

## **Fashion Design, A Tool For Entrepreneurship Education For National Development**

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### **ABSTRACT**

According to recent experiences, unemployment has led people, especially young people, to consider entrepreneurship and self-reliance as the only means of surviving, even if they have a background in education. This has led to a shift in focus toward the fashion industry and certain nongovernmental organizations. This means that fashion design will support and function as a skill for Nigeria's entrepreneurship development. The research aims to provide a basic overview of entrepreneurship education and development with a focus on the socio-economic benefits of fashion design as a tool for job creation. Additionally, the study will identify challenges related to fashion design as a skill for entrepreneurship development education. According to the study, fashion designers create jobs rather than seek them out, so picking this skill for entrepreneurship development can help create jobs, lower the unemployment rate in society, and accelerate the growth of a country's economy. Nonetheless, it is recommended that certain authorities should support empowerment initiatives in educational institutions, skill acquisition centers, and other training facilities. Additionally, all levels of government should offer grants and low-interest loans to support the social development of individuals. In the study, secondary data was gathered from several

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sources in the research.

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## INTRODUCTION

Sixty percent of consumer spending goes toward fashion, which is a massive industry with many employed people. Application of marketing is vital in this industry since there are many competitors in the market, creating a competitive climate where winning clients requires aggressive marketing techniques Chatley P. (2011).

In Nigeria and throughout Africa, the fashion business is flourishing. A report released by the Nigerian Bureau of Statistics states that in Q12021, the textile, apparel, and footwear industry employed over 7 million people in Nigeria and contributed 0 point24 percent of the country's GDP. Nigeria, with its largest economy in Africa, offers the fashion industry a sizable market. Nigeria has become a fashion hub in west Africa due to its rich cultural heritage, which is well-known in the nation and has greatly influenced fashion styles and designs.

It's a big business, according to Sodhia M. (2011). It began with a few small entrepreneurs at the turn of the century and is quickly growing into a very large industry today. It accounts for one-sixth of all consumer spending and has a large workforce. It is a year-round profession that is not dependent on the seasons; fashion can be found in every aspect of human endeavor, from popular music to medical care.

In line with U. S BUREAU OF LABOUR STATISTICS (2012), The fashion industry is a global sector that encompasses the design, manufacture, and sale of clothing, shoes, and accessories. It is distinguished by a short product life cycle, variable consumer demand, a wide range of product options, and intricate supply chains.

Furthermore, Chibueze (2010) reports that approximately 60 million young people worldwide are looking for work but are unable to find any; youth unemployment is almost three times higher than that of adult unemployment, and 8% of young unemployed people reside in developing or growing economies. Every developing nation on the planet is seeing an annual increase in unemployment of more than 15%. Numerous nations, Nigeria foremost among them, are grappling with enhancing their economic expansion to accommodate the influx of young workers into the labor force each year. Having a successful career is also important to everyone, and generating employment opportunities is essential for many resilient and industrious "fashion entrepreneurs". Nigeria is a nation rich in material and

human resources, providing an ideal environment for investment and business growth. It's believed that the current state of economic unrest in Nigeria has its roots in the issue of unemployment, which forces recent graduates to troll the streets in quest of employment.

The following are some career opportunities in fashion design that will lead to the development of entrepreneurship education.

It is impossible to enumerate every employment opportunity in the fashion industry, Milson (2023), Working as an apparel designer, textile designer, accessories designer, costume designer, pattern maker/drafter, production manager, computer-aided design (CAD) designer, fashion stylist, interior designer, fashion journalist, graphic designer, fashion illustrator, fine artist, fashion forecaster, fashion photographer, fashion blogger, fashion modeling, event planner, wardrobe designer, and many other roles.

### **SIGNIFICANCE OF THE STUDY/RESEARCH**

The Nigerian Bureau of Statistics reported that in the first quarter of 2021, the country's unemployment rate was approximately 33.3%. Chibueze (2010) also stated that approximately 60 million people were looking for work but were unable to find any. These figures make the country's unemployment rate extremely important. One of the most important instruments for enhancing society's capacity to produce self-sufficient, self-reliant, and job-sustaining individuals is entrepreneurship.

Since fashion design industry is one of the most functional industry in the whole world that creates job opportunities and employed the individuals to contribute to national development.

Fashion design is a tool for entrepreneurship education, and this study clearly highlights this for the benefit of national development. The National Directorate of Employment (N.D.E.), with other ministries, governmental and non-governmental organizations, and other parastatals in charge of creating jobs, will find great value and benefit from this paper, which will serve as a rich source of reference for researchers and individuals considering possible careers in fashion design. B. G and UNESCO (United Nations Educational Scientific and Cultural Organization).

