

Opinion

*by Assoc. Prof. Ralitsa Stefanova, PhD for the dissertation work
of the candidate for the educational and scientific degree PhD
Ariana Gjoni*

Ariana Gjoni presents a dissertation on the topic *The role of Design and Aesthetics in Determining Fashion Styles* for the defense of the educational and scientific degree PhD. Scientific supervisor is Prof. Elena Todorova, PhD. The dissertation contains: introduction, six chapters, conclusion, bibliography, appendices, scientific contributions with a total volume of 124 pages, a total of 22 images supporting the theoretical research are included.

The abstract corresponds to the content of the dissertation work. There are two publications on the subject of the dissertation. Gjoni's interests are related to fashion styles, to the analysis of costume in different eras. The subject of the dissertation is a study of styles in clothing within the framework of contemporary interdisciplinary theories of design and aesthetics.

The dissertation is clearly structured as a content and the titles of individual chapters legibly define the direction of research. In the introduction, Ariana Gjoni stresses on design being a powerful tool that influences the formation of new styles and changes clothing, making it appropriate for the times and the environment.

The dissertation follows the approach of historical research, along with literature analysis, as well as analysis of works that visualize the considered works and products. Worldwide examples of the work of fashion designers whose work contribute to the understanding and enrichment of the dissertation are given, and contextualise Gjoni's theoretical and practical work.

The relevance of the topic is based on the relationship between fashion design and everyday style. It was dictated by the need, especially in Kosovo, to synthesize the issues related to fashion styles, which would support the creation, development and evolution of design styles in the future.

The research thesis is based on the need to study design and aesthetics in the context of fashion design. The objectives of the current dissertation work are to analyze the essential elements of style formation through design, the dressing styles of fashion icons and to explore the artistic originality, technical differentiation, as well as the format specifications of the design projects of famous designers. It tries to answer the questions: Is there a connection between design, product and fashion style? Is there a connection between the aesthetic aspect of the product and the fashion style? How do design and aesthetics influence defining style?

The dissertation is useful because it presents a rich theoretical, collecting and analytically covered material. The importance of the topic is based on the fact that it is topical and addresses a current issue related to branding. It is significant as it is the first theoretical study of the history of costume and fashion in Kosovo.

This is also one of the contributions of the dissertation. An attempt is made to identify the more significant changes in fashion and their influence on the future development of fashion as an art and as an industry. Another contribution of the dissertation work is the inclusion of two work methods, one of which is related to the practical activities in the realization of fashion products, and the other gives the opportunity to apply the methods of theoretical training in finding conceptual solutions for the design of clothes.

In conclusion, it can be reasonably said that before us is a work containing significant factuality, which is correct and valuable as a scientific interpretation. Therefore, I strongly suggest to the esteemed scientific jury to give Ariana Gjoni the educational and scientific degree PhD.

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