



2013 HAWAII UNIVERSITY INTERNATIONAL CONFERENCES
ARTS, HUMANITIES, & SOCIAL SCIENCES
JANUARY 6TH TO JANUARY 8TH
ALA MOANA HOTEL
HONOLULU, HAWAII

AN INNOVATIVE TEACHING APPROACH TO PRODUCT DEVELOPMENT: DESTINATION WEDDING DRESSES FOR BRIDESMAIDS

DR. MAY CHAE

MARYMOUNT UNIVERSITY

FASHION DESIGN AND MERCHANDISING



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2013 Hawaii University International Conferences on Arts and Humanities

An Innovative Teaching Approach to Product Development: Destination Wedding Dresses for Bridesmaids

Arts and Humanities Topics:
Product Design

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An Innovative Teaching Approach to Product Development: Destination Wedding Dresses for Bridesmaids

A new project is designed to teach a product development course for seniors in the fashion program. The purpose of this semester-long project aims to create destination wedding dresses for bridesmaids. The online survey is conducted initially using Lamb and Kallal's FEA (functional-expressive-aesthetic) consumer needs model (1992) to determine user needs for the target customers. Bye and Hakala's study (2005) is considered to modify the open-ended questions for destination wedding dresses. Then, the design process proposed by Watkins (1995) is adapted to create bridesmaids' dresses that meet expectations of the target market.

As an industry-like approach to product development, fashion design and merchandising students work in groups comprised of four, and each group develops a line and a prototype of destination wedding dresses for bridesmaids. Throughout the semester, each student group follows the process of developing a storyboard that synthesizes trend research and styling information into the line plan, and fashion design students in each group develop prototype garments of bridesmaids' dresses that meet the needs of target consumers as identified and expressed by online survey participants.

By the end of the semester, a total of 9 groups present their final project in class to a panel of faculty judges. The judges evaluate the projects using the following criteria: research, creativity, quality, teamwork, presentation, and readiness for production. It provides all students an excellent learning experience in terms of a real-world experience in product development, thus increasing the value of their knowledge and the potential for employment by significant wedding dress manufacturers such as David's bridal, J Crew, etc.

References

- Bye, E., & Hakala, L. (2005). Sailing apparel for women: A design development case study. *Clothing and Textiles Research Journal*, 23 (1), 45-55.
- Lamb, J. M. & Kallal, M. J. (1992). A conceptual framework for apparel design. *Clothing and Textiles Research Journal*, 10 (2), 42-47.
- Watkins, S. M. (1995). *Clothing The Portable Environment* (2nd ed.). AMES: Iowa State University.