

Review

Of a Dissertation for the award of educational and scientific degree "DOCTOR"

Professional field 8.2 "Fine Arts"

Program "Fashion"/ Department "Design"

Patternmaking and draping in fashion design

by Milena Ivanova Nacheva,

Reviewer: Prof. Maria Blazheva, PhD

By order №Z-PK-173/29.03.2024 of Professor D. Sc. Plamen Doynov - Rector of New Bulgarian University, for appointment of a Scientific Jury for the defense of the dissertation for the award of the educational and scientific degree "Ph.D." of Milena Ivanova Nacheva regular Ph.D. student in the doctoral program "Fashion" at the Department "Design", professional field 8.2. Theme: "Patternmaking and draping in fashion design", with scientific supervisor Prof. Dr. Emilia Panayotova, PhD, I am appointed as a reviewer.

Subject: submitted dissertation for the scientific degree "Doctor" in the field of higher education in the professional field: 8.2 "Fine Arts" - NBU

Author: Milena Nacheva is a full-time PhD student in the doctoral program "Design" at the department "Design", professional field 8.2 - NBU

Theme: **Patternmaking and draping in fashion design**

Scientific supervisor: Prof. Dr. Emilia Panayotova, PhD

The review was prepared in accordance with the Academic Staff Development Act of the Republic of Bulgaria, the Regulations for the Implementation of this Act and the Regulation for the Development of Academic Staff at the NBU.

1. Significance of the research problem in scientific and applied terms.

The choice of the topic "**Patternmaking and draping in fashion design**" is particularly significant both in theoretical and practical terms. In this sense, the chosen research problem is directly related to the limited theoretical framework of the research. The research work is characterized by analyzing and investigating the fashion design processes as a set of multiple steps whose final goal is the fashion product. The dissertation is the first theoretical study in Bulgaria focusing on patternmaking as part of the creative process. The thesis traces: an overview of the relationship between the act of creating a fashion collection, the stages in the process, the construction of the garment and the comparative analysis of different systems in the patternmaking for the garment. Exploring the matter in depth already in the introduction to the dissertation, Nacheva formulates, the overall perception of the subject from the shape, silhouette, volume, elements and details, to the pattern as part of the design that transforms the

idea from a two-dimensional visualization into a three-dimensional product. "The construction is the physical carrier of the garment". The author systematizes his work in several summarized thematic areas: fashion collection - design process; flat cut in fashion design; draping - moulage; from idea to construction - creative process; popular patternmaking systems - comparison; evolution of construction. The main patternmaking systems are discussed in turn. Attention is drawn to the fact that construction is a component of common analyses and characteristics in a large group, the typologically defined environment on the basis of which the different systems are created is explored, as well as the individual approach in draping - moulage. "*The basic block construction is the foundation on which the design idea is built and any error in the foundation is transferred to the subsequent cut.*" Emphasis is placed on approaches and methods for analysis, conceptualization and comparison. The thesis examines patternmaking as an ability to turn the garment into a "physical carrier". This defines the thesis in both theoretical and practical-applied aspects. Based on the research, Nacheva felt the need to theoretically clarify the issues and search for practical application in the patternmaking of good design. The logic of the main thesis is developed and followed by the author.

2. Accurately formulated aims and objectives of the dissertation.

The dissertation develops and analyzes the relationships between: the construction of the garment and the fashion idea - the aesthetic aspect of the product and its realization; the importance of construction in the fashion business in the creation of a fashion product; explores the different aspects of patternmaking and draping. The aim of this thesis is to prove the following statements: to provide a holistic view of the design process; to identify the complex role of patternmaking and draping; to make an analytical comparison in patternmaking systems by examining in detail two of the most popular of them; to propose a new method of developing a basic construction; to examine different approaches in the creative process that designers can apply. The purpose of the study is clearly and specifically stated, as is the overview provided. The main aim advocated in the research relates to the role of the fashion idea and garment construction directly influencing the definition and creation of the garment; the research also traces the evolution of design in a fashion collection, which in this case is through the evolution of construction. The object, the subject and the main thesis of the study are defined correctly in the introduction. The main objective and sub-objectives are formulated precisely and clearly. Their implementation is well reported in the conclusion. Current methods and tools for a successful strategy for the role of the patternmaker which is key to a good fashion product, are systematized. In the range between theory and practice, Nacheva consciously attempts to use talent and professional experience. It should be noted that as a result of the work on the topic, the set goal and objectives have been met.

3. Degree of knowledge of the state of the problem and relevance of the literature used.

Nacheva is familiar with the problem and the scientific apparatus in the area under study. Properly used, no logical contradictions and assertions were noticed. The achievements in the scientific literature in the field of fashion design are presented comprehensively and in a broad overview. The whole exposition and the specific review of the scientific literature show a good knowledge of the current state of theory and practice of the studied problem. Necessary and

sufficient scholarly literature is reviewed that is consistent with the research objectives and modern research on the problem. The author's opinion and critical scientific thinking clearly stand out. A rich conceptual apparatus is used, indicating an in-depth knowledge of the literature. A fluent handling of scientific terminology is evident in the scholarly style. A large amount of information is processed, analyzed, summarized and evaluated with correctness. In conclusion, it can be summarized that the dissertation shows knowledge of the research problem and personal stance on the topic.

4. Correctness in citing a representative number of authors.

A necessary and sufficient number of authorities and authors are cited correctly. No incorrect citation of references is noted in the dissertation.

5. Presence of a grounded and developed theoretical model of the research.

The dissertation work includes two methodologies of work, one of which is related to practical activities in the realization of fashion products, and the other methodology enables the application of the methods of theoretical training in finding conceptual solutions for the construction of clothing in design. The approach used is comparative analysis, which is based on data that traces the dynamics between the two construction systems. The analysis considers the importance of the problem in context; pointing out the relationships between the systems of construction on the one hand and the fashion idea on the other. The relationship between the aesthetic aspect of the product and its realization is found. The research model is related both to the content characteristics and the set parameters of the theoretical-applied framework indicated by the author in the first chapter of the dissertation, and to the research methodology - the systematization of the methods used for their study, ascertainment and analysis of the data, which are presented in the dissertation:

- *Study of various literary and online sources - books, textbooks, scientific publications, journalistic articles on fashion, which deal partially or largely with the problem under study.*
- *The methods of work in the field of the considered problem of different organizations, fashion brands, independent designers and fashion design platforms are studied and analyzed.*
- *Analysis and comparison are made in several aspects of the problem under consideration, based on data, texts and images as well as practical trials of design techniques from established construction systems.*
- *Deduction and induction are made from the information obtained by the methods listed so far, based on the data and results obtained.*

6. Compatibility of the chosen methodology and research methodology with the stated aim and objectives of the dissertation.

The research is mainly based on methods such as: analysis and synthesis, and generalization:

- Critical-analytical method of relevant literature;

- Study of individual systems in garment patternmaking that define and support contemporary design practices;
- The evaluation method.

Research methods - