Title: A Comprehensive Analysis on Design Ideas

Introduction:

The fashion industry in Kenya is interesting. The middleclass is getting bigger and the interest for fashion among these consumers is increasing. One major problem for the growth of the industry is the extensive second-hand trade(mitumba), which has given several problematic affects. The textile production has almost disappeared. The aim of this topic is, by doing research to examine how to develop a strong domestic fashion brand on the Kenyan market and to give a foundation for a branding strategy for people involved within fashion in Kenya.

Overview of the research area.

1. Fashion muse-they hold immense significance in the design process, acting as a creative catalyst for designers and an inspiration.

**Significance of the Fashion muse**.

* They add a cultural meaning to the designs.
* Through the connection created with the designers this helps in evoking emotions through their personality
* Muses provide abstract art.

1. Customer/Client understanding- This entails studying how consumers contribute to effective product design, resource allocation, and brand positioning.

**Significance of Client Understanding**.

1. Importance of Understanding Fabric and Material in Fashion Design-fabric and material design contributes to the appeal of designs. This ensures durability of garments to withstand wear and tear, contributing to the longevity of the design.
2. What influences Costing in Fashion Design-costing starts from the type and quality of materials selected which significantly impact the cost of production. Premium or specialized fabrics may increase costs, while cost-effective materials can reduce expense. Secondly production methods, including the complexity of design, manufacturing processes, and labor requirements, directly affect costs. Handcrafted or intricate designs often result in higher production.