### **AIMS OF THE STUDY**

The study's main goal was to draw attention to the professions, roles, and opportunities that fashion design offers for advancing and developing entrepreneurship education at the local and national levels.

It determines how the socioeconomic system is developing.

The functions of entrepreneurship and fashion design education. reduction of poverty,

Acquisition of employment opportunities within the nation, and development of self-reliance.

## **LITERATURE REVIEWS**

These are the study's associated subheadings and concepts from literature reviews.

## **FASHION**

Fashion is a widely accepted tradition. While it is sometimes mistakenly understood to mean clothing, fashion is actually far more nuanced and significant. It can be defined in a variety of ways and has multiple meanings for different individuals. Nearly every facet of human behavior is encompassed by the broad definition of fashion. A few quotes regarding fashion are as follows: "Fashion is cultural technology designed to fit particular places" Craik, (1994). In other way, fashion is change (Wilson, 1985). According to Benjamin (2003), fashion is the new everywhere.

Fashion is a general mechanism, logic, or ideology that is applicable to clothing among other things Svendsen, (2006). According to Merriam-Webster (2013), fashion is a particular kind of social change, usage, or style. We can sum up fashion as follows from the quotes above: fashion is an intangible force that manifests itself in tangible products; it represents newness in comparison to previous fashion products; it is adopted by a group of people; it is a reflection of society and culture; it is the process by which things are made; to fashion something is to make it in a specific form. It is a way of doing things, a style.

## **DESIGN**

Design is the process of organizing or putting creative ideas on paper, or in any three-dimensional format. It is "put together with the same goal or intention in mind. Design as an organized field is a modern concept; it is the study and practice of how people, or "users," interact with their built environment while taking societal, cultural, contextual, functional, and aesthetic factors into account.

## **FASHION DESIGN**

Fashion design is the art of incorporating design, architecture, craftsmanship, and natural beauty into clothing and its accessories. Time and place have altered it, and culture and other trends have an effect as well. The creation of gowns, suits, slacks, skirts, and accessories like purses and shoes is the responsibility of a fashion designer. The person in question might have multiple careers in these areas, or they might specialize in designing clothing, accessories, or jewelry. Wikipedia 2024.

## **ENTREPRENEUR**

The word "entrepreneur" was first used to refer to military expedition commanders in French at the start of the 16th century. Later on, other kinds of adventures were included in the term is an organizer who integrates multiple production factors; he creates a product of social value and sells it on the market, earning money from the suppliers of capital, labor, and land J. B. is someone who looks for change and launches an enterprise in response. Adam Smith defined an entrepreneur as "someone who establishes an organization for commercial purposes by identifying the potential demand for goods and services and, in doing so, acting as an economic agent and transforming supply and demand".

## **ENTREPRENEURSHIP**

This is a simple way of putting all the actions an entrepreneur takes to start a business and bring his ideas to life. To finish a project successfully and with a manageable level of risk, it also entails the fusion of money, technology, and human talent. Another way to define entrepreneurship is as an inventive and creative reaction to the surroundings. These kinds of reactions can occur in any area of social endeavor, including business, agriculture, social work, and education.

## **ENTERPRENUERSHIP EDUCATION**

The goal of entrepreneurship education is to give students the information, abilities, and drive necessary to support successful entrepreneurship in a range of contexts.

Different forms of entrepreneurship education are available at every educational level, ranging from graduate university programs to elementary or secondary schools.

Whereas management education is concentrated on how to run already-existing hierarchies, entrepreneurship education focuses on developing abilities or qualities that allow the realization of

opportunity. The goal of both strategies is to produce some sort of "profit," which can be demonstrated in government or non-profit organizations by raising revenue, cutting expenses, or improving customer, citizen, or client responsiveness.

## **IMPORTANCE OF ENTREPRENEURSHIP TO SOCIO-ECONOMIC DEVELOPMENT**

Entrepreneurs and economic advancement have always gone hand in hand. Everything that society currently takes pleasure in as a gift of civilization, such as food, clothing, shelter, transportation, and entertainment. Are the contributions made by certain businesspeople in various parts of the world at different time. An entrepreneur is known as "Udyami" in our ancient literature, where they are regarded as the "spark" or "starting point" of human civilization. In reality, the golden age of Indian history was a time of unparalleled entrepreneurial achievement in all spheres of society, including the arts, sciences, and wealth.

Meanwhile, the fashion industry presents opportunities for the creation of value chains that include raw material procurement, manufacturing, shipping, and retail. The fashion industry, by showcasing African and Nigerian designs to a global audience and generating foreign exchange for the country, offers export opportunities in addition to encouraging social and environmental responsibility through the use of ethical production methods, sustainable materials, and fair trade practices.

