



USAID
FROM THE AMERICAN PEOPLE

USAID FIRMS PROJECT

Workshop on Fashion Design



USAID
FROM THE AMERICAN PEOPLE



April 2010

This publication was produced for review by the USAID. It was prepared by Yousuf Bashir Qureshi for an assignment commissioned by Chemonics International under the USAID Firms Project.



USAID FIRMS PROJECT

Workshop on Fashion Design

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development, the United States Government or Chemonics International Inc.

Data Page

Contract Number: GBTI II Task Order No. EEM-4-07-07-00008-00

Contractor Name: Chemonics International, Inc.

Name of the Component: Gender

USAID Technical Office: Office of the Economic Growth and Agriculture; USAID Pakistan

Date of Report: April 23, 2010

Document Title: Workshop on Fashion Design

Author's Name: Yousuf Bashir Qureshi

Photo Credits: USAID Firms Project

Editing: Zehra, M. Anum, P., Tahir, Shahzad. (USAID Firms Project)

SOW Title and Work Plan & Action ID: Market Readiness Program for Women Entrepreneurs and Business Development Services (BDS), Work Plan Action ID # 3444, SOW # 1201

Project Area: Karachi and Islamabad, Pakistan

Key Words: Export potential, Fashion design, Garments, International buyers, Market Readiness Program MRP, Master tailors, Women entrepreneurs

Abstract

The Market Readiness Program (MRP) sponsored workshops on “Introduction to Fashion Design” in Karachi and Islamabad. These workshops were organized to assist women entrepreneurs in acquiring market-know-how, to help them penetrate the export market as well as to assist them in revenue generation to increase their market share. The program was conducted by an internationally renowned fashion designer, Yousuf Bashir Qureshi, who provided training in creating product samples and also outlined the key ingredients of buyer communication skills. To ensure the inclusion of concepts in development of participants’ domestic and international product lines, MRP has provided Fashion Design Interns. These interns will share ideas and provide support during the design and sample production process.

The workshops successfully provided ground breaking information to the participants. Through these workshops, the concept of pattern making was emphasized, which is critical for bulk production where we need to maintain quality standards, may it be for local or international market. These training sessions will assist women in refining their skills to produce better products. Long-term MRP plans include a mock international exhibition, “Pakistan Handmade”, in June 2010, where the Market Readiness Consultant will bring a small group of international buyers to attend, give feedback, and make initial orders based on participant samples. MRP participants will be developing products specifically for this exhibition, and valuable time will be wasted if we do not build in the pattern-making and grading skills necessary for an appropriate sample.

Acronyms

MRP	Market Readiness Program
SOW	Scope of Work
USAID	United States Agency for International Development

Table of Contents

EXECUTIVE SUMMARY	VIII
1. ANALYSIS	1
2. FINDINGS	2
3. RECOMMENDATIONS	3
4. ANNEXURE	4
ANNEXURE-1 PARTICIPANTS' LIST	4

Executive Summary

The Market Readiness Program is part of a women's empowerment initiative designed by USAID's FIRMS project, a US\$89 million project that aims to improve government service delivery and develop dynamic, internationally competitive firms to accelerate sales, investment, and job growth in Pakistan.

To provide technical support to the women entrepreneurs, a two-day workshop was organized under the Market Readiness Program (MRP) to train women entrepreneurs on fashion design techniques, pattern making, and grading for garments. The workshop was conducted in Karachi and Islamabad, to train the women entrepreneurs about how to develop attractive designs and product samples. Guidelines on good communication skills and packaging which are essential for increasing the overall demand of Pakistani garments in the international markets were also part of the two-day training.

Long-term MRP plans include a mock international exhibition, Pakistan Handmade, to be scheduled in June, where the Market Readiness Consultant will bring a small group of international buyers to attend, give feedback, and make initial orders based on participant samples. MRP participants will be developing products specifically for this exhibition, and valuable time will be wasted if we do not build in the pattern-making and grading skills necessary for an appropriate sample.

1. Analysis

As per the initial research, gaps in quality control and production process capacity were identified, which seriously hamper the possibility of bulk production for export. During the initial phase of MRP, businesses received training on developing US/European market-appropriate product lines, as well as information on color trends and international sizing. However, it is critical to provide additional technical training in the areas of quality and consistency, specifically focusing on processes of pattern-making by both measurement and draping.

In Pakistan, with its rich cultural heritage and history that dates back to the Indus Valley Civilization, we are overwhelmed with inspirations that the western countries appreciate and cherish. From the Cross Stitches of the Frontier to the Sussi of Sindh, there is abundance of craft that can become a great source of income for the people especially women, who actually are the key members involved in the making of such creative products, if channelised through proper guidance and trainings.

Pakistanis in general are blessed with a natural sense of dressing. A good sense in putting an outfit together might make you a good stylist but cannot make you a designer. One needs to understand the consumer, its needs and the environment. The main problem in Pakistan is that people do not understand the job description of a fashion designer and are completely unaware of the buyers' requirements abroad, in terms of fitting and finish.

Training sessions like these are a great initiative and remarkable learning experience, where the attendees get firsthand knowledge from people from the west. These trainings are a source of knowledge sharing by personnel like myself, who get to effectively contribute by sharing their personal professional experiences, knowing the culture here and having spent time abroad as well. It was an honor for me to be part to such exercises, as it reconnects me to my roots and acts as a recall of all that I have learnt from different cultures of different regions, which in turn, polishes my skills further.

2. Findings

The participants including the women entrepreneurs and their respective pattern makers, had an ice-breaking session since, none of these women interacted on a learning level with their employees.

The two-day training workshop covered all the job responsibilities of a Designer as well as hands-on experience in Pattern making, draping, sketching, cutting and finishing.

The first day of the course was theoretical and helped the participants understand the basics from fiber to fabric and other basic treatments that could add value to the garments like printing techniques and embroideries.

The communication techniques for handling the clients was informative regarding handling clientele as well as for effective communication between the worker and the employer which will assist in eliminating gaps and processing work on a faster pace.

3. Recommendations

This workshop should be an on-going activity so that participants are kept abreast with the upcoming trends and techniques to polish their product line.

Women entrepreneurs need constant boost so that they gain more confidence to venture out in variety of skills, to facilitate them in product value-addition, which help capture the foreign market.

The women entrepreneurs need to be trained in the following;

“Translation of the Fashion Forecasts”, “Coloration”, “Style Numberings”, “Display and Sales”, “Merchandizing”, “Laws & Rules and Regulations”, “Costing”, and “Sourcing” etc.

4. Annexure

Annexure-1 Participants' List

A book on "Introduction to Fashion Design" was distributed to the participants at the training workshop. The book was a compilation of all the skills being taught during the workshop, to facilitate the participants.

Participants List

Karachi participants (workshop 9-10 April):

[REDACTED]

Summary of Karachi Participants

8 women entrepreneurs with master tailors (one from each business)

3 interns for Karachi

1 intern for Islamabad business

Total 20 participants

Islamabad participants (workshop 20-21 April):

[REDACTED]

Summary of Islamabad Participants

4 women entrepreneurs with master tailors (one from each business)

7 interns for Islamabad

Total 8 participants

USAID Firms Project
info@epfirms.com