

Views on Chinese Fashion Design and Management

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Abstract: Fashion is now becoming more and more important in modern life all over the world. The reason behind this phenomenon is the mature fashion industry which includes fashion design, fashion production and fashion management. As the represent of fashion industry, fashion brands are an important factor. China, as we all know, now is developing very fast, so is the fashion industry. Although the fashion design and fashion brands now are more and more mature, it is still behind the world trend. To fill this gap, training people that have talent in fashion is necessary and important to improve the design. Also the fashion management employed in this industry also can not be ignored, which sometimes is even important. In this paper, the concept and key point of fashion design and fashion management are discussed. The significance and necessity of design management to fashion enterprise are preliminarily expounded. Here we can say that under the practice of fashion management, Chinese fashion industry will be greatly gained and improved, and help it really becomes one part of this fashion world.

Key words: design management, fashion design, fashion brand, fashion talent, core competence

1 The introduction

1.1 The concept of design management

Design management simply means the management of design job, is a new branch of the modern management. It appears with the creative industry, the result of highly developed modern market economy^[1]. Design management is dedicated to improve the efficiency and quality of the design department by systematization, unionization and institutionalization.

1.2 The necessity of design management

Modern society likes the interstate highway system, management is one of the key links. The importance of design determines its necessity of combing with management. As a result, design management determines the development direction of both design and management. By the practicing the design management, an effective communication channel is set between the managers and designers^[2]. Now the fashion design is not an isolated, accessorial work, but involved in all the stages of product development, which can not only improve the efficiency of the design, but also ensure the designed products to be consistent with the demand of the enterprises and the market.

1.2.1 The necessity of design management to the brand fashion

Design management has the great potential to create the tangible assets and the intangible assets for the enterprises with fashion brands. It can be the foundation of the fashion industry. Only when the management really works can it release the potential of design, which then will prompt the innovation of the enterprises step by step in a planned way.

From the management point of view, design is the cooperative planning process to achieve a goal. The planning work for the new season collection of fashion brand is very important to the fashion enterprise, especially the top brands. The enterprise cannot survive in this very competitive market by counting on one single product, or unorganized products. After the systematized work, a collection with vivid color, varied texture, and diverse style will become very competitive and attract more consumers. At the same time, the object of design is not only the products, but also others, including product image, brand image, marketing image, and the enterprise image, even the development strategy of the enterprise. So while product design is under processing, advertising and marketing of the new products should be also on the way, another kind of design, which can help to establish the brand image and attract consumers. All these belong to design management. If this design management is utilized properly, it would greatly improve the core competence of the enterprises.

1.2.2 The current situation of domestic fashion enterprises

As fashion design management develops relatively late in China. The concept in fashion industry is still in the sprout stage. Many fashion brands still have lots of problems, including the lack of diversity in products; unplanned season collection. Meanwhile, the product image, brand image, marketing image, and the enterprise image are also not well designed and advertised. Without a well organized design management system, the core competence of the enterprises would not even exist. This is the main reason why the domestic fashion brands are not very competitive. In this case, the development of the enterprises would stop and even be washed out by the market^[3].

So the import of the concept and the practice of fashion design, well planned products, and the design of the product image, brand image, marketing image, and even the development strategy of the enterprise could help the fashion enterprises to step out of the wrong though in the old system that “under the direct control of the owners”, or “unreasonable raised contribution of the designers”. This is one of the important steps towards the international market for domestic fashion products and brands, which will generate significant effect to the development of domestic fashion industry. Choosing design management is the only way to develop our own famous fashion brands.

2 The main content of fashion design management

Design is a process that is very sensitive and hard to control. During this process, management can help to guarantee the efficiency; also the rational thinking of management is the control and complement of the emotional thinking of design.

The fashion design management includes: (1) the management of the designers; (2) the management of the products; (3) the management of the product image, brand image, marketing image, and the enterprise image^[4].

The main purpose of fashion design management is to find a solution on how to understand the market requirement, find the marketing time, making the marketing plan, and reduce the design cost. These are how design management realizes its value.

The principles of fashion design management: (1) consistency, design must help the product to be consistent with the brand image, (2) cooperation, design must help to establish the cooperation among different departments, including the cooperation between the design and manufactory, the cooperation between the design and marketing, and the cooperation inside the design department.

2.1 The structure of fashion design management

The design work is usually done by the cooperation of several designers who would form a fixed cooperation relationship.

Due to the characteristic of both the high popularity and personalization of the fashion product, and the close relation between the product and humanistic ideas, fashion designers are determined to be very special. The design department usually chooses different cooperative relationships based on the demand of products or fashion brands. This relationship is the basement of design management, or design system.

The core object of creative industry is to design products, which is closely related with the requirement of the consumers, the hardware of the enterprises, the style and knowledge of the designers, and the strategy of the administration. As a kind of creative industry, fashion design also works in the same way. These four factors change among

different designers, who may have different thought, knowledge, and identity. Some times these factors will even conflict with each other. The key of design management is to balance these conflicts^[5].

As a format of management, design management at the level of organization can be classified to four parts: design management in policy, design management in strategy, design management in administration, and design management in execution, which is directed by creative director, vice general manager in design, department manager and designer, respectively. (In Table 1)

Table 1. The classification of the design management and main responsibilities (In Page 6)

Management Level	Title	Design Level	Job
Senior design management	Creative director	Design management in policy	Direct the development of the enterprise, including the policy, strategy, image, administration, and evolution
Middle design management	Vice general manager in design	Design management in strategy	Direct the detailed planning, organize the design resources, cooperate with different departments,
Junior design management	Department manager	Design management in administration	Daily design management, organize the equipments and designers, consultation, and evolution.
Execution	Designer	Design management in execution	Execute the design and cooperate with related departments

This is the detail classification of the design management. The position names may be different in different enterprises^[6].

Some domestic fashion enterprises are still in the old system: design is under direct control of the owners of the enterprise and the creative designer. The owner of the enterprise and the creative manager should be in charge of the design department. But the creative manager will also manage other departments, which should not be, including the planning department, sample department, sometimes even the fashion show and marketing^[7].

In some enterprises, the creative director is equivalent to the vice general manager. They will participate in the management of the whole enterprise or the important decision of the enterprise based on the product design. This management mode of being charged of by the owner and creative director is relative backwards. The job assignment is not clear. The efficiency of the whole team will not be improved without a very detailed assignment network.

2.2 The procedure of fashion design management

The process of fashion design management is the process of planning and evolution. They are the main methods used during the management, the key content of fashion design

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Table 2. The classification chart of design management in domestic enterprises

Senior design management	Owner of the enterprise
	Investor, director, general manager
Middle design management	Chief director
Junior design management	Department design director
execution	director

tion can set up the management system with multi-level filter.

Planning and evolution are connected with each other during the process; the evolution can provide the result for the new planning, while the new planning will wait for the next round's evolution.

3 Conclusions

In short summary, design management is not the pure theory, but the composition of different cases, also the key mode of fashion brand management that is created by the development of this time. Fashion design management has got rid of the old mode that mainly based on the experience of the enterprise; it combines the talent of the designers and the rational management together, satisfying the requirement of the market to the products. When more and more

foreign fashion brands are now landing on the domestic market, the solution that can help the domestic fashion enterprises to survive in this competition is to accept the fashion design management system.

A new department should be established to manage the fashion design, also the concept and thought of design management, which can make it become a part of the whole enterprise. Only this can the domestic fashion enterprises really improve their core competition and have a glories future.

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