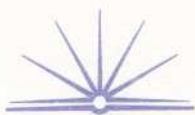


a.) economic factor
environmental factor

ii) Environmental factor

This has a lot of impact on designers because they have to rationalise and design their garments to reach out and fulfill the needs of the consumer. There is no use designing a swimsuit in Alaska where it snows everyday all year round, The designer have to incorporate the environment into her designs eg in Melbourne where it always rains she can design a coat to keep out the wet and wind but also aesthetic. In Brisbane where it always is hot and stuffy she can design a well ventilated outfit so consumer won't suffocate in the hot sun. If the designer incorporates the weather into her designs she will therefore satisfy her consumers resulting in more sales. So it is important to consider external factors like environmental factors before you sit down and start designing clothes. It can be detrimental and costly if it is not taken into consideration.



b. My contemporary designer is Akira Isogawa.

Akira Isogawa is a Japanese born man who came to Australia to escape from being a "wage man".

His designs are influenced by his native ^{Japanese} tradition

He incorporates ~~the~~ some aspects of the kimono in his designs or uses it as a basic model which he then

changes and incorporates new ideas with. He uses soft

delicate material with floral prints ~~in~~ in his designs

to reflect his Japanese ~~characteristics~~ character and

uses Japanese characteristics in his designs too. In his

early childhood he said "I ~~was~~ was fond of drawing

and making clothes at a very young age." This factor

can contribute to ^{him} being a successful ~~designer~~ contemporary

designer. He ~~likes~~ likes to play around with material


and come up with wild and wacky designs he quoted

"~~I like~~ I like material for me it's like ying and yang."

He especially likes soft delicate eg silk, chiffon

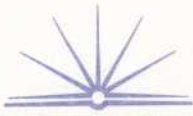
because his designs are mostly composed of these

delicate material.

Akira Isogawa has influenced current trends by promoting Japanese style clothing eg the kimono sleeve  ect. or styles of clothing with Japanese culture incorporated in it. Also delicate soft fabrics are used and are very popular today with floral prints or Japanese prints. Silks and chiffon are very fashionable today and rates as a must have in anyone's wardrobe.

People like to be different and to express themselves as an individual. Akira Isogawa with his odd and weird designs allow them to express their individuality through fashion and design.

He also uses fabrics with designers would be horrified in an exhibition his entire show consisted on calico ~~but~~ as a result some hated it but others eg Calvin Klein loved it so his influenced others designers to use more fabrics and material also designing complicated and odd looking designs. He encouraged young designers to use what they know eg their culture ect.



And with this the current trends may consist and comprise of cultural aspects in the outfit and also fabrics we never know existed.