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Women's Evening Wear Clothing Line

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By

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ABSTRACT

Women's Evening Wear Clothing Line

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This project is a guide to understanding how to create a women's evening wear clothing line. The research information focuses on the processes it takes to create your own clothing line from concept to completion. It also compares and contrasts different apps and digital programs as well as one stop design companies. Furthermore, the research will explain the pros and cons of these processes for your clothing line.

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Introduction

The research project is to discover different methods of utilization for a women's evening wear collection from an original sketch design to completion. Technology-driven innovation using AI and machine learning has become an essential success factor for product design firms in the 21st century. In the fashion industry, for example, McKinsey & Company reports that over 140% of the global fashion industry profit is generated by the leading 20% of the fashion brands (Yuan &Moghaddam, 2020).

The research will compare different apps and digital programs. The research may prove hiring a one-stop design company will be best. The research will discover the pros and cons of digital processes. Which programs and apps will be the best fit for a fashion designer? Likewise, which one would be utilized to create a women's evening wear company from concept to completion? The research will show the diversity of various apps, programs, and one-stop design companies. From this research, one will know the benefits and credentials of each conceptualization. It is also important for one to have a business perspective when inquiring about creating fashion clothing lines.

This study identifies micro-size fashion companies as businesses where creativity is a successful combination of fashion creativity and entrepreneurial creativity. Furthermore, the study shows that the obstacle to business growth might be the designer's business orientation rather than the lack of investors. Therefore, it is crucial to recognize the different drivers behind the business, acknowledge the importance of intrinsic values (e.g. aesthetic and creative aspects) and allow them to shape the business (Maarit, 2018).

The process of discovery is important to many, for example, a fashion designer who wants to create their own women's evening wear collection. What are the best programs? If a person wanted to remain updated and innovative with the fashion industry trends, which apps should they use? However, there are some challenges to digital technology.

The pressure of transformation is felt by the fashion industry, where the design process is changing with new technology, such as 3D CAD systems for developing garments. However, the transformation of the fashion industry is slow and requires technology adoption. Technology adoption brings with it challenges, such as issues with compatibility between new and old systems along with disturbances to existing work processes (Holmes, 2023).

One may have a vision to create digital designs for a women's evening wear line. It will be beneficial to those who want to learn the information. For those that plan is to create a women's evening wear line, it is possible. The examined research about digital fashion can be very beneficial to the fashion industry.

Generative AI has the potential to affect the entire fashion ecosystem. Fashion companies can use the technology to help create better-selling designs, reduce marketing costs, hyper personalize customer communications, and speed up processes. It may also reshape supply chain and logistics, store operations, and organization and support functions. (Harris, 2023)

The information can also help in the preparation of fashionable business plans as well.

Literature Review

What are the processes of digital fashion? "The phenomenon of 'digital fashion 'has

been lately addressed in media as the next significant step in the fashion industry. The increasing use of the 3D-software in fashion design processes is part of a wider 'fashion 4.0' digitalization process" (Sarmakari, 2023). What are the two focus points of creating a women's evening women's wear collection from concept to completion? One focus point is the access to digital technology. The research was based on apps, software, and digital programs. Some examples of technological software are FashionGan and Generative AI. The second focus point is one-stop design companies. The research will decipher one-stop design companies. It will benefit those who want to learn about the information--the individuals who want to learn everything about this subject, as well as those who plan to open their own evening wear lines.

Driven by sociotechnical affordances and elevation of professional pride through ethical, conceptual, artistic, and skill differentiation, a digital fashion designer becomes also a digital artisan. In the increasingly virtual, or 'physical' space and a networked synergetic community of digital fashion, the professional, authorial, bodily, and material boundaries of designers become fluid, transforming the traditional figure of fashion designer (Sarmakari, 2023). This information collected will help the final project as well.

One objective is to learn the process of taking creative hand-sketched designs into the the digital world of fashion. For those who want to create digital designs for their clothing line, this research can help. One can learn the pros and cons of digital fashion. The articles selected will explain what digital fashion is. Why is digital better than old-school hand sketches? Virtual garment display plays an important role in fashion design for it can directly show the design effect of the garment without having to make a sample garment like the traditional clothing in

(Cuil et al., 2018). Fashion companies are indeed embracing digital technology. "More recent studies suggest, that the fashion industry is facing increasing pressure to move toward sustainable development, especially with concern to cost and environmental sustainability. Innovation digital technologies are regarded as a promising solution for fashion companies to resolve this issue" (Zhujun, 2023).

The approach to the subject of the paper is the following: what is digital fashion? How has digital fashion influenced the fashion industry? What are the different methods of digital printing? Deeper research on the most effective methods, in comparison to others, is implemented. This paper will be like a research manual. The research information is more quantitative based. The readers will learn everything they need to know about digital fashion, including the pros and cons and constructive feedback.

This study explains the difference between end-to-end virtual garment displays and Conditional Generative Networks.

In this study, propose an end-to-end virtual garment display method based on Conditional Generative Adversarial Networks. Different from existing 3D virtual garment methods which need complex interactions and domain-specific user knowledge, our method only needs users to input a desired fashion sketch and a specified fabric image then the image of the virtual garment whose shape and texture are consistent with the input fashion sketch and fabric image can be shown out quickly and automatically. Moreover, it can also be extended to contour images and garment images, which further improves the reuse rate of fashion design. Compared with the existing image-to-image methods, the quality of

images generated by our method are better in terms of color and shape CCS Concepts (Cuil et al., 2018).

In the study above, the Conditional Generative Adversarial Networks method only needed fashion sketch and fabric, unlike other software programs that implement more science than tangible designs. Another similar article examines Generative Adversarial Networks.

Despite significant recent progress, two major knowledge gaps limit the ability of state-of-the-art generative design models to effectively assist designers in early-stage product development processes. First, current literature merely focuses on the generative design of 'form,' disregarding other non-visual aspects associated with its 'function' (e.g., architecture, materials, performance). Second, there is a lack of a standardized method of assessing the performance of the generated design concepts. Few recent studies propose assessment mechanisms based on form-function relationships (e.g., physics-based simulators); however, those mechanisms are domain-specific and applicable to a limited set of functional attributes (e.g., aerodynamic performance). Future research must build novel, verifiable GAN-based generative design techniques capable of conditioning the design concepts on both visual and functional attributes (Yuan and Moghaddam, 2020).

The intended audience will be anyone who wants to learn about the process of digital fashion. It can be fashion students or fashion designers. People who are interested in the digital printing process. Manufacturers and factories who are looking for resources. APA Style of writing will be utilized.

Why choose a print-on-demand product business? 3D printing (3DP) is one of the modern approaches in the field of manufacturing. Although this process has been known for a fair amount of time, only the more recent developments have revealed its potential for applications in different manufacturing sectors. Textiles, one of the basic human

requirements do more than just fulfill the fundamental necessity of covering the body. Integrating 3DP technology in textiles has broadened the horizon of the textile world (Dip et al.,2020).

When the printed products are ready, they will be ready for production, such as a women's evening wear collection. Researchers have discovered that some of the apps and 3D programs have challenges, such as colors, shade variation, and disfigured objects. "Digital textile printing is an inkjet-based printing method that enables printers to print high-quality designs on an extensive range of fabrics (Notermans, 2022).

The Modular System is another digital program that some fashion designers are utilizing. Modular systems incorporate the concept of achieving a wide range of effects from a small variety of parts; they are closely connected with architecture, engineering, and the sciences. As a transformable design approach, modular design features small, standardized units that can be independently combined in various configurations to create different forms and provide multiple functions. Most designers who have explored modular textile and apparel designs have focused on two-dimensional products or boxy silhouettes that do not contour closely to the body due to the single size of modular shapes. This creates a flat textile with no darts or shaping to contour to the body. However, there has been little hands-on integration of methods for developing fitted garment designs and incorporating visually appealing surfaces, such as prints, within a modular System (Chen & Lapolla, 2021).

One can communicate through social media with fashion designers. This successful company named "SHIMA SEIKI" at www.shimaseiki.com would be considered a one-stop design company as well. "Today, more than 60 years after its establishment, SHIMA SEIKI is highly regarded as a top manufacturer of computerized flat knitting machines and design systems, including glove knitting machines, with the support of our customers" (SHIMA SEIKI, 2024). This company can produce your fashion line for you.

> With the SDS-ONE APEX series design system
>
> and software, designs can be evaluated
>
> during the planning and design stages
>
> using "virtual samples" created by simulations.
>
> The need for sampling is eliminated because it is
>
> realistic enough to be regarded as an actual product,
>
> which can shorten lead times for product development.
>
> In addition, accurate digital communication
>
> can be achieved by using APEX series
>
> by yarn manufacturer, apparel, and producer. (SHIMA SEIKI,
>
> 2024)

Once you have the printed fashion designs completed, the next step will be to find a batch manufacturer. There are several benefits of digital textile printing:

"It produces high resolution, fine patterns, and unlimited color combinations. Low initial costs as no screens have to be engraved for individual patterns. A sustainable solution: less ink waste and high savings on energy and water. Unlimited repeat size as it is not limited to the circumference of the rotary screen" (Jeong, 2001).

During the research, it was found some of the apps and 3D programs had challenges with color shades being visible. Some of the women figures may appear less feminine. For example, Mimaki' TS100-1600 Sublimation Printer would be an excellent example of an effective system. "Last year's FESPA saw Mimaki team up with fashion designer Carolina Guzman to bring her designs to life in real-time at the show, setting up its working micro-factory live on-site to take her designs from screen to garment within just a day. Guzman's designs were created using Mimaki's TS100-1600 Sublimation Printer" (Sollman, 2022).

In another example, in one study, wearable fashion products with parametric design characteristics used 3D printing technology. "The goal of the study was to understand what parametric design features can be simulated with 3D modeling and printing technology, as well as to demonstrate what techniques can be used to produce fashion products using 3D printing technology" (Jeong, 2001).

A unique one-stop design company is called Design My Fashion Business. They have a passionate mission to help business owners.

