Problem statement

Introduction

The main focus and concern of this project will be analysis of a smart fashion and appliance of other fashion design related techniques and methods learned are to be implemented.

Purpose

The purpose of this project is to present an overview of our skills and knowledge and apply them in the creative and technical part of the design and production process during the creation of a collection for the fashion app.

Sustainability

Consumers are making decisions that not only focus on their own bottom lines but also on the values of the brands they choose to associate with. Many fashion and apparel companies have to start adapting to this by implementing initiatives such as corporate social responsibility into their brand strategies, having a voice in addition to being profitable.