



## Question 14 - Design.

- a) (i) Two external factors that influence the success or failure of designers are economic factors such as the state of the national dollar, tax, trade, employment, labour and manufacturing costs; and social factors such as consumer needs and wants, employment, society's trends.
- (ii) The role of the economy has a huge impact on designers, particularly at present. The Australian dollar is currently struggling as a result of world trade, therefore import and export costs become very expensive for Australian designers. Currently it is very expensive to export products because our currency is worth half of that of other countries. Therefore, designers may need to increase the sale price of their garments to cater for these expenses. The cost of labour in Australia is high, so many designers have their garments manufactured overseas because of cheaper labour costs. This ensures a lower sale price to the consumer than if the product



was made in Australia. The rate of unemployment can determine how much people are willing to spend on clothing, depending on their income. Therefore designers must research their market and may lower their prices depending on the demographic they are selling to.

b.) A contemporary designer I have studied is Alannah Hill.

The factors that have influenced this designer (both internal and external) are expertise, technology and social factors.

Although Alannah Hill has no formal training in design, she has great artistic flair and a knack for creating beautiful garments. She understands her market and knows what her consumers want. Hill has hands on marketing and retail experience and therefore gains feedback from her consumers about what aspects of her range they like and dislike. With this





understanding Hill can add or take away from her range to better understand and cater for her market.

Technology such as embroidery machines and production facilities allow Hill to create garments with features such as embroidery, beading, appliqué and lacework in large amounts and of a high quality. These traditional decoration techniques are features of Hill's designs.

The Alannah Hill label is aimed at women, in the high fashion category. Hill's range is very clever in that all the garments can be mixed and matched whilst being feminine and classic, but with a contemporary edge. Hill must understand her customer's needs, demands and cater for her customer's social position i.e. working women who enjoy dressing up.

The Alannah Hill label has influenced current trends as the garments have a



similar style season after season. This perhaps carries with it an idea of individuality in that Hill designs her garments based on her own style and taste rather than on what trends other designers are following. The methods of decoration she uses eg. beading, crochet, embroidery which are considered very traditional are constantly being re-invented therefore influencing consumers to wear it and other designers to use similar techniques.