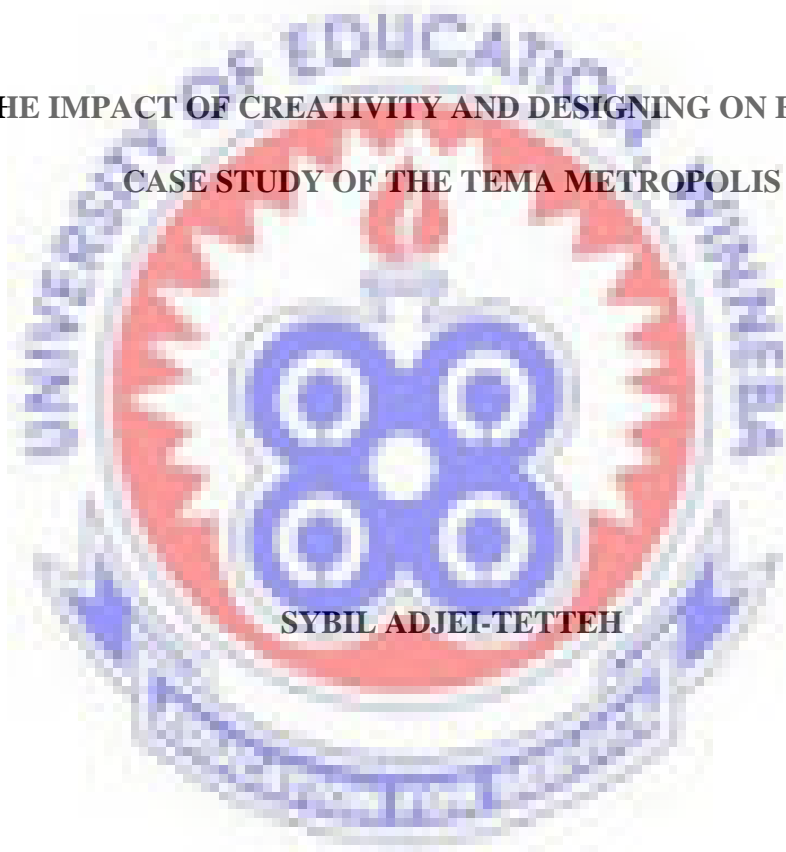**UNIVERSITY OF EDUCATION, WINNEBA**

COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

THE IMPACT OF CREATIVITY AND DESIGNING ON FASHION:

CASE STUDY OF THE TEMA METROPOLIS

SYBIL ADJEI-TETTEH

JULY, 2019

UNIVERSITY OF EDUCATION, WINNEBA

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THE IMPACT OF CREATIVITY AND DESIGNING ON FASHION:

A CASE STUDY OF THE TEMA METROPOLIS

BY

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A Dissertation in the Department of FASHION DESIGN AND TEXTILES

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School of Graduate Studies, University of Education, Winneba in partial

fulfilment of requirements for the award of Master of Technology (Fashion

Design and Textiles) degree

JULY, 2019

DECLARATION

STUDENTS DECLARATION

I, Sybil Adjei-Tetteh, hereby declare that this project work is the result of my own original research, except the quotations from books which I have acknowledged; and that no part of this study has been presented for another degree in the University of Education, Winneba or elsewhere.

Signature of student…….………. Date………............………

SUPERVISOR'S DECLARATION

I hereby declare that the preparation of this long essay research was supervised in accordance with the guidelines on supervision of project work laid down by the University of Education, Winneba.

Signature of Supervisor….…..…….…..…… Date……......…………

MR ISAAC ABRAHAM.

ACKNOWLEDGEMENTS

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And to Dr. J. Frankie Tetteh who offered me great assistance during my stay in the university He never stopped calling. Not forgetting all my friends and loved ones who encouraged me throughout my project, I say God richly bless you all abundantly.

iii

DEDICATION

First and foremost, my dedication goes to the Almighty God for his guidance, protection, knowledge and understanding He's given to me throughout the period of this project work. The next dedication goes to my son Reuben and daughter Phoebe Bonney who are continuous sources of inspiration and joy.

TABLE OF CONTENTS

TABLE OF CONTENT

ABSTRACT

There are schools of thought that establish that creativity is fashion; other schools of thought argue that designing is fashion. There are still others who also believe that fashion is a combination of creativity and designing. In the light of the above, the researcher has chosen to research or investigate this topic to ascertain what constitute fashion and how this booming profession came into being and what can be done to improve and project fashion. The research was conducted on a population of fashion designers and teachers teaching fashion in the Tema metropolis. The respondents were randomly selected and questionnaires administered to them and semi structured interview guides as well. Twenty (20) fashion designers and ten (10) teachers teaching fashion were used. Tables were used to analyse data collected using SPSS (16) into individual reports put together for the reports. The study discovered that fashion begins with creativity and end with designing. The study further revealed that fashion is as old as creation, and when creativity and designing play their roles very well the end product is fashion. The study recommended that Fashion should be adequately funded by the Government, professional bodies and the textile manufacturing companies. High Schools of learning should be established by Government and Private Individuals to train students. Formation of Local Associations and International Associations should be encouraged. Research Centres which will be tasked to carry out deeper research into fashion should be opened at the Colleges and Universities of Higher learning. Finally suggestions are made for further research to be conducted on a lager sample generalize the results of the study.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Fashion in Ghana and elsewhere has not been accorded the recognition it deserves. This is simply because a portion of the public perceives it as a hobby whilst others consider it as a trade or a career for people who are unable to make progress in the academic field. Fashion is seen as demeaning, unworthy and inferior to Law, Medicine, Engineering, Accountancy etc, and it has been so sidelined that not many people ever dream of entering the world of fashion when it comes to the choice of career, it is not an area to make a name.

But if you think things through, you will instantly appreciate the contribution of fashion to the world. It is the man of fashion who dresses the Lawyer, the Doctor, the engineer, the Politician, the Pharmacist and even the Clergy to enhance their status in life, including our learned professors who produce volumes of books but whose attire is designed and sewn by the designer. Mark Twain once wrote" Clothe make the man. Naked people have little or no influence on society." So it is the person with a misplaced priority who will deem fashion as having no place in the world.

If the Doctor and the Lawyer can practise their career naked, if the Parliamentarian can enter parliament naked to enact his or her law, and if the learned professor can enter the lecture hall naked to lecture, then the various professions are doubtlessly superior to fashion. But if no career man can practise his or her discipline naked, if no person can walk on the street naked, and if it is the professional fashion world that

1

gives the various professions their dress code, then gone are the days when fashion can be sidelined and be deemed inferior to other careers. This is rather the time to treat the fashion world with due deference.

It is also reassuring to note that fashion is honourable with infinite possibilities. There are more styles in fashion than in Architecture, Engineering etc., every blessed day produces a new style which is enjoyed by both the rich and the poor. The Politician enjoys it including Kings and Queens. The madman on the street is not left out, despite being mad, some of them at least know that they have to cover their nakedness with a cloth or clothe designed and sewn by a person in the fashion trade.

Therefore fashion is indeed an honourable career which benefits the entire world. It is a money-making venture which continues to fascinate and dazzle the world with astonishing styles; even the designer of scarves and handkerchiefs makes a living out of fashion. Who then will be able to accurately and completely assess the contribution of fashion, and where stands human dignity without fashion? It is fashion which causes us to be recognised as human and intelligent. And so it is time it was accorded the right recognition globally with celebrations annually. Because it has a future, if supported by research, education and technology.

1.2   Statement of the Problem

There are schools of thought which establish that creativity is fashion; other schools of thought argue that designing is fashion. There are still others who also believe that fashion is a combination of creativity and designing.

In the light of the above, the researcher has chosen to research into this topic to ascertain what constitute fashion and how this booming profession came into being and what can be done to improve and project fashion as a worthwhile venture so that people will queue to enter into fashion as they queue to get into Law , Medicine , Accounting etc .

1.3 Purpose of the Study

The researcher has chosen this topic to seize the opportunity to study and determine the impact creativity and designing has on fashion, what constitutes fashion and how this booming profession came into being and what can be done to improve and project fashion as a worthwhile venture.

