

Semester VII

B.A (Prog.) with Apparel Design and Construction (ADC) as Major

Category-II

DISCIPLINE SPECIFIC CORE COURSE
DSC-13-ADC: FASHION PRODUCT DEVELOPMENT

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Fashion Product Development	4	3	1	0	Class XII	Nil

LEARNING OBJECTIVES

- Develop an understanding of the profile of Indian Apparel industry and role of product development.
- Impart knowledge of market research techniques used in Fashion product development.
- Acquire knowledge and skills related to Fashion product development processes.
- Create an awareness of the significance of sustainability and ethical considerations in fashion product development.
- Introduce the learners to the role of PLM application, in streamlining product development, supply chain management, and lifecycle assessment.

LEARNING OUTCOMES

After completing this course, the learner will be able to:

- Analyse and interpret the structure and segments of the Indian fashion industry.
- Conduct effective market research, including trend analysis and consumer segmentation, necessary for product development.
- Integrate sustainability and ethical practices into design thinking and product development processes.
- Describe the importance and functions of Product Lifecycle Management applications.
- Contribute effectively to various roles within the fashion industry, including product development, and supply chain management.

SYLLABUS OF DSC-13

THEORY (Credits 3; Hours 45)

UNIT 1: Apparel Industry and Fashion Product

10 Hours

This unit provides an understanding of the profile of Indian apparel industry, market segmentation, and the role of fashion product development.

- Profile of Indian Apparel Industry – Domestic and Export

- Apparel Market Segmentation
- Role of Product Development in the Fashion Industry
- Types of Fashion Product Development – Customer specification based, Trend-Based, Product enhancement, Innovative product

UNIT 2 – Market Research for Product development

10 Hours

The Unit focuses on market research for product development, covering consumer research to identify needs and market segments, trend analysis for fashion forecasting, and tools like Opportunity Identification, past-sale and sell-through analysis.

- Consumer Research: Identifying Customer Needs and Consumer Markets
- Trend Analysis: Fashion Season and Trend forecasting
- Opportunity Identification for Product development
- Retail research - Past-Sale Analysis, Sell through Analysis

UNIT 3 - New Product Development

15 Hours

This unit provides an overview of new product development processes, covering design thinking, sustainability and ethical considerations, and the steps in translating concept to product and marketing.

- Design Thinking for New Products
- Sustainability and Ethical Considerations in Fashion Product Development
- New product development – process and challenges
- Taking Concept to Market – Concept and design development, technical design, Costing, sourcing and supply chain management, sample making and testing, Production planning and quality assurance, Distribution Channels and Marketing, Reducing ‘time to market’.

UNIT 4: Introduction to Product lifecycle management (PLM)

10 Hours

This Unit introduces the learners to the use of Product Lifecycle Management (PLM) in fashion. It also discusses the importance of Product Lifecycle Assessment (LCA) and its essential steps.

- Role and Importance of Fashion Product Lifecycle Management (PLM)
- Application and challenges of PLM software in Fashion Business
- Importance and steps of Product Lifecycle Assessment (LCA)

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

- Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
- Presentation of project/ research activity by students
- Any other scholastic work related to application of conceptual understanding of the subject.
- Evaluation and feedback by the teacher

Essential Readings

- Carr, H., & Pomeroy, J. (2009). Fashion Design and Product Development. Wiley India Pvt Ltd.
- Keiser, S., Vandermar, D., & Garner, M. B. (2022). Beyond Design: The Synergy of Apparel Product Development. Fairchild.
- P. Shamayita, K. Gupta Pavan, Sampath V.R. (2024). Fashion, Product Design and Technology—Challenges and Opportunities. Allied Publishers Private Limited (India).
- Stark, J. (Ed.). (2019). Product Lifecycle Management (Volume 4): The Case Studies. Springer Cham.

Suggested Readings

- Evans, N., Jeffrey, M., & Craig, S. (2020). Costing for the Fashion Industry (2nd ed.). Bloomsbury Publishing.
- Grose, V. (2021). A Practical Guide to the Fashion Industry: Concept to Customer. Bloomsbury Publishing.
- Kunz, G., & Glock, R. (2004). Apparel Manufacturing: Sewn Product Analysis (Fashion Series) (4th ed.). Pearson.
- Mbeledogu, E. (2022). Fashion Design Research (2nd Ed.). Laurence King Publishing.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time