

CO-CREATION: A PATH-BREAKING INITIATIVE FOR FASHION DESIGN COMMUNITY

Kidile S.

*Department of Textile Design, National Institute of Fashion Technology, Bhubaneswar, India
sandeep.kidile@nift.ac.in*

ABSTRACT

The concept of Co-creation, paved by the economic strategists (Prahalad and Ramaswamy, 2004) needs to be relooked through the fashion designers perspective which gives an opportunity to the fashion designer for bringing a different group of customers in order to produce a mutually valued outcome.

There is a need to adopt this initiative, where the information technology has increased access to knowledge which enhances the customer's pursuits and able to apply their knowledge by providing access to the various online design tool. Collective co-creation possibility becomes more feasible where an individual customer can participate.

Existing rules for producing the article in fashion design are all about manufacturing and designing the product from designer's perspective, which is determined by trend forecasters. In rare cases, customers' opinions are sought for. So, co-creation can change the existing rule of the fashion industry and can attach more consumers.

There is no surprise that the individual product created with a personal touch, the involvement of individual and firm will try to own the product for a longer time because of the system of value incorporation and may positively contribute to addressing the issues related to fast fashion and depletion of natural resources.