

EUROPEAN FASHION DESIGNER



Description of the occupation

JOB PROFILE



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European Fashion Designer **EFD**

The EFD is a horizontal occupation related to the EQF description and covers general explanations with regard to specific activities.

1 Occupational profile

<p>Generic job description</p>	<p>A European Fashion Designer (EFD) is responsible for the development of (a part of) the collection. The EFD is not only responsible for creating a design, but also for the production of the first prototype. In the case of an own commercial label, the designer must be able to master the style of the label and still dare to innovate. In the case of a company that works on commission, the designer must take into account the customer's specific wishes.</p>
<p>Role in the professional environment</p>	<p>The EFD works at the design department of a clothing company. These are often rear end companies, where the fuselage (production) is outsourced to companies in low-wage countries. This means that the EFD understands the entire design and production from preparation through to the marketing of the finished product.</p> <p>At the design department, the EFD cooperates with many other fashion designers. In larger companies, where more designers are located, specialisations may occur, but most companies in this industry working with all-round designers. Together with their colleagues, the EFD works on a new collection. Each outfit begins with an idea, a combination of colours and a combination of lines and shapes. The EFD assists in finding inspirational material, fabrics and haberdashery. The EFD puts their ideas on paper. The EFD sketches the garment, which will lead eventually to a technically feasible and commercially viable product. It should also satisfy the requirements of the (individual) customers, the desired price and quality and the commercial policy of the company.</p> <p>In practice, the function of a fashion designer will sometimes be combined with the work of a pattern maker. The pattern maker is not only responsible for creating and designing, but will also guarantee the production of a prototype. Of course, the pattern maker needs more technical skills than a fashion designer. In this European profile, we confine ourselves to the work of a fashion designer.</p>
<p>Role in the European perspective</p>	<p>The EFD works in an international context, which demands that the EFD has cultural awareness and shows intra- and intercultural behaviour. This includes out-of-the-box thinking and intercultural competence regarding respect for others and other cultures. Furthermore, the EFD has knowledge of European innovation trends on designs, fabric and accessories, markets, colours etc.</p>

EQF level	It is considered common within the fashion industry for all fashion designers to be educated to EQF levels 4 - 5, so that sufficient knowledge, skills and competences have been acquired. This means that the profile, depending on the different NQFs can refer to EQF level 4 (VET) or 5 (HE).
Languages	The EFD is able to communicate in a foreign language preferably English, French and/or German.

2 Core tasks, subtasks and learning outcomes

Overview of core tasks and subtasks European Fashion Designer

Core task 1: Preparing the development of the collection

- 1.1 Planning and organising one's own work
- 1.2 Preparatory consultation of the incoming orders/new collection
- 1.3 Gathering and sorting collection/order information
- 1.4 Promoting professionalism

Core task 2: Developing the collection

- 2.1 Creating collection items
- 2.2 Compiling the collection
- 2.3 Making flat technical drawings and style sheets
- 2.4 Discussing the first design sketches
- 2.5 Managing files

Core task 3: Conducting the sampling

- 3.1 Delivering an item for sampling
- 3.2 Fitting and evaluating the sampling
- 3.3 Recording and conveying fitting information
- 3.4 Complementing the style sheet

Core task 4: Promoting the design/collection

- 4.1 Internal promotion
- 4.2 External promotion

Core task 1: Preparing the development of the collection

Subtask		Knowledge	Skills	Competences
1.1	Planning and organising one's own work	Knowledge of planning, the design process and central planning. Knowledge of the fabric and accessories market, processing methods, production possibilities, quality standards and production means.	Ability to estimate the minimum production time for samples, use a planning programme, being flexible, being solution-orientated, understanding the production process or an item of clothing and the ability to adapt planning in the event of problems.	Competence to take responsibility for planning one's own work. Competence to set up the planning of the design process. Competence to turn bottlenecks in the process into results for the planning and subsequently adapt these.

<p>1.2</p>	<p>Preparatory consultation about the incoming orders/new collection</p>	<p>Knowledge of the marketing concept, the company and/or the customer.</p>	<p>Ability to communicate, be customer-oriented, be commercially oriented, quickly select relevant knowledge. Ability to speak English, to consult with the sales department, the marketing department, the production coordinator and within the design team about incoming orders/new collection, consult with the customer about the desired design.</p>	<p>Competence to work with people. Competence to use current apparel software applications. Competence to meet customers' expectations. Competence to understand the marketing concept.</p>
<p>1.3</p>	<p>Gathering and sorting collection/order information</p>	<p>Knowledge of information sources that could be consulted, trade shows and fashion houses. Knowledge of the fabric and accessories market, materials and accessories (characteristics, composition, use and application options). Knowledge of presentation techniques for the design process, colour psychology/colour analysis, presentation techniques for the design process.</p>	<p>Ability to generate ideas, to act in a creative and innovative manner, to select suitable materials and means, to have a feel for colour combinations and to create a collage/image.</p>	<p>Competence to collect trends in the fashion area and ideas that fit in the set framework. Competence to select the material needs for the colour, fabric and accessories card from among the materials and accessories that are available on the market in order to give shape to the collection envisioned. Competence to determine an image for the collection so that those involved get a clear picture of this.</p>