1.4 Research Objectives

1. To unearth what creativity and designing is and how it constitute to fashion
2. To unearth in broad terms what fashion is and how it came into being,
3. To identify the importance of fashion in our present era.
4. To determine how fashion can be improved to bring it to the limelight or to give it a future.

1.5 Research Questions

1. What is creativity and designing and how does it constitute to fashion?
2. What is fashion and how did it emerge?
3. How important is fashion in our present era?
4. How can fashion be improved?

1.6 Delimitation

The study was delimited to Tema fashion Designers like E-Fashion, Mosglory Fashion, K.T. Fashion, Fosyl Fashion and some selected designers. Also, teachers teaching in the fashion schools at the advance level was consulted. The research would bring to light the importance of fashion and how it came into-being

1.7 Significance of the Study

1. This research will help people to know that Designing and creativity constitute fashion

2. The findings will also help people to know what can be done to improve and project fashion as a worthwhile venture.

3. The research would bring to light how fashion came into being.

1.8 Organization of the Study

The study was organized in five chapters. Chapter one is the introduction which deals with rationale of the study. It also identifies the importance of the research. In chapter two a review of related literature explored the impact creativity and designing has on fashion and how it came into being. A conceptual framework for the study was developed based on the literature review. Chapter three discussed the research design, population, sample and sample procedure, the research instruments for collecting data, the method of data collecting and data analysis. In chapter four, the data gathered for the study was analyzed using appropriate statistical tools and findings were discussed and presented, Chapter five presents the summary, conclusions and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

2.2 Creativity

Creativity has been defined differently by various authorities. Frankon (1994), defines creativity as the tendency to generate or recognise ideas, alternatives or possibilities that may be useful in solving problems, communicating with others and entertaining ourselves and others.

Torrance also added his definition that creativity is a process of becoming sensitive to problems, deficiencies, gaps in knowledge, missing elements, disharmonies, making guesses, identifying difficulties and searching for the solutions. And according to Stenberg and Lubert, (1999) creativity is an idea on which, assumptions, using imagination and synthesing information. From the aforementioned definitions, it is vividly clear that creativity is a wide term with various definitions.

The researcher perceive creativity as an activity of the heart, the mind and the conscience; it is a picture or an idea produced or generated first in the heart and by way of imagination, it gets into the mind where intelligence will process and build it into a concrete picture or an idea. In creativity, the mind and the heart are the sole source of information, and such information comes formless and shapeless with no much details. The designing stage adds the details, the form and improvement. So intelligence plays a major role in creativity.

2.2 Designing

In the Wikipedia designing is defined as an art and profession of designing clothes and related items such as hat, purses, bags and shoes, and such designs should be functional as well as attractive. A gentleman by name "Manestails (2018) also said designing is a form of art dedicated to the creation of clothing and other lifestyle accessories. He said further that modern fashion design is divided into two basic categories: haute couture and ready to wear. The haute couture collection is dedicated to certain customers and is custom sized to fit these customers exactly. The ready-to-wear collections are standard sized, and not custom made. So they are more suitable for large production runs.

The fashion world has various definitions for designing, but accepts unanimously the qualities of the designer. They believe that the designer needs adequate knowledge on fashion trends, clothing range and colour groups, range and quality of fibres and fabrics, use of tools and equipment necessary for good dressmaking. The designer must also know how to set up a system and also research customers.

Designing is putting on paper the ideas and the pictures generated in the mind, adding details to bring a design or style into being. In designing both the eye and the mind are used intensively and extensively. They are both sources of information, highlighting details such as length of the dress, size and shape. How big the pocket, the neck, the shoulder, the sleeve etc should be are further details initiated at the designing stage and supervised by the eye and the mind to ensure that such details as embodied in the designing stage are carefully met. So crucial is the role played by the eye and the mind or intelligence. Therefore, even though fashion begins with creating, it is designing that makes it complete, it is designing that vividly portrays the style

6

created by adding technical details such as sewing instructions, button sizes and colours, thread colours, packaging instructions etc. Culture and social trends can also not be left out in designing. Because they assist designers to come out with certain styles as befits a particular social trend. So on various occasions and circumstances designers have to operate within the confines of culture to satisfy a particular generation or social life as regards current styles and prevailing situations.

2.3 What Fashion is and how it came into being

Fashion is a broad term covering latest style of clothing, hair, jewellery, decoration, life style, accessories, make-up etc. But as regards to this research, the researcher is limited to fashion of clothing. According to Stone (2007) fashion involves our outward, visible lives. It involves the clothes we wear, the dance we dance, the cars we drive and the way we cut our hair. Fashion influences our entire life style. It has an impact on every stage of life from womb to tomb. Fashion is a broad term covering latest style of clothing, hair, jewellery, decoration, life style, accessories, make-up etc. But as regards to this research, I'm limiting myself to fashion of clothing.

Creativity alone cannot be fashion, and neither can designing alone be termed fashion. Fashion is a combination of creativity and designing. Creativity sees or imagines the idea or the picture. So creativity is a starting point. Designing is the development of the idea or the picture created in the mind. It is at this stage that details are added-details such as the length, the width, colour of materials, sizes of button, pocket sizes etc. So when creativity and designing play their roles very well, the end product is fashion (Thomas, 2012).

It is widely believed that it was Charles Frederickworth who brought designing into being. And the world in its present era recognises him as the first to start designing in the 19th century

But on the basis of this research, the researcher wish humbly to differ a little bit. Designing is as old as creation. And it was Adam and Eve who first used fig leaves to design and sew aprons to cover their nakedness in the Garden of Eden. "And the eyes of them both were opened, and they knew that they were naked; and they sewed fig leave together, and made themselves aprons (Genesis 3:7). God, the creator was the next to design and sew in the Garden of Eden to clothe Adam and Eve. "Unto Adam also and to his wife did the Lord God make coats of skins, and clothed them (Genesis 3:21). From the afore-mentioned, it is adequately clear that fashion or designing existed before Charles Frederickworth was born. God himself in his infinite wisdom demonstrated to mankind the importance and worth of the fashion profession as far back as creation.

2.4 The Importance of Fashion in Today's World

To know the worth of fashion, we first have to ascertain how fashion came into being and by whom. It is interesting to note that the first profession mentioned in creation was MEDICINE. And God said, behold I have given you every herb bearing seed which is upon the face of all the earth, and every tree in the which is the fruit of a tree yielding seed; to you it shall be for meat. [Genesis 1:29]. So God first gave mankind herbs for food for our health. The second profession that creation introduced to mankind was AGRICULTURE. "And the Lord God took the man, and put him into the Garden of Eden to dress it and to keep it" [Genesis 2:15]. "And she again bore his brother Abel. And Abel was a keeper of sheep, but Cain was a tiller of the ground.

8

[Genesis 4:2]. The third profession to be brought to the notice of humanity was FASHION. "And the eyes of them both were opened, and they knew that they were naked; And they dewed fig leave together and made themselves aprons" [Genesis 3:7] "Unto Adam also and to his wife did the Lord God make coats of skin, and clothed them" [Genesis 3:21]. So God himself created, designed and did the cutting. This is how important and worthy fashion is.

According to Sarjoo (2017), the world of acting portrays vividly the worth and importance of fashion. Actors in the various countries put on different styles and designs to befit their trade. In Bollywood, the designs are quite different. In Hollywood the styles are also different. So also it is in Nollywood and Ghana film industry. African actors portray and showcase Africa by their African wears and designs. So fashion plays a major role in acting.

Let us also delve into the world of music. They are known as musicians by the way they dress. And some of them have become more popular than their music because of their dress code. The Late Michael Jackson, for example was always hailed as soon as he mounted the stage when he had not even started performing. His styles and designs made him a super performer in the eyes of his audience. So also was the late Elvis Presley whose styles were enough to capture even the attention of a child. The name of Elvis Presley could be heard in every continent. His fashion design and style enhanced his personality and performance and even though he is dead many years ago, Elvis has not lost his admirers who very often travel to his burial ground in the USA to pay homage. People in their mind and imagination still see Elvis in his astonishing designs and styles. So even though he is dead his fashion styles and

9

designs still live on. This is how important fashion is – it even makes people remember the dead.