The purpose of this conceptual paper is to provide a one-stop clothing center that assembles different types of apparel products or services on a digital platform and in physical stores aligned with the Sustainable Development Goals (SDG) in no

poverty, decent work, economic, and growth and responsible consumption and

production (Irfan, 2022).

There is a purpose and movement behind this company's perception. They offer a variety

of services. This would be a great resource for start-up fashion companies as well.

Methodology

The research project was to find out how to take fashion design of women's evening wear

into digital formation. The approach to the research will be based on an information

analysis of each mechanism. The research narrowed down two ways to go about doing

that. One can purchase digital fashion apps and programs. One can find a company that

can do it all in one. If one selects apps and programs, then once completed, the next step

would be batch manufacturer production.

The research will continue via social media to fashion designers for their input and

advice with this project. Examples include Alison Hoenes, Sew General Chat, and

Garment Pattern Makers. The research also has scholarly data from credible sources.

These resources helped this research by the apps and programs that were implemented.

Programs such as 3D Printing System and Gerber System. Alison Hoenes also explained

the process of her business from concept to completion. Alison Hoenes and SHIMA

SEIKI are both companies that utilize Optitex Software. The research will continue

using peer-reviewed journal articles with assistance from the Librarian. The

International Textile and Apparel Association (ITAA) is a great organization to become a

member.

Production and Analysis

The intended audience will be anyone who wants to learn about the process of digital fashion. It can be fashion students, fashion designers, people who are interested in digital printing processes, manufacturers, and factories that are looking for resources. The APA Style of writing and library assistance will be implemented. The Academic Resource Page will be used. Lindenwood University has a digital apparel production class. This class teaches students how to create digital flats. This class is another type of resource that could help in the digital processes.

The main findings of this project were the vast amounts of software programs that can help transfer hand sketch design into digital technology. It was also beneficial to learn some challenges with the software programs such as the bugs and trails that have not all been resolved. It was advantageous to learn about a one-stop design company. It seems for new designers one one-stop company may be more beneficial. The advantage of every process from concept to completion can be accomplished.

The apparel industry encompasses companies that design and sell clothing, footwear, and accessories from basic products to luxury items. India is among the world's largest producers of textiles and apparel. The domestic textile and apparel industry contributes 5% of India's GDP, 7% of industry output in value terms, and 12% of the country's export earnings. To be successful in the industry, it is very important to understand the structure from both the perspective - manufacturing and

retail. As well as the knowledge of the market, product trends, and well-developed packages for the apparel production need to be kept updated (Tiwari, 2022).

This study can help students learn the process of digital designing. People can learn how to take hand sketches into digital form. A concept board for a technical package sample will be in this study. As stated previously, a former student of Lindenwood University has been contacted. Allison Hoenes has so many skills that can help fashion designers. Alison can take hand sketch designs into digital formation. She also has contacts with batch. manufactories that can produce samples for online clothing lines.

How to determine which batch manufacturers to select? Find out the background and history of your manufacturers. You want to know if the manufacturers have positive reviews and feedback. There was a study about transparency and honesty in the manufacturing business. "Transparency is one of the most prominent demands of consumers today. Numerous fashion brands are responding to this demand for transparency by sharing information on the cost-breakdown of products and manufacturing processes. Research shows that transparency can become a vital tool for product, process, and business model innovation" (Nauen et al., 2020).

You need to have your list of questions. The internet, as well as references, reviews, and word of mouth, is a good research tool. "Similarly, outerwear brand Patagonia provides transparency by publicly displaying information about its supply chain through a practice called 'Footprint Chronicles'. Footprint Chronicles features videos showing each step of the

supply chain including all textile mills and sewing factories. If any part of the manufacturing process needs improvement, Patagonia acknowledges that directly in the video and invites feedback from customers" (Nauen et al., 2020)." Therefore, taking time to research your manufacturing processes will benefit both your company and your customers.

Conclusions

The research project was to find out how to take the fashion design of a women's evening wear clothing line into digital format. This can apply to students, beginner fashion designers or anyone who wants to start a fashion line. This research has narrowed down two ways to go about doing that. A person can purchase digital fashion apps and programs. This information on the various apps, software, and one-stop design companies was extremely beneficial. One must understand how each program or software operates. There were pros and cons to the software. There is controversy about some aspects, such as the disfiguration of digital models. However, there were pros to the advantage of speed through process development. The controversy such as the disfiguration of digital models. However, there were pros to the advantage of speed through process development.

Generative AI has the potential to affect the entire fashion ecosystem. Fashion companies can use the technology to help create better-selling designs, reduce marketing costs, hyperpersonalize customer communications, and speed up processes. It may also reshape supply chain and logistics, store,

operations, and organization and support functions

(Sharma, 2023).

One can hire a company to do this for them. The new knowledge of digital technology there a some unknown because of its newness. AI is becoming extremely popular. Even if the selection is a one-stop design company, the company will more than likely utilize some type of digital technology. The selection will be determined by the individual. This information and data can help one make the decision. There will be a concept board in the appendix. There will be a PowerPoint presentation of the various digital apps, programs, and one-stop design companies. It will be a reference for this research project.

List of works (Concept Board)

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