

Fashion Designers' Role Towards Society through Ethical Designing

Authors : Vishaka Agarwal

Abstract : Fashion is a dynamic entity. With globalisation, fashion is being retailed out to every corner of the world, and people are becoming fashion aware and adapting to the latest trends and look. In this scenario, the role of fashion in providing social change in society is strong. Every product that we use has a design element in it, and consumers prefer to buy those products. The aim of the paper is to look at the ways in which social change can be brought into society through ethical designing by designers taking into consideration the IPR issues. Review of research done by earlier researchers in studying the work done by designers to achieve social change in the society and also discussions with designers to understand the future plans looking at changing world scenario would be done. The paper concludes that fashion has a dynamic role to play in achieving social change in society, and designers are virtually controlling what people buy, wear, and consume globally. This paper would be useful to the social planners and designers in planning the future of society.

Keywords : fashion designers, ethics, intellectual property right, society

Conference Title : ICSSSR 2020 : International Conference on Sustainable Style and Social Responsibility

Conference Location : Paris, France

Conference Dates : October 29-30, 2020