If we enter the churches, we will be surprised to see choir robes showcasing captivating fashion styles and designs to enhance the personality of the choristers. Fashion plays a role in every profession and situation in the world. A company lost a big contract because the Europeans were not satisfied with the Managing Director's dressing. They did not even believe that he was the Managing Director. This is again how important fashion is. Even animals benefit from fashion. During the winter in Europe, dresses are made for the cats and the dogs to keep them warm.

It is fashion that enhances human personality, it is fashion that enhances the world, and it is fashion that moves the world. Every generation has a style to exhibit in fashion. The designs are also numerous.

To understand better the worth and the importance of fashion, let the United Nations declare a day of nakedness, so that we will all go about our duties naked-just for a day. If this cannot be possible, then Fashion is the winner. We can go for days without food or visiting the hospital, but who in his or her normal senses will walk the street naked for even an hour without being declared mad.

We are all born naked. We appear in the world in our full nakedness, whether you are a prince, princess or an ordinary person. But do we go into our grave naked ?. Fashion benefits even the dead. Superior styles are designed for our dead Queens, Kings and the rich. The ordinary person also goes into his or her grave fully clothed.

So fashion is not only enjoyed by the living, but even the dead are loudly appreciating fashion in their graves.

2.5 How fashion can be Improved to bring it to the Limelight and give it a future

2.5.1 Government Support for the Fashion Industry

1. Enactment of Policy

In the Daily Graphic of Monday, 23rd April, 2018 (Pg 93) the Executive Director of the Radford University, Mr. Nana Dwomoh Sarpong called on the government to promote the fashion industry by developing policies that will ensure that local fabrics are worn to official functions and work every day. This, he said will encourage and create ready markets for local businesses involved in the production and sewing of garments. The Executive Director added that it will also help to boost the country's economic growth.

2. Education and training

Again, he believes that education and training are important to bring the industry to the limelight. According to him, the fashion industry is huge and once students are given the knowledge and skills in the industry, they will make it big on the world stage. To this end, he recommended other universities that had started offering courses in the fashion and design, adding that there is the need to produce more fashion designers for the country since the fashion industry is huge. This, he said is good for the country because everything we wear is about fashion and we will need more people in the industry. The researcher wish to add that since most people already have talents and gifts, it is the skill and the knowledge they will acquire through education and training that will aid them to excel at the world stage. With continuous education skill and knowledge will be improve immensely.

2.5.2 Creativity

In the daily guide of Tuesday, May 8, 2018 (Pg 4), Dag Heward-Mills, the general Overseer of Light House Chapel stated that creativity helps to change old things by introducing new methods, ideas or products, making people competitive. The overseer went on to say that creativity gives rise to new technology and innovations and according to him people are paid more for their new knowledge, innovations and technological change. Therefore, creativity being a game changer and an important tool in fashion should be given a priority at all cost. The style in fashion is first created in the mind before it is designed with details on paper. Therefore, for fashion to move shoulder to should with the other professions, creativity must be totally and soundly explored and researched to ensure smashing and captivating styles at all times and generation. In this way, fashion will continue to remain in the limelight, and its future will be assured.

2.5.3 Collaboration with Other Fashion Players

In the "Daily Graphic" of May 21, 2018 (Pg 59), the Minister for Tourism, Arts and Culture, Madam Catherine Afeku, speaking on the theme "Sustaining Africa's Authentic Fashion and Clothing Industry" advised that players in the fashion industry should strengthen collaborations with other African countries by adopting an online platform where skills and experiences can be shared. The researcher believe that in such a collaboration as suggested by the Minister, we can pick ideas from one another on which we can rely to create and design styles that can gain global attention. The Minister advised further that African players in the fashion industry should use original fabric to make their clothing in order to preserve the rich and authentic African fashion industry.

12

2.5.4 Partnership with Institutions

In the same "Daily Graphic" of 21st May, 2018 (Page 59) as afore mentioned Mr. Consstant Gladzah, Director of Du Bois Centre, Accra advised that partnership with institutions of similar vocations should be encouraged and strengthened. To me this is appropriate. If fashion players will team up with institutions that teach the trade, the world cannot accommodate the designs and styles that will result from the collaboration with such institutions.

2.5.5 Financial Support to Fashion Institutions

In the course of my research, the researcher have discovered that if fashion can move to the front line, the Institutions that teach the profession need to be soundly funded. And this funding should come from both the Government and the clothing industry. If these technical institutions will be strongly supported financially, Lecturers who will be employed will be those with skill, competence and knowledge. As such, sound and skilful research will continuously be carried out into creativity and designing, and the result being that standard in fashion education will be raised and numerous and astonishing discoveries as to styles, creativity and designing will be made to the notice and attention of the whole world. And consequently, fashion will no longer walk or run but will be given mighty wings to fly high.

2.5.6 Improving/Updating Old Styles

The researcher has also learnt by my investigation that we can bring into being a new style by a slight modification. One or two buttons can be added to a dress to change the style. Also a pocket or the neck of an old dress can be enlarged or shortened to give a new look to the old dress. The length of an old blouse can be shortened or

13

prolonged to enhance its style. So fashion has a mighty future. Designs yet to be discovered are more than what the human mind can absorb. Now designers are always readily available, and even old styles can easily be turned new styles by just a little modification. What a great future awaits fashion.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter intends to examine the methods used for the study given a vivid description of how the research was carried out. It looks into the target group and how the groups are represented and the mode of selection of the representatives. It also examines the instruments employed and how they were analyzed.

For easy reading, the chapter is represented under the following headings;

- Research Design

- Population of the study

- Sample selection

- Sampling technique

- Research instrument

- Data Analysis Plan

3.2 Research Design

The strategy adopted for this research was the mixed method. Mixed method research is an approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study. Thus, it is more than simply collecting and analyzing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research (Creswell & Plano Clark, 2007). The researcher's choice of the mixed method stems from the fact that she wants to explain and interpret concepts covered in the study. However, the use of the mixed method research design

15

made the study easy to describe and report and also help the researcher in generalizing qualitative generated from the study.

3.3 Population of the Study

Shao (1999), defined population as "the complete set of subjects that can be studied: people, objects, animals, plants, organizations from which a sample may be obtained". A population is also defined as including all people or items with the characteristic one wish to understand (Wikipedia). The research was conducted on a population on fashion designers and teachers teaching fashion in the Tema metropolis.

3.4 Sample Selection

It is usually uncommon for researchers to contact all the members of any particular group being studied. There is therefore the need to select a number which represents the whole in cases where the entire population cannot be covered. According to Leedy and Ormrod (2005), the process of selecting particular entities from variety of people and other groups is referred to as sampling. Sampling aims at creating a practical means that will enable the data collection process to be carried out in a sample that is a good representation of the population (Fellows and Liu, 2008).

Under this study, the sampling of the study becomes a more appropriate approach. This was necessary because people were selected from the population. As a result of this, a sample size of thirty (30) people was used to obtain data for the study. This sampled mass was made up of twenty (20) designers, and ten(10) teachers teaching fashion . The distribution is clearly illustrated in table 3.1

Table 3. 1: Sample categories

Population	Sample Size	Instrument	Percentage (%)
Fashion designers	20	Questionnaire	66.7
Teachers	10	Semi structured interview	33.3
Total	**30**		**100**

3.5 Sampling Technique

Sampling is that part of statistical practice concerned with the selection of an unbiased or random subset of individual observation within a population of individuals intended to yield some knowledge about the population of concern, especially for the purpose of making predictions based on statistical inference (Wikipedia).In carrying out the research work, the sampling method used in the collection of data in this project research is referred to as simple random sampling. It is the method in which all the members of the population of the study have equal and same chance of being selected.

3.6 Research Instruments

The researcher used the under listed method of data collection questionnaire and interview. In the questionnaire, the subjects responded to the questions by writing or, more commonly, by marking an answer sheets. In the case of this study designers responded to the question by marking an answer sheet. The use of this instrument was to allow the researcher to efficiently explore the designers' perception on the topic.

Interviews are conducted verbally, and the answers to the questions were recorded by the researcher (Fraenkel & Wallen 2003). The advantages of these instruments are that the interviewer can clarify any questions that are unclear and also the researcher

can ask the respondent to expand on answers that are particularly important and informative.

