

REPORT

**By Prof. Dr. Anna Ilcheva Tzolovska, Sofia University "St. Kliment Ohridski" -
A professor in professional direction 8.2. Fine Arts,
On a procedure of acquiring the educational and scientific degree of „Doctor” on
8.2. Fine Arts**

at

NEW BULGARIAN UNIVERSITY

MASTER FACULTY

Department „Design” Doctor

Program „Design”

Candidate: **Ariana Gjoni**

The theme: **THE ROLE OF DESIGN AND AESTHETICS ON
DEFINING FASHION STYLES**

General notes on the dissertation

The dissertation work thus presented consists of: introduction, six chapters, conclusion, bibliography, annexes, scientific contributions amounting to 124 pages. The work comprises also 22 figures supporting the theoretical research.

The title of the dissertation responds to its contents. The individual chapters systematically disclose the subject of analysis, they discuss the author's theses and defend them with the relevant theoretical and practical examples. The theses and tasks as formulated in the introduction to the dissertation work refer to the subject of investigation. They are clear and concrete.

Purpose of research

The basic purpose of this dissertation is to differentiate and present in a synthesized

manner the issues to do with fashion styles within their time, and to follow their development. Of peculiar interest for the author and for the reader are the moments of discussing the esthetic problems of the processes of creation, evolution and establishing of a particular designer's style. An accent is set on the costume analysis in various epochs, making connections and looking for reasons in the historic reality, on whose background, and for its essence, the basic changes in the development of costume occur, according to the research. Thus special attention is drawn to the fashion icons who basically change trends and leave a clear author's imprint. The candidate is noticeably interested in designers creating original, trend-setting images, based on clear and convincing concepts. In her dissertation she exposes and analyses their activity and achievements. The work of the candidate is dedicated to „fashion design“ as a very essential part of design in general, as well as to the fact that it reflects the historic development of humanity in a certain cultural tradition, individual and group thinking and the reaction to „reality and its questions“, through the esthetic reaction of the artist creating meaningful works of art.

The author's opinion in the dissertation is well motivated and defended.

Relevance and importance of the problem in scientific and scientific-practical aspect

This dissertation work is presented as a consecutive documentation referring to fashion design. The candidate's thesis is based on the idea that the present day is “A world dominated by design”, and that this is a conscious reality. She also points out that there are no such researches in Kosovo's professional literature and with her own research, personal experience and work on the problems of fashion design, she hopes to reduce this deficit. In this sense, the dissertation is an innovative and necessary reading material for the respective region.

The text could be useful both for students studying textile design and fashion, and for professional textile and fashion designers.

The information selected and presented in the work can be used as reference and be of practical use in the choice of a certain style or kind of design. The material could also be used by those working in the field of scenography. The importance of the dissertation is owed to the fact that this topic is up-to-date and problematic, and it has never been presented in Kosovo so far. Its importance lies in the research done and the conclusions and designer solutions based thereof.

Theoretical model and research methods

The research is structured in three parts:

- analysis of history of costume and the styles in the relevant field
- research of designers' styles and approaches
- a personal designing project.

The research works have been made and presented in a logical order convincingly defending the conclusions of the dissertation.

Three methods of research have been applied for the purposes of the dissertation:

1. Critical and analytical method with regard to the literature used.
2. Research on individual designer practices.
3. Method of assessment.

The visual material is sufficient, convincing and well chosen. The fashion design examples have been studied in the context of esthetics, ideas, as well as in their cultural and social aspect.

Authenticity of the material, originality of solutions

The dissertation work was made independently by the candidate, based on her serious interest in the sphere of fashion design, as well as on her strong and highly commendable feeling of responsibility to this matter and to those who are interested in it. This dissertation is in fact the first professional research on the history of costume and of fashion design for Kosovo. In it an attempt is made to describe some of fashion's major changes and their impact on the future development of fashion design as art and as industry.

An important practical contribution to the research is the presentation of Ariana Gjoni's collection for women.

Publications

The candidate has presented publications on the dissertation topic, covering the requirements with regard to number and contents, demonstrating author's lasting interest in the theme under research.

Scientific contributions

Ariana Gjoni's scientific contributions are irrefutable and perfectly presented by her in her abstract.

My only remark concerns some problems of language and style which are quite understandable as the dissertation is not in the author's native language. This is why I recommend, if this work is to be published, no matter in what language (and there are quite serious reasons to publish it) to undergo some editorial intervention.

Conclusion and proposition: My assessment of the dissertation work, the abstract, the scientific publications and the scientific contributions of Ariana Gjoni is POSITIVE.

The dissertation work thus presented conforms to the requirements. The results achieved give me sufficient reason to propose that the educational and scientific doctor's degree be conferred to **Ariana Gjoni on 8.2 Fine Arts.**



The report was prepared by:

Prof. Dr. Ana Tzolovska