## **CAREER OPPORTUNITIES IN FASHION DESIGN FOR ENTREPRENEURSHIP DEVELOPMENT**

The following are some fashion design careers that will advance the field of entrepreneurship education.

According to Milson (2023), it's impossible to list every job opportunities available in the fashion industry. As a fashion designer (Apparel Industry), Textile Designer, Accessories Designer, Costume Designer, Pattern maker/drafter, Production manager, CAD designer, Fashion stylist, Interior designer, Fashion journalism, Graphic designer, Fashion illustrator, Fine artist, Fashion forecaster, Fashion photographer, Fashion blogger, Fashion modelling, Event planner, Wardrobe designer and many more.

## **ECONOMIC OVERVIEW**

Due to socioeconomic issues like unemployment, young people in Nigeria are becoming more and more involved in criminal activities like armed robberies, prostitution, kidnapping, fraud, and other white-collar and blue-collar crimes. With the support of macroeconomic policies and initial structural reforms, Nigeria's economy grew broadly and steadily between 2000 and 2014, averaging more than 7% annually. However, between 2015 and 2022, growth rates declined and GDP per capita flattened. These trends were caused by distortions in monetary and exchange rate policy, rising fiscal deficits as a result of reduced oil production and an expensive fuel subsidy program, an increase in trade protectionism, and external shocks like the virus that spread throughout the world. Millions of Nigerians are living in poverty as a result of the country's chronic inflation, which reached a 17-year high of 25.8 percent in August 2023 due to weak economic fundamentals.

In May 2023, the nation underwent a transition in governance, placing it in a precarious position and offering a rare chance to resume a path toward inclusive and sustainable growth. Aware that a course correction was necessary, the new government eliminated the gasoline subsidy and greatly liberalized the exchange rate as part of its major reforms to reestablish macroeconomic stability. It is anticipated that these changes will start to ease fiscal pressures and undo the major macroeconomic distortions that previously prevented growth, provided that oil prices stay above historical averages globally.

Between 2023 and 2025, the economy is predicted to expand by 3.4% on average. This growth will be attributed to the implemented reforms, a rebound in the services and agricultural sectors, and eventually more room for government development spending. Consistent efforts to achieve fiscal and monetary policy consolidation, lessen insecurity, bolster public services, and enhance trade and business environment could increase investments and productivity and put Nigeria back on a high growth path if the reform momentum is maintained. However, there are significant downside risks to the outlook, such as the potential for the reform drive to stall or reverse, for regional and domestic instability, and for the effects of climate change.

## **DEVELOPMENT CHALLENGES**

Nigeria provides its citizens with limited opportunities, even though it has the largest population and economy in Africa. The 7th lowest human capital index in the world predicted that a Nigerian born in 2020 would be 36% less productive as a worker than they could have been if they had full access to

health and education. The 3.5 million Nigerians who join the labor force each year are unable to find jobs, and many decide to leave their country in pursuit of better opportunities due to a lack of entrepreneurial opportunities. An estimated 84 million Nigerians are estimated to be below the poverty line, making them the second-largest impoverished population in the world after India. The country's poverty rate is predicted to reach 37 percent in 2023. Geographic inequality is still very much present, with Nigeria's best-performing regions performing on par with upper middle-income nations while its worst-performing states perform worse than the average for low-income nations. In most of Nigeria, there is a lack of state capacity, poor service delivery, high rates of violence and insecurity. Access to electricity is restricted by wide infrastructure gaps, which also impede domestic economic integration and the nation's ability to capitalize on its substantial market share.

New social contract for Nigeria's development can be ushered in with the help of recent reforms? Structural changes and the restoration of economic growth can only be achieved by fortifying macroeconomic fundamentals. An improved State with greater resources and efficacy that offers public goods, efficient public services, and a favorable business climate for the private sector to thrive and generate more high-quality jobs for Nigerians could replace the current low social and economic equilibrium.

## **CONCLUSION/RECOMMENDATION**

Entrepreneurship plays a significant role in the economic and social development of many nations. It also has an impact on a variety of other areas, including innovation, job creation, career alternatives, and many more. This study clearly outlined the careers and opportunities that will lead to the development of entrepreneurship education. Through the expansion of trade, commerce, industry, and vocational education in the nation, these would bring about change and drive civilization's development. Additionally, it is recommended that the government review the subjects and courses that students are offered at different educational levels, requiring or offering optional fashion-related careers. Governments, non-governmental organizations, and agencies should provide grants or soft loans to people at all educational levels in order to foster the growth of fashion design as a means of entrepreneurship education in any nation where unemployment is an issue. This also applies to illiterate people who choose to pursue careers in fashion design.

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