Questionnaires were distributed to some selected fashion designers. The researcher provided guidance on how respondents should respond to the questionnaire. The questionnaires were left to the respondents to complete for three (3) days after which the completed questionnaires were collected by the researcher. An interview was conducted for teachers teaching fashion designing at Tema.

3.7 Data Analysis Plan

The process of making data gathered in a study simpler in order to make it understandable is known as data analysis (Fraenkel & Wallen, 2003). The researcher made use of pie charts, bar charts and tables in analysing data collected using SPSS (16) into individual reports put together for the report.
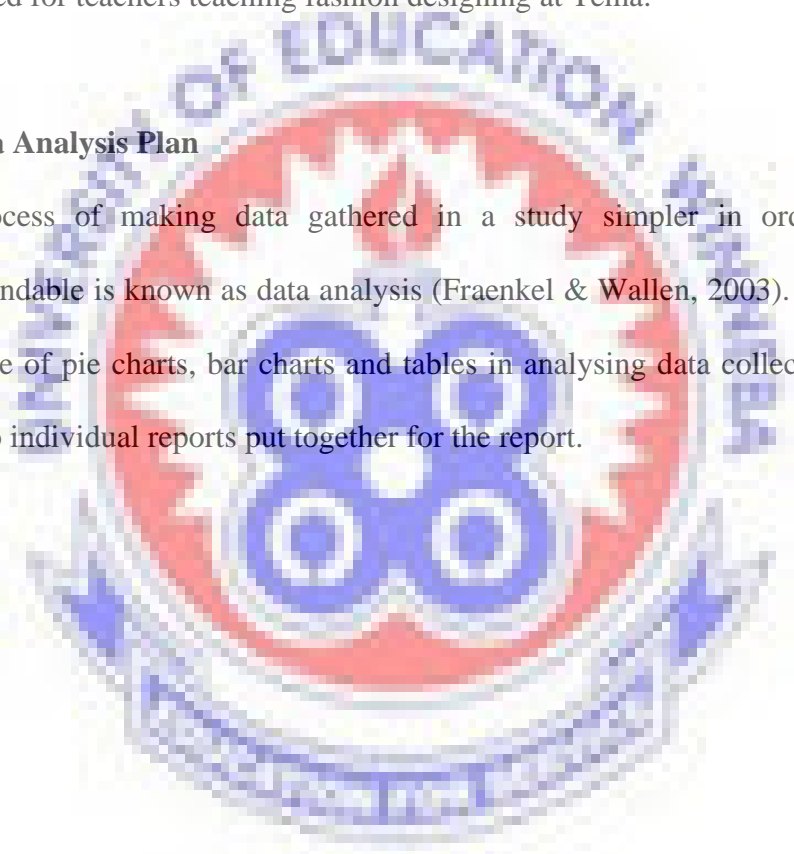
CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the results and discussion of the data collected. The chapter is presented under the following headings: background of respondents; creativity and designing and how does it constitutes to fashion; the importance of fashion in the present era, and the ways creativity and designing in fashion can be improved.

4.2 Demographic Characteristics of Respondents

The demographic characteristics of the respondents were categorized into; gender, age group, educational level, and experience of the respondents. The demography of respondents were found to have a firm view of the background of respondents used and to ascertain the facts whether they qualified to form the respondent for the study.

4.2.1 Gender of Respondents

The gender distribution of the participants is presented in Table 4.1.

Table 4. 1: Gender of Respondents

Gender	Frequency (N)	Percentage (%)
Male	11	55.0
Female	9	45.0
Total	**20**	**100.0**

Source: Field Work, 2018

From Table 4.1, the male fashion designers account for 55.0%; while 45.0% is the portion of the female fashion designers. This ratio led to the conclusion that there are more men in the fashion industry. The finding concurs with other studies (Easey,

19

2009; Bloch, 2010) who found that men are now seriously engaged in fashion designing. Bloch (2010) asserted that there are thousands of men working as fashion designers in the world. The finding contradicts with the study by Sithole, Mutungwe, Chirimuta & Muzenda (2016) who indicated that 80.0% of the fashion designers in the study area were females. They further mentioned that generally Zimbabwe has more female designers than males. The implication of these results is that most of the responses are coming from the male respondents' point of view.

4.2.2 Age group of Respondents

The responses with regard to the age category of the respondents are presented in Table 4.2.

Table 4. 2: Age group of respondents

Age (Years)	Frequency (N)	Percentage (%)
Below 21	--	--
21-25	3	15.0
26-30	4	20.0
31-35	11	55.0
Above 35	2	10.0
Total	**20**	**100.0**

From Table 4.2, 15.0% of the respondents were between the age bracket of 21-25 years, 20.0% were in the age bracket of 26-30 years, while 55.0% were in the age group of 31-35 years and the remaining 10.0% of the respondents were above 35 years. From the illustration, most fashion designers in the Tema Metropolis are above 30 years. The findings revealed that majority of the fashion designers sampled for the study are at their youthful ages of 30-35 years.

4.2.3 Educational Level of Respondents

The fashion designers were asked to indicate their level of education. Educational level has been extensively used by social science researchers to indicate individual integration and involvement in phenomenon in the society (Berry, 2011). The results are shown in Table 4.3.

Table 4. 3: Educational level of respondents

Education	Frequency (N)	Percentage (%)
Technical/Vocational education/ /SHS	9	45.0
Diploma/Higher National Diploma	9	45.0
First degree/Master degree	2	10.0
Total	**20**	**100.0**

Source: Field Survey, 2018

The results obtained indicate that, Technical/Vocational/SHS education were 45.0%, Diploma/Higher National Diploma holders were 45.0%. The degree/Masters degree holders constituted 10.0%. The finding shows that majority of the fashion designers have some educational background. This observation is in agreement with the findings by Jackson & Shaw (2004) who asserted that educational level helps designers in aiming to meet special requirements for the specific occasions, creating the elegant unusual, amusing and often expensive clothes that are seen paraded down runways throughout the year. The implication of this finding is that well educated fashion designer gets more engaged in searching into creativity and designing to improve fashion.

21

4.2.4 Working Experience of the Respondents

A section of the questionnaire was designed to capture the working experience of respondents as a fashion designer. The working experience of the respondents was presented in Table 4.4.

Table 4. 4: Working experience

Experience	Frequency (N)	Percentage (%)
1-5 years	2	10.0
6-10 years	3	15.0
11-15 years	4	20.0
Above 15 years	11	55.0
Total	**20**	**100.0**

Source: Field Survey, 2018

In considering the year's respondents have been in the business as a fashion designer, 2 respondents representing 10.0% have been in the business for 1-5 years, 3 respondents representing 15.0% have been working as a fashion designer for 6-10 years. However, 4 respondents constituting 20.0% have been in the business for 11-15 years, 11 respondents forming 55.0% have been in the business as a fashion designer for above 15 years. This indicates that majority of the fashion designers have been in the fashion businesses for more than 15 years.

4.3 Notion of Creativity and Designing in Fashion

The study presents the analysis of 10 statements relating to the notion of creativity and designing in fashion among fashion designers in Tema Metropolis. These notions have been identified and ranked according to their descriptive analysis. The result is presented in Table 4.6. It should be noted that the notion of fashion designers on creativity and designing in fashion used a scale of 1 to 5, where 1 = Strongly disagree, 2=Disagree, 3=Uncertain, 4=Agree, 5 = Strongly agree.

