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**COLLABORATIVE DESIGNER INSPIRATION PROJECT UTILIZING THE  
APPLICATION OF INFORMATION AND PRINCIPALS FROM HISTORICAL  
COSTUME, FASHION DESIGN, AND MARKETING COURSEWORK**

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In a collaborative effort to augment the understanding and utilization of principles across the fashion merchandising and design curricula, a project was developed to expand the application of knowledge beyond one course or one major. The purpose of the project was for the students to research a selected fashion designer, understand the designer's inspiration process, develop a contemporary line of apparel capturing elements of the selected designer, and develop a plan to market the line of apparel designed.

Each group, consisting of a minimum of two design students and two merchandising students, selected a designer to research. The design students were responsible for creating a concept board communicating their designer's inspiration process and developing a cohesive line utilizing the inspiration process coupled with trend forecast information. The merchandising students were responsible for determining the target market, demographics and psychographics of the ultimate consumer, and the promotional mix used to market the line.

The project was a successful collaboration between sophomore history of costume and fashion drawing classes. This project will continue to be used to create a working relationship between design and merchandising students.