

## REPORT

Following the procedure of acquiring the educational and scientific degree of

„Doctor“

Scientific field 8.2 „Fine Arts”

Theme: THE ROLE OF DESIGN AND ESTHETICS IN DEFINING FASHION STYLES

by Ariana Gjoni,

a doctor's candidate at the DESIGN Dept. NBU

Dissertation supervisor: Prof. Dr. Elena Todorova

By Prof. Dr. Bissera Valeva, SU „Sv. Kliment Ohridski“

1. The dissertation work by Ariana Gjoni, presented for a report, consists of following parts: an introduction, six chapters, conclusion, bibliography, annexes, scientific contributions. 22 figures have been included illustrating the author's thesis in chapters 3 and 4. To serve better purposes, they are presented as an integral part of the paper body. The total volume of the work is 124 pages. The bibliography comprises 145 sources – basic titles and Internet sites.

The materials presented by Ariana Gjoni for acquiring the educational and scientific Doctor degree correspond to the minimal national requirements and cover the NBU requirements. The candidate has the necessary number of points on all index groups according to the table of minimum requirements to scientific, lecturing and/or creative work of candidates in professional direction 8. Arts, 8.2. Fine Arts, according to the law and the requirements of New Bulgarian University.

2. The subject of research, the tasks and the research theses are concrete and stated in the introduction. The dissertation is mainly dedicated to fashion design and the phenomenon Fashion, as an element and an integral part of design. The work of the candidate is of regional importance due to the fact that the theme is new of such research in Kosovo.

3. Ariana Gjoni's subject of research interest is the correlation design - esthetics, and its consequence – the emergence of certain fashion styles. Her research both as a theoretician and as a working designer naturally deals with the scientific apparatus of contemporary inter-disciplinary



theories of design and esthetics. She accentuates on the subject side of apparel and its variability under the impact of a certain socio-cultural medium, finding a specific author's research segment in the theme of fashion design – a theme that is being perused in detail lately. In the context of her researches the candidate formulates the notion that „design and esthetics are the main factors affecting fashion products“, because, according to her, the originality of the designed products connected to certain esthetic parameters, differentiate fashion styles. Ariana Gjoni confidently draws her researcher's conclusions that design and esthetics in fashion are the main factors of styles' formation.

4. An interesting accent and subject of Ariana Gjoni's research focal point is Chapter IV – *Designer practices*, focused on various designer practices such as those of Yodji Yamamoto and Rick Owens. The candidate's text virtues are the angles to Yamamoto's anti-esthetics and black color, or the process of interpretation of various fashion practices conceptualized by Owens. The candidate accentuates on different contemporary challenges provoking new technologies, thence differences in design connected to new socio-spaces. The chapter is structured according to the examples presented, as well as the fashion trends with regard to the social environment and the arts from the 1970es to this day. The examples illustrating parts of the text generally base on the tradition broken through the prism of technologies. The candidate accentuates on trends and practices based on identity through deconstructions and draping tradition interpretation. The author successfully arguments her thesis in connection with these elements. She notes that for the Japanese designer Yamamoto „the fabric is everything and its importance is felt from the beginning to the end. From determining the exact balance between the warp and the weft of textiles and the perfect color, to the number of washes needed to achieve equilibrium between the new and the old“ (p. 90).

Interesting are also the examples from her personal creative work from pages 97 to 102, to do with her own project – a ladies' collection named „Resilience“. Her apparel exhibition is made of natural wools fabrics - *zhgun* and *felt*, made with a special draping technique. Ariana Gjoni relies on layering memories and technology, emotion and construction,, in order to create a fashion collection of sculptured works based and preserved through nostalgia because, according to her, fabrics, materials and techniques used in making clothes are the ones strongly preserving the traditions of a certain culture.



5. The work's contributions, both theoretical-practical and scientific - investigative, are enumerated on page 149. They represent the research sequence in the candidate's work for generalizing and proving her work's thesis.

A substantial result of the research is the contribution of applying an original author's approach of studying apparel as an element of economic and social life, as well as according to the specifics of individual designer practices.

An important contribution is also the one in Point 7. There the candidate systematizes the opportunities of developing fashion design, as well as the conditions that can make this development successful. She achieves this through systemic analysis of economic, technological and social conditions of development being a factor of its realization.

A basic contribution of the research, beside the theory of fashion design, of course, is the presentation of Ariana Gjoni's author collection of ladies' outerwear.

6. The candidate is not limited only to the theoretical and research field of her interest; she also demonstrates in practice the possibilities of methods and esthetic principles forming higher artistic taste. The basic methods applied in the research are the historic and formal analysis, but she also applies a critical-analytical method in researching the literature on the theme. In Chapter IV, beside the methods mentioned, Ariana Gjoni also applies observation and analysis in each individual case, with an accent on the visual material.

The conclusions and the theoretical formulations, having in mind the specifics of various design professions, would be of use in the academic studies of university students, learning arts, as well as history and theory of arts.

7. Through her publications – articles and studies in specialized symposia such as:



*Ariana Gjoni, Design: Aesthetics as a Promoter of Selling Products in Kosovo Open Journal of Business and Management, 2021, 9, 1104-1120*<https://www.scirp.org/journal/ojbm> ISSN Online: 2329-3292; ISSN Print: 2329-3284;

*Ariana Gjoni, The Impact of Covid-19 on the Creations of Fashion Designers, Arts and Design Studies* [www.iiste.org](http://www.iiste.org), ISSN 2224-6061 (Paper) ISSN 2225-059X (Online) Vol.92, 2021; the results of the dissertation have been sufficiently made public among experts in the field.

8. The dissertation abstract is correctly made and in principle reflects all main ideas of the whole work.

9. The recommendations concerning any future development of the work are made with regard to structure and to content.

A better balance is needed in the volume distribution among individual chapters; a text volume increase is necessary for the introduction and the conclusion. With regard to structure the chapters can be reduced to three, and introduction and conclusion could be independent.

It is not necessary for the contributions to form an individual chapter. The bibliography should be ordered as per academic requirements – following an alphabetical order. For easier work with the text it is necessary to state the page numbers in the contents. In some places there are certain technical omissions.

These remarks do not undermine the work of the candidate; they are aimed at the better future realization of the work.

## 10. Conclusion

Based on the theoretical and practical applicable results, based on the visual examples attached to the work THE ROLE OF DESIGN AND ESTHETICS IN DEFINING FASHION STYLES, as well as my assessment of the candidate's scientific publications, I have reason to consider this work as having the necessary qualities of a dissertation and I propose to the scientific jury to award Ariana Gjoni with the educational and scientific degree of doctor.



Образец за структура на становище на научен труд за придобиване на образователната и научна степен „доктор“ и научната степен „доктор на науките“ в НБУ

Приложение 5 към Наредба за развитието на академичния състав на НБУ

Signed:

Prof. Dr. Bistra Valeva

11.04.2023