22

Table 4. 5: Responses on the notion of creativity and designing

Notion of creativity and designing on fashion	Mean	Std. Dev.	Rank	Remark
Fashion begins with creativity and designing makes it complete.	4.25	1.446	1st	Agreed
Creativity is the starting point of fashion	4.23	1.333	2nd	Agreed
Creativity is an activity of the heart, mind and conscience	4.20	1.196	3rd	Agreed
Fashion is as old as creation	4.10	1.447	4th	Agreed
Fashion is a combination of designing and creativity	4.05	1.146	5th	Agreed
Designing is putting on paper the ideas and pictures generated in the mind.	3.95	1.468	6th	Agreed
When creativity and designing play their roles very well the end product is fashion	3.90	1.334	7th	Agreed
Creativity is different from designing yet they work hand in hand to produce fashion	2.90	1.373	8th	Disagreed
In creativity and designing the head and the eye are used.	2.85	1.276	9th	Disagreed
In fashion the designs are numerous	2.80	1.609	10th	Disagreed

Source: *Field Survey, 2018*   *x-bar $\geq$3.0 = agreed*

As depicted in Table 4.5, the respondents agreed that fashion begins with creativity and designing makes it complete. This statement was rated 1st with a mean score of 4.25 and a standard deviation (SD) of 1.446. This affirmed that clothing design with creative ideas, means, and it often creates a desirable new lifestyle through the way of "storytelling", this touches the hearts of apparel consumers, causing their desire to have. According to Jones (2005) creativity and designing makes fashion complete. Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories. Fashion designers are true artists who make impressions through the clothes they design. It is the creative artistic side of the individual designer that appeals to those who are in the industry.

23

On the issue that in creativity is the starting point of fashion was rated 2nd with the mean score of 4.23 and standard deviation of 1.333. This view is supported by Godart (2010) that the fashion, in turns, positioned between the arts and industry, goes yonder than just transform fabrics in clothing. Creativity is the starting point of fashion, it creates objects with meanings. The fashion industry, in the sphere of social life, is characterized not only as an important economic activity, but also as a creative industry, an artistic activity, that not only generates economic profits, but also cultural goods not measurable but of great value to the human development such as innovation and creativity.

From the study, creativity is an activity of the heart, mind and conscience with a mean score of 4.20 and a standard deviation (SD) of 1.196. This statement was rated 3rd in the ranking order. The result agrees with the assertion study by Gardner (2008). According to Gardner, creative design is included in the scope of innovative design, but its directivity is more specific, more focus in expression of the creative ideas and means for the design, and it injects the design with the soul and vitality. Creative ideas will be adopted to a certain performance and implementation through some creative activities. Literally can be understood as the design of the ideas, meaning, means with creative characteristics.

The statement that fashion is as old as creation was rated 4th with the mean score of 4.10 and a standard deviation of 1.447. According to Schorsch & Abramowitz (2003) fashion is as old as creation. God was the first fashion designer when He gave Adam and Eve garments to cover their shame. Schorsch & Abramowitz mentioned that before Adam and Eve are expelled from the Garden of Eden for having eaten the fruit of the

tree of knowledge of good and evil, God provided them with clothing: "And the Lord God made garments of skin ('or with an 'ayin) for Adam and his wife and clothed them" (Genesis 3:21). Weston (2006) also mentioned that fashion can be dated back to creation. Fashion covers a range of items like; clothes and other body decoration in the form of non – verbal communication to indicate gender sexual availability and group affiliation.

In addition, it was revealed that fashion is a combination of designing and creativity. This statement was rated 5th with a mean score of 4.05 and a standard deviation of 1.146. According to Stenberg & Lubert (1999), creativity alone cannot be fashion, and neither can designing alone be termed fashion. Fashion is a combination of creativity and designing. Creativity sees or imagines the idea or the picture. Designing is the development of the idea or the picture created in the mind. It is at this stage that details are added- details such as the length, the width, colour of materials, sizes of button, pocket sizes etc. With the mean score of 3.95 and a standard deviation of 1.468, the study further revealed that designing is by putting on paper the ideas and pictures generated in the mind. This statement was rated 6th in the ranking order. Moreover, it appeared from the study that when creativity and designing play their roles very well the end product is fashion. This statement was rated 7th with the mean score of 3.90 and a standard deviation of 1.334. This confirms with the study by Stenberg and Lubert (1999) that when creativity and designing play their roles very well, the end product is fashion. Manestails (2018) on the other hand asserted that designing is putting on paper the ideas and the pictures generated in the mind, adding details to bring a design or style into being. In designing both the eye and the mind are used intensively and extensively.

The respondents disagreed to the fact that creativity is different from designing yet they work hand in hand to produce fashion (x=2.90, SD=1.373), in creativity and designing the head and the eye are used (x=2.85, SD=1.276), and in fashion the designs are numerous (x=2.80, SD=1.609). These statements were ranked 8th, 9th and 10th respectively.

It appeared from the study that fashion begins with creativity and designing makes it complete, creativity is the starting point of fashion, and is an activity of the heart, mind and conscience. The study further revealed that fashion is as old as creation, and is the combination of designing and creativity. Moreover, the study indicated that designing is putting on paper the ideas and pictures generated in the mind, and when creativity and designing play their roles very well the end product is fashion

4.5 Importance of Fashion in the Present Era

The section was intended to answer the question on the importance of fashion in the present era. Table 4.6 shows the importance of fashion to the users. It should be noted that the importance of fashion in the present area used a scale of 1 to 5, where 1 = Strongly disagree, 2=Disagree, 3=Uncertain, 4=Agree, 5 = Strongly agree.

Table 4. 6: Responses on the importance of fashion

Importance	Mean	Std. Dev.	Rank	Remarks
Fashion identifies a person's culture	4.05	1.395	1st	Agreed
Fashion depicts one's status in life	4.00	1.124	2nd	Agreed
Fashion adds beauty to individual's appearance	3.95	1.356	3rd	Agreed
Fashion is used to protect modesty	3.95	1.234	4th	Agreed
Fashion is used for self-expression	3.88	1.309	5th	Agreed
Fashion reveals or expresses a sense of belongingness	3.85	1.424	6th	Agreed
Fashion enhances a person's figure type	2.75	1.164	7th	Disagreed
Fashion enhances human personality	2.40	1.667	8th	Disagreed
Fashion is a way to have fun daily	2.25	1.650	9th	Disagreed

Source: Field Survey, 2018   *x-bar ≥3.0 = agreed*

Striving to achieve prestige, status, romance, and social acceptance are influenced by numerous factors. People often make fashion purchases to satisfy one or more of these needs. A significantly large number of consumers are willing to pay higher prices for the "benefits" of status and prestige afforded them with such purchases. The issue that fashion identifies a person's culture had a mean score of 4.05 and a standard deviation of 1.395. This statement was rated 1st in the ranking order. The view of the respondents agrees with the study by Kratz & Reimer (1998) who emphasized that fashion identifies a person's culture as it is concerned with meanings and symbols, thus is an instantaneous mode of direct, visual communication. Fashion enables us to make statements about ourselves and our identities, with the use of clothes, accessories and/or other physical items, enabling us to visually communicate who we are, who we'd like to be, what kind of social group we belong to and who we are most likely not to be associated with. "Fashion also has to do with hair styles, make up, accessories and can include items that have nothing at all to do with clothes" (Kratz &

27

Reimer, 1998). Similarly, fashion is about identity, about the self and as described by Roche (2000), "the most talkative of social facts".

The statement that fashion depicts one's status in life had a mean of 4.00 and a standard deviation of 1.124. This statement was rated 2nd in the ranking order. This means that consumers use different forms of accessories to differentiate themselves symbolically from others. It serves as a symbol of role and status of the individual in society. The use of accessories helped to communicate their social and economic status. According to Ger (2013), certain dressing accessories tend to be targeted and positioned based on a deep cultural understanding and therefore create "a sustainable unique value and offer the symbolism of authenticity and prestige. Storm (2010) buttresses with the fashion designers view that consumers use different forms of accessories to differentiate themselves symbolically from others. Accessories serve as a symbol of role and status of the individual in society. It obtains for the wearer, the rewards, as recognitions, approvals and identification.

Fashion adds beauty to individual's appearance ranked 3rd with a mean score of 3.95 and a standard deviation of 1.356. This means that fashion designs and accessories have many colours and shapes, and choosing the correct accessory makes one look great and interesting. Dressing and accessorizing add to the look of the user and enhance the face when makeup is applied. Frings (1999) also viewed that accessories enhance one's beauty and appearance when one chooses the right type of accessories and turns the wearer's old outfits to look as new and very trendy.

