing . For clarity, we use the analysis model of the ecosystem of the fashion industry that proposed in the textbook "Modern clothing: a scientific approach to problem-solving design " [9 , Fig. 2.1]. A simplified version of the model is shown in Fig. 1. Innovative designs fashion industry can be divided into two categories: traditional investment projects and projects such as short cycle, aimed at the creation and implementation of modern clothing . The first type can be divided into subtypes: innovative designs of traditional investment and technological type, traditional type of infrastructure investment and innovative projects such as business process reengineering . This type of innovation is characterized by a typical scenario creation and commercialization of high technologies , new materials, design and manufacturing automation . As shown in Figure 1, the innovative designs of the traditional investment process such as concentrated in the primary segment of the fashion industry, innovative designs of traditional investment such as infrastructure related to the development of market infrastructure that ensures its functioning , innovative projects such as business process reengineering focused on the new means of marketing communication, management, and advertising merchaydanzinhu trade segment of the fashion industry.

The second type of innovation represented by the creation of new models of modern clothing that is fashion design, which is the basic process of functioning of the secondary segment of the fashion industry. Innovations in the design of modern costume bear the load of the target , that is one of the main goals of the design. In this sense, fashion design is a special type of innovative project. For projects fashion design is characterized by cyclical, seasonal, small period from the start of commercial effect dependent on designer brands, properties and fashion trends.

Characteristics of the innovation potential components of a design project of modern clothing . As the innovation inherent in each component of the assessment design process , innovation can be characterized by the same set of components that characterize the object of design.

Factors influencing the efficiency of the artistic creative process of designing costumes are divided into three groups in relation to their nature: artistic- aesthetic, utilitarian and social factors [7].



Ill.1 Analysis of the types of projects that are characteristic of the creation process and implementation of modern clothing based on the model of the ecosystem of the fashion industry

Potential innovation utilitarian factors implemented in the likeness of technological areas by expanding the range of products, providing new functions and features, improving manufacturability and quality sewing clothes.

Innovative social, artistic and aesthetic factors represent a specific part of the innovation in design.

The potential of innovative social factors expressed in the materialization of new iconic suit individual funds belonging to the desired level and social character identification of new members of specific groups.

Innovative potential of artistic and aesthetic factors Costume treats the basic characteristics of fashion design and is shown to achieve originality composite solutions freshness perception of its collection, consolidation and reyuvenatsiyi designer brands.

Conclusions. Identification of factors influencing the results of fashion innovation projects is a complex problem, the complexity of which is determined multidystyplinarnisty design as an object of evaluation. Innovative designs fashion industry can be divided into two categories - traditional investment projects and projects such as short cycle, aimed at creating and implementing modern clothes - fashion designs.

The characteristics of the innovation potential of the three groups of components of a design project of modern clothing. Potential innovation utilitarian factors implemented similar projects technology "Hi- tech" areas, while innovative social and artistic and aesthetic factors represent a specific part of the innovation in design.

The practical value of the work is that the identification of factors influencing innovation results in fashion design is the platform of credible estimates as already implemented innovations and innovation needed to improve design results.

Prospects for further research. In this paper, by a group of factors influencing innovation results in fashion project and the characteristics of their innovation potential.

These results may be the basis for a comprehensive approach to the evaluation of innovation used in the methods of managing innovation processes of artistic design modern costumes as well as a platform of performance management algorithms fashion projects.

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Гардабхадзе І. А. Особенности инновационной деятельности в сегменте современной одежды индустрии моды. Охарактеризованы особенности роли инноваций в процессах создания современной одежды. Введены понятия инновационности дизайнерских решений и инновационности фэшн-проектов. Определены типовые объекты инноваций в фэшн-дизайне и предоставлены характеристики инновационного потенциала составных процессов дизайн-проекта современной одежды. Сформулированы перспективы дальнейших исследований проблем инновационной деятельности в направлении комплексной оценки инноваций, управления инновационностью и эффективностью процессов художественного проектирования современного костюму.

Ключевые слова: особенности, инновации в фэшн – дизайне, факторы влияния инноваций, фэшн– проекты.

Анотація

Гардабхадзе І . А. Особливості інноваційної діяльності в сегменті сучасного одягу індустрії моди. Охарактеризовано особливості ролі інновацій в процесах створення сучасного одягу. Введено поняття інноваційності дизайнерських рішень та інноваційності фешн -проектів. Визначено типові об'єкти інновацій у фешн - дизайні та надано характеристики інноваційного потенціалу складових процесів дизайн -проекту сучасного одягу. Сформульовано перспективи подальших досліджень проблем інноваційної діяльності в напрямку комплексної оцінки інновацій , управління інноваційністю та ефективністю процесів художнього проектування сучасного костюму.

Ключові слова: особливості, інновації в фешн - дизайні, фактори впливу інновацій, фешн - проекти.