

IMPACT OF SOCIAL MEDIA AND DIGITALIZATION ON THE GROWTH OF FASHION DESIGNERS

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ABSTRACT

Fashion Design is known and recognized for creativity and innovations in clothing, accessories, jewellery, footwear etc. It is basically an art being applied by the creative designers for producing creative, innovative, affordable, sustainable and standard products. But, previously the focus was given to only creativity and innovation but business skills and management concepts were totally ignored. Customer was considered as last link of the chain, but in the emerging times, fashion design has taken a sharp turn with the advanced tools of information technology, digitalization, social media and business skills. The clothes are to be designed as per the target customers for achieving their delight. Hence, this study has explained the various concepts of digitalization, information technology and tools of social media and found the cooperation among their tools. It was found that the social media has become a very important and powerful tool for business and fashion designers have to design and produce products for the delight of customer by using information technology, social marketing and digital transformation.

KEYWORDS: *Creativity, Innovation, Social Media, Digitalization, Delight & Skills*

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