<p>1.4</p>	<p>Awareness of trends in the fashion market</p>	<p>Knowledge about new trends, new colours and new software packages for styling. Knowledge about production methods.</p>	<p>Ability to see new trends, new fabrics, new colours and to update their knowledge about new production methods or new software packages for designing and styling.</p>	<p>Competence to analyse and interpret new trends and new colours. Competence to learn about new production methods and new software packages for designing and styling.</p>
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Core task 2: Developing the collection

Subtask		Knowledge	Skills	Competences
2.1	Creating collection items	<p>Knowledge of the fabric, thread and accessories market.</p> <p>Knowledge of quality, characteristics and processing possibilities of materials and accessories.</p> <p>Knowledge of legal standards.</p>	<p>Ability to determine the overall image of the collection, to communicate, to draw models, to be creative, to select models and to sketch designs.</p>	<p>Competence to determine the overall image and inspiration of the collection, the style and look while complying with the framework.</p> <p>Competence to use current apparel software applications.</p> <p>Competence to make sketches of various collection items.</p> <p>Competence to select materials that fit in with the specified framework and the overall image of the collection.</p>
2.2	Compiling the collection	<p>Knowledge of quality requirements and standards.</p> <p>Knowledge of the price setting.</p>	<p>Ability to consult with the sales department, the marketing department, the production coordinator and within the design team about the sketches.</p> <p>Ability to consult with the customer while being customer-oriented.</p> <p>Ability to select material and collection items.</p> <p>Working in a price-conscious manner.</p> <p>Ability to work under time pressure.</p>	<p>Competence to communicate and work with people while making a selection for the collection from the sketches.</p> <p>Competence to make definitive selections for materials and accessories based on the selection.</p> <p>Competence to use current apparel software applications.</p>

Subtask		Knowledge	Skills	Competences
2.3	Making flat technical drawings and style sheets	Knowledge of already developed basic models and English technical language.	Ability to work out design sketches or technical flat drawings using a CAD/CAM styling program or by hand. Ability to write English technical language and work according to the specified procedure.	Competence to work out a model into flat technical drawings and associated English style sheets according to the specified procedure. Competence to use current apparel software applications.
2.4	Discussing the first design sketches	Knowledge of quality requirements and standards, presentation techniques and price setting.	Ability to create an image of the proposed new collection. Ability to communicate internally (with the sales department and design team about the sketches) and externally (with the customer). Ability to select collection items and materials and make alternative proposals. Being commercially oriented Working in a price-conscious manner. Ability to speak English. Ability to work under time pressure.	Competence to obtain internal agreement about the collection based on a collage or overview of their drawings. Competence to use current apparel software applications. Competence to make selections for the collection and to reach agreement with the customer about the collection. Competence to make the definitive selections for materials and accessories.
2.5	Managing files	Knowledge of setting up files, implementing changes in files and archiving materials.	Ability to set up and maintain files, to archive materials.	Competence to set up and archive files of all designs or implement design changes in files while making use of current apparel software applications.

Core task 3: Conducting the sampling

Subtask		Knowledge	Skills	Competences
3.1	Delivering an item for sampling	Knowledge of company procedures for delivering items, production possibilities, pattern drawing, inspection process and automated databases.	The ability to collect items for sampling, decide for which design a prototype will be made and determine the colours of the prototype.	The competence to apply procedures for sampling. The competence to communicate with colleagues (pattern maker, model maker and production manager) about the responsibility for the prototype. The competence to use current apparel software applications.
3.2	Fitting and Evaluating the sampling	Knowledge of technical drawings, information on the style sheet, fits, size charts and tolerances, quality requirements and standards.	Ability to communicate internally. Ability to assess a sample (physically, on a computer and/or on a living model), analyse differences between the sample and the drawing/information on the style sheet, evaluate deviations and make a decision about next steps. Ability to implement changes in technical drawings and style sheet, work with PDM systems.	The competence to evaluate the sample for deviations and decide about next steps. The competence to specify all decisions during the fitting about changes in the design, fit, processing and materials used, and new sample requirements. The competence to use current apparel software applications.

Subtask		Knowledge	Skills	Competences
3.3	Recording and conveying fitting information	Knowledge of the notation procedure for fitting information.	Ability to report the decisions made verbally and in writing in one's native language and in English. Ability to communicate while using modern communication technology. Ability to maintain files and work with automated databases.	The competence to note down the sewing-related and fit-related problems including the associated solutions and all other decisions according to current guidelines. The competence to communicate with the pattern maker and model maker about the consequences of the fitting. The competence to use current apparel software applications.
3.4	Complementing the style sheet	Knowledge of technical drawing. Knowledge of style sheets and size specification.	Ability to adapt text in English. Ability to process the information of the fitting in technical drawing, style sheets and size specification. Ability to use modern communication technology.	The competence to adapt and check the drawing, style sheets and size specification. The competence to note the status of the sampling in the order tracking database.

Core task 4: Promoting the design/collection

Subtask		Knowledge	Skills	Competences
4.1	Internal promotion	Knowledge of engaging in internal communication and having commercial consciousness.	Ability to communicate with the internal departments about the created collection and to support them in promoting the collection. Ability to supervise the implementation and commercialisation of the collection.	The competence to communicate with internal departments the characteristics and principles of the new collection. The competence to support the internal sales departments regarding design-related queries from the clients.
4.2	External promotion	Knowledge of overall ambience of the collection and commercial presentation.	Ability to be creative and having commercial consciousness. Ability to present the new collection to the customers and/or buyers.	The competence to determine the overall ambience of the collection in commercial presentation, in magazines, in publicity, at trade and fashion shows.