28

The statement that fashion is used to protect modesty was rated 4th in the ranking order. This statement had a mean of 3.95 and a standard deviation of 1.234. With a mean score of 3.88 and a standard deviation of 1.309, the statement that fashion is used for self-expression was rated 5th. This indicates that fashion makes a person feel responsible and confident. Fashion distinguishes from person to person, place to place and nature to nature. Every human being has its own fashion styles which he carries along with him. According to Field (2009) fashion is a constant presence in a person's life. It is a daily task of choosing what clothing to put on the body for the day, and it is not only used to protect modesty, but it is used for self-expression.

The issue that fashion reveals or expresses a sense of belongingness was rated 6th with a mean score of 3.85 and a standard deviation of 1.424. Necessary accessories educate readers on how a prescribed dress or a particular style of accessories is used to this effect. This means that sense of belongingness influences the consumers on the selection of dressing accessories, in terms of their social class, age, income, religion, educational level and price. This finding aligns with Sproles (1999) who argued that clothing fashion is a style of accessory that is temporarily adopted by a discernable proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and the situation. Isika (2006) pointed out that, fashion is a dynamic collective process yet it influences individual's lives in a distinctively personal way. It is through the process of fashion that new styles are created, introduced to a consuming public and popularly accepted by that public. However, 20.5% mentioned that they do not dress to reveal or express a sense of belongingness in terms of status, group, sex and many more.

29

The respondents disagreed that fashion enhances a person's figure type (x=2.75, SD=1.164), fashion enhances human personality (x=2.40, SD=1.667), and fashion is a way to have fun daily (x=2.25, SD=1.650). These statements were ranked 7th 8th and 9th respectively. The finding revealed that fashion identifies a person's culture, fashion depicts one's status in life, fashion adds beauty to individual's appearance, and fashion is used to protect modesty. The study further shows that fashion is used for self-expression, fashion reveals or expresses a sense of belongingness, and fashion enhances a person's figure type.

4.6 Improving Creativity and Designing in Fashion

This section addresses the issues relating to the ways. These strategies have been identified and ranked according to their descriptive analysis. The main issue considered under this section related to the ways of improving creativity and designing in fashion. Respondents were asked to indicate their level of agreement to statements on the ways improving creativity and designing in fashion. The responses were gathered with the aid of questionnaire administration and are presented in Table 4.6. The result is presented in Table 4.6 where 1 = Strongly disagree, 2=Disagree, 3=Uncertain, 4=Agree, 5 = Strongly agree.

Table 4. 7: Responses on improving creativity and designing in fashion

Statement	Mean	Std. Dev.	Rank	Remarks
Continuous research into creativity and designing will improve fashion.	4.45	1.234	1st	Agreed
Institutions that teach fashion need to be soundly funded by both government and the clothing industry.	4.40	1.273	2nd	Agreed
Fashion can be improved through education by giving students /designers the knowledge and skills in the industry.	4.30	1.455	3rd	Agreed
Lecturers/teachers who will be employed to teach fashion should be those with skill, competence and knowledge	3.25	1.209	4th	Agreed
Fashion players should team up with fashion institutions to improve fashion.	3.10	1.334	5th	Agreed
Old styles can be turned new styles by little modification.	2.98	1.170	6th	Disagreed
By collaborating with other African countries, fashion industry can be improved.	2.80	1.508	7th	Disagreed

Source: Field Survey, 2018   *x-bar ≥3.0 = agreed*

Table 4.7 shows the varying opinions of respondents on the ways of improving creativity and designing in fashion. On the issue that Continuous research into creativity and designing will improve fashion, the respondents agreed with a mean score of 4.45 and a standard deviation of 1.234. This statement was rated 1st in the ranking order. Thomas (2012) mentioned that by carrying out continuous study into creativity and designing, and the result being that standard in fashion education will be raised and numerous and astonishing discoveries as to styles, creativity and designing will be made to the notice and attention of the whole world.

The Table further indicates that institutions that teach fashion need to be soundly funded by both government and the clothing industry. The majority of the respondents agreed to the statement with a mean score of 4.40 and a standard deviation of 1.273 which is second (2nd) in ranking. Sithole et al. (2016) asserted that government support in providing funds and organizing seminar for fashion designers can be quite helpful for providing designers with an opportunity to meet, exchange ideas and network.

With a mean score of 4.30 and a standard deviation of 1.455, the respondents agreed that fashion can be improved through education by giving students /designers the knowledge and skills in the industry. This finding was rated 3rd in the ranking. In the Daily Graphic of Monday, 23rd April, 2018 (Pg 93) the Executive Director of the Radford University, Mr. Nana Dwomoh Sarpong believes that education and training are important to bring the industry to the limelight. According to Sarpong the fashion industry is huge and once students are given the knowledge and skills in the industry, they will make it big on the world stage. With continuous education in skill and knowledge, creativity in fashion will be improved immensely.

On whether employing Lecturers/teachers who have the skill, competence and knowledge will improve creativity and designing in fashion, the respondent agreed to the statement. This depicted a mean score of 3.25 and a standard deviation of 1.209, and 4th in the ranking order. Furthermore, with the statement that fashion players should team up with fashion institutions to improve fashion, majority of the fashion designer respondents, however, agreed to the statement. This had a corresponding mean score of 3.10 and a standard deviation of 1.3334, rating 5th in the ranking order. The

finding concurs with the report by Constant Gladzah, Director of Du Bois Centre, Accra in the same "Daily Graphic" of 21st May, 2018 (Page 59) advised that partnership with institutions of similar vocations should be encouraged and strengthened. Constant Gladzah affirmed:

> "If fashion players will team up with institutions that teach the trade, the world cannot accommodate the designs and styles that will result from the collaboration with such institutions"

Indications from Table 4.7 clearly show that, turning the old style to new styles by little modification (x=2.98, SD=1.170), and collaborating with other African countries (x=2.80, SD=1.508) can improve creativity and designing in fashion as they failed to meet the predetermined cut-off point of 3.0. These statements were rated 6th and 7th in ranking respectively. The findings show that, continuous research into creativity and designing, soundly funding institutions that teach fashion by the government, and educating students/designers to be creative and innovative will improve creativity and designing in fashion. The study further asserted that in improving creativity and designing in fashion, lecturers/teachers who teach fashion should be those with skill, competence and knowledge. Moreover, fashion players teaming up with fashion institutions will improve creativity and designing in fashion.

4.7 Presentation and Discussion of Interview Results

The researcher interviewed ten (10) fashion teachers of some selected Senior High Schools in Tema Metropolis. The interviews were conducted face-to-face and responses were immediately written down or recorded and later transcribed. For the purpose of anonymity the interviewees were given pseudonyms; Participant I – Participant X. Key data sought from the fashion teachers relates to the notion of

creativity and designing in fashion, the importance of fashion in the present era, and the ways of improving creativity and designing in fashion (See Appendix B: Interview Guide). The interview conducted sought for clarifications on issues that were not fully captured in the questionnaire and understood.

4.7.1 Responses on the notion of creativity and designing in fashion

When the participants were asked about their views on creativity and designing in fashion, they all seemed to agree that fashion is a combination of designing and creativity. The participants indicated that designing alone does not constitute fashion, neither creativity alone also constitute fashion. Designing is only an aspect of fashion. However, fashion products may be considered designs when the user or viewer is art oriented.

Participant "I" for instance had this to say:

> Creativity is an act of making new things or ideas, inventing new things or ideas, re-arranging new things or ideas in new forms. Creativity alone does not constitute fashion. Creative ideas become valueless when they remain with the person who conceived them. Designing alone on the other hand does not constitute fashion…it is only an aspect of fashion.

> "…….creativity is very important to the fashion designer, it inspires the designer to come out with new design…….designing is not solely for garment construction……but creativity alone can constitute fashion, because without creativity a designer would not be able to produce pattern…" [Participant III and X].

Participant IV indicated:

> Creativity and designing bring out new designs at all times so that styles will not be one way…….designing alone cannot be fashion, you first conceive the idea in your mind first before drawing it. Creativity on the other hand alone cannot be fashion. Usually, creativity starts

34

within the person, (the head and heart are normally at play when it comes to creativity).

Creativity and designing are very important to the designer because a designer always look at what nature has done and creates new things out of them…creativity and designing alone cannot constitute fashion….[Participant V and VI]

Participant VII said:

Creativity and designing are very important especially to the fashion designer because they keep the designer in business. Designing alone cannot constitute fashion. It is just an aspect of fashion because fashion entails a lot as far as life in general is concerned. In addition, creativity to some extent evolves life but it alone cannot constitute fashion.

According to Participant VIII

Creativity is the beauty of fashion. Without creativity fashion will be one sided. Creativity enhances fashion and brings to bear the differences in fashion. Creativity alone cannot constitute fashion. Creativity coupled with style makes fashion. Fashion is very broad…......it extends to the runway, magazines etc. creativity and designing are paramount in fashion create.

Participant IX revealed that:

Creativity and designing are very important such that they help to produce numerous styles each and every time. Designing alone can definitely not be fashion. Moreover, producing the style in the head alone cannot be fashion.

4.7.2 Responses on the Importance of Fashion in the Present Era

When the participants were asked about the importance of fashion in the present era, the respondents claimed that fashion is a means of recognition for one status or social group in a way or another. The participants clarify that fashion adds beauty to individual's appearance, protects modesty, and is used for self-expression.

35

During the interview with *participant "I"*

> Fashion moves the world and dictates every aspect of our lives. Fashion tells peoples mood, behaviour, class and belief pattern. Fashion is visual language that communicates. He further mentioned that fashion is a way of self-expression - you can either choose to play with it or let others decide what your outfit tells about you.

Participant III commented:

> Fashion is very important because it defines my personality. It makes me feel responsible and confident. Fashion is the manner of your dressing style, your clothes, shoes, looks.

Participants "IV" affirmed that:

> Fashion in this era is very important because it drives people. Nowadays everybody wants to look fashionable.
>
> Fashion is very important in the present era in the sense that I cannot walk in any environment without covering my nakedness. [Participant VI, VII, and VIII]
>
> "……Fashion is a means of self-empowerment and confidence. My clothes would change something within me - sometimes I will feel more comfortable, confident with myself because I am wearing a specific pair of shoes or an outfit. Go on shopping to find new outfits is to me self-care time, and I can pamper myself…...[Participant IX]"…...With fashion I feel very satisfied whenever I wear something I truly like, I feel good in it and it helps me to build my confidence and my self-esteem.
> The best thing in fashion for me is, you portray who you are by the way you dress. [Participant X].

This clarifies that fashion is a form of non-verbal communication that consists of an individual's outward assemblage of apparel on the body as well as all alterations and additions to the body. The view of the participants aligns with the study by Roach-Higgins and Eicher (1992) who mentioned that on an individual level, fashion can provide information about the wearer's values, attitudes, interests, lifestyle and social

36

and personal relationships. Clothing and appearance are highly visible and allow others to formulate opinions or derives cues about the wearer, including personal information. Personal and social values are communicated through clothing and the manner in which an individual dresses

4.7.3 Improving Creativity and Designing in Fashion

Touching on the ways of improving creativity and designing in fashion, the respondents explained that fashion designers should do more research, and the government on the other hand should enforce policies that will improve and expand the industry. They further affirmed that there should be good training for students that come out as fashion designers to be creative and innovative.

Participant "I" commented that:

Creativity and designing can be improved by the willingness of the fashion industries to train its employees.

Teachers must be trained well so they can also train the students to be creative and innovative when they come out as fashion designers [Participant III and IV]

Participant "V" also stated:

Creativity and designing in fashion can be improved in the hand of the designer.

Participant "VI" affirmed that:

Fashion can be improved by assessing the needs of the present and future society as well as cultural behaviour of society.

37

Interview participant "VIII" emphasized:

> For creativity and designing in fashion to improve, designers should do more research. Government on the other hand should enforce policies that will improve and expand the industry.

As per Participant IX

> The government need to provide the schools with the necessary tools and equipment to enhance teaching and learning in the fashion schools.

38

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter sums up the findings from the study, draws conclusion arising from the study and makes relevant recommendations based on the findings.

5.2 Summary of Key Findings Fashion Industry in Ghana

My findings are that the world is gradually recognising and appreciating the importance of fashion. People's belief about fashion is rapidly changing, and many more believe that fashion is next in importance to the air we breathe. This is because there are many people who can hold their breath for one or two minutes without dying, others can stay under water for twenty or more minutes and will survive. You cannot do so to fashion – one or two minutes naked on the street will give you a new description. People will consider you mentally sick because one or two minutes naked on the street is not normal with human beings. Medicine, Engineering, Pharmacy and teaching are among the most respected professions in the world, but none of them seems to be superior to fashion. Fashion is the ultimate – you cannot do away with it; you can do without fashion only in your bedroom or in the bathroom, but not on the street otherwise you will be declared insane. But there are people who can do away with the doctor or the engineer without any adverse effect on their lives. Mr. Kabu for example had not visited a doctor for over fifteen years but continues to remain strong. My car has not visited any garage in the past two months but runs smoothly. Meaning that we can survive for years, months and days without the Engineer, the Doctor, the Pharmacist etc. People even abstain from food and water

for days and still survive. It is not so with fashion. We need fashion every moment of our lives. Decency allows us to step into the street properly dressed. Fashion is the ultimate, it protects and adds honour to the lives of all professional people.

A number of findings were made after a discussion of the responses. They are summarized as below:

5.2.1 Notion of creativity and designing in fashion

- The study discovered that fashion begins with creativity and end with designing. Creativity is the starting point of fashion, and is an activity of the heart, mind and conscience.

- The study further revealed that fashion is as old as creation, and is the combination of designing and creativity. Again, it appeared that designing is putting on paper the ideas and pictures generated in the mind, and when creativity and designing play their roles very well the end product is fashion.

5.2.2 Importance of fashion in the present era

- The study revealed that fashion identifies a person's culture, fashion depicts one's status in life, fashion adds beauty to individual's appearance, and fashion is used to protect modesty.

- The study further shows that fashion is used for self-expression, fashion reveals or expresses a sense of belongingness, and fashion enhances a person's figure type.

5.2.3 Improving creativity and designing in fashion

- The study indicated that continuous research into creativity and designing, soundly funding institutions that teach fashion by the government, and

40

educating students/designers to be creative and innovative will improve creativity and designing in fashion

- It appeared that in improving creativity and designing in fashion, lecturers/teachers who teach fashion should be those with skill, competence and knowledge. Moreover, fashion players teaming up with fashion institutions will improve creativity and designing in fashion.

5.3 Conclusions

Gone are the days when fashion was considered an area for the less educated. Fashion can neither be sidelined nor be deemed inferior to the other professions. It is rather the ultimate in the professional worlds. It will be a disadvantage globally if we abandon or disregard fashion.

Fashion started from creation, in the Garden of Eden. So it is a divine profession handed over to man in the initial stages of creation. So it is time we looked and examined it properly in the interest of the whole world, so that fashion will be given the right attention it deserves and also it will take its appropriate position and rightful place in the professions. Adding value to fashion should be the ultimate global concern.

If in the present twenty first century, fashion is not immensely recognised and appreciated, if its place in the world is not noticed, we can rightly conclude that the world is pretending or is acting out of ignorance and laziness.

The fashion designing industries provide a wide range of garments, including protective clothing, menswear, children's wear and women's clothing from housecoats

41

to classic-fashion garments. The fashion design industries in Ghana cater for domestic requirements mostly. The fast rising of fashion has also compelled fashion designers to be creative and innovative. The present study indicated that fashion begins with creativity and designing makes it complete, creativity is the starting point of fashion, and is an activity of the heart, mind and conscience. It appeared that fashion is as old as creation, and is the combination of designing and creativity. Again, it appeared that designing is putting on paper the ideas and pictures generated in the mind, and when creativity and designing play their roles very well the end product is fashion.

It was observed that fashion identifies a person's culture, fashion depict one's status in life, fashion adds beauty to individual's appearance, and fashion is used to protect modesty. Moreover, fashion is used for self-expression, fashion reveals or expresses a sense of belongingness, and fashion enhances a person's figure type. Based on the findings of the present study, it can be concluded that continuous research into creativity and designing, soundly funding institutions that teach fashion by the government, and educating students/designers to be creative and innovative will improve creativity and designing in fashion. It appeared that in improving creativity and designing in fashion, lecturers/teachers who teach fashion should be those with skill, competence and knowledge. Moreover, enactment of government policies that will ensure that local fabrics are worn to official functions and work every day will improve fashion, and fashion players should team up with fashion institutions to improve fashion

5.4 Recommendations

Research has made it obvious that fashion is of immense benefit to the whole world, with no exception. It is the only profession which enhances the other profession and adds value and character to our culture. The following, therefore, are recommended to promote and protect the business of fashion based on the findings of the study:

- Fashion should be adequately funded by the Government. It should also be funded by the various professional bodies. The textile manufacturing companies must not be left out of the funding – they should be made to contribute their quota to the fashion industry. Individuals with interest in fashion should also willingly support financially.

- High Schools of learning should be established by Government and Private Individuals to train students. Vocational Colleges which teach only fashion should also be established. The Universities in the country should be made to open faculties for the study of fashion at a higher level, probably beyond first degree level.

- Research Centres which will be tasked to carry out deeper research into fashion should be opened at the Colleges and Universities of Higher learning. Their main duty will be to research into creativity, designing and imagination. There is no doubt that continuous research into these areas will bring into existence unknown styles and even designs for angels. Research should also be carried out into textile design so that quality materials or fabrics with attractive designs and colours will be unearthed to enhance fashion.

- The skill that is needed to create and design a style is enormous. Therefore, a professional in fashion needs sufficient training. He or she needs to be trained by a teacher who had been adequately prepared and therefore he or she is

43

efficient and proficient to handle fashion. As such, I strongly recommend the training of teachers. Teacher must be trained to the level of commanding out of their students creativity and imagination. They must be trained to befit the industry, fashion being a global industry, an industry which benefits queens, kings, presidents, emperors and all and sundry.

- Teachers of fashion should meet periodically, probably once in a year or two years. At such meetings various teachers from different school will encounter one another to cross fertilize ideas, which eventually will bring into being worthy styles. So networking by teachers should not be eliminated from fashion.

- Formation of Local Associations and International Associations should be encouraged. Policies from such associations will in no small way promote and protect the profession. Such associations will serve as pillars and will come out with directions as to how to portray fashion to the world to earn it a respect

- Efforts should be made to bring into being a magazine on fashion. Such a magazine will write only on fashion. It will advertise new creations. Such a magazine will update the locals as to the position of fashion, where it is and where they intend to take it. Such magazines can also publish news on international fashion so that at any given time, the world will be abreast with new trends in the profession. Finally, if the aforementioned recommendations are implemented to the letter fashion will overwhelm the word.

5.5   Suggestions for Further Research

The current study tried to assess the impact of creativity and designing on fashion in the Tema Metropolis. There are some strengths and limitations of this study. Participants in this study were concentrated on fashion designers and teachers who teach fashion in the various Senior High Schools in Tema Metropolis. Further study is needed to be conducted on a larger sample and different geographical settings to generalize the results of the study.

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47

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News Paper Reference

Daily Graphic of Monday, 23rd April, 2018 (Page 93)

Daily guide of Tuesday, May 8, 2018 (Page 4)

Daily Graphic, May 21, 2018 (Page 59)

APPENDIX A

UNIVERSITY OF EDUCATION, WINNEBA-KUMASI

DEPARTMENT OF FASHION DESIGN AND TEXTILES EDUCATION

QUESTIONNAIRE FOR FASHION DESIGNERS

Introduction

I am a degree holder and currently studying for a Master's degree in the Department of Fashion Design and Textiles Education in the University of Education, Winneba, (Kumasi campus). The purpose of this research study is to investigate the impact of creativity and designing on Fashion. This is a requirement for my Master's degree.

You are invited to participate in the study. Please take few minutes to complete this questionnaire. Your valuable contribution would be most appreciated and confidentiality of the information is assured. By agreeing to be part of this study means you are giving your consent.

SECTION A: BIO-DATA ON RESPONDENTS

Gender: Male [ ]   Female [ ]

Years of Experience. 1 – 5 [ ]   5 – 10 [ ]   10 – 15 [ ]

                              25 - 30 [ ]   35 - 40 [ ]

50

SECTION B

What is creativity and designing and how does it constitute to fashion?

	Statement	Strongly Agree	Agree	neutral	Disagree	Strongly Disagree
1.	Creativity is an activity of the heart, mind and conscience					
2.	Designing is putting on paper the ideas and pictures generated in the mind.					
3.	In designing both the eyes and mind are used intensively and extensively.					
4.	In creativity and designing the head and the eye are used.					
5.	Fashion begins with creativity and designing makes it complete.					
6.	Creativity is different from designing yet they work hand in hand to produce fashion.					

What is fashion and how did it emerge?

1. Fashion is a combination of designing and creativity.

   True (   )   False (   )

2. Creativity is the starting point of fashion.

   True (   )   False (   )

3. When creativity and designing play their roles very well the end product is fashion.

   True (   )   False (   )

51

4. Fashion is as old as creation

   True (   )   False (   )

5. In fashion the designs are numerous.

   True (   )   False (   )

6. Adam and Eve were the first to design with fig leaves.

   True (   )   False (   )

7. God the creator was next to design and sew in the Garden of Eden.

   True (   )   False (   )

SECTION C

How importance is fashion in our present era?

1. Actors benefit from fashion by dressing to benefit their trade.

   Yes (   )   No (   )

2. Musicians are known by the way they dress to stage.

   Yes (   )   No (   )

3. Code of dressing defines ones music.

   Yes (   )   No (   )

4. Fashion enhances human personality.

   Yes (   )   No (   )

5. Ones status is defined by his/her code of dressing.

   Yes (   )   No (   )

6. Dogs and cats also benefit from fashion.

   Yes (   )   No (   )

52

7. Fashion is enjoyed by both the living and the dead.

   Yes (   )   No (   )

8. We can go for days without food or visiting the hospital but we cannot go on our

   duties naked.

   Yes (   )   No (   )

9. Fashion identifies you and your culture.

   Yes (   )   No (   )

10. Fashion determines what you wear in the day or on any occasion.

   Yes (   )   No (   )

SECTION D

How can Fashion be improved?

	Statement	Strongly Agree	Agree	neutral	Disagree	Strongly Disagree
1.	Enactment of government policies that will ensure that local fabrics are worn to official functions and work every day will improve fashion.					
2.	Fashion can be improved through education by giving students /designers the knowledge and skills in the industry.					
3.	By collaborating with other African countries, fashion industry can be improved.					
4.	Fashion players should team up with fashion institutions to improve fashion.					
5.	Institutions that teach fashion need to be soundly funded by both government and the clothing industry.					
6.	Lecturers/teachers who will be employed to teach fashion should be those with skill, competence and knowledge.					
7.	Old styles can be turned new styles by little modification.					
8.	Continuous research into creativity and designing will improve fashion.					

APPENDIX B

UNIVERSITY OF EDUCATION, WINNEBA-KUMASI

DEPARTMENT OF FASHION DESIGN AND TEXTILES EDUCATION

QUESTIONNAIRE FOR TEACHERS

Introduction

I am a degree holder and currently studying for a Master's degree in the Department of Fashion Design and Textiles Education in the University of Education, Winneba, Kumasi The purpose of this research study is to investigate the impact of creativity and designing on Fashion. This is a requirement for my Master's degree.

You are invited to participate in the study. Please take a few minutes to complete this questionnaire. Your valuable contribution would be most appreciated and confidentiality of the information is assured. By agreeing to be part of this study means you are giving your consent.

Gender: Male [   ]   Female [   ]

Years of Experience. 1 – 5 [   ]   5 – 10 [   ]   10 – 15 [   ]

                              25 - 30 [   ]   35 - 40 [   ]

Semi structured interview

1. How do you perceive creativity?

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2. How important is creativity to the fashion designer?

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3. Would you say designing alone constitute fashion?

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4. Would you consider creativity alone as fashion?

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5. Fashion is as old as creation. Do you agree to this?

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5. Adam and Eve were the first designers in the world and not Charles Frederickworth. What is your view about this?

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6. How is Fashion important in our present era?

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7. Would you say fashion moves the world?

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8. How can fashion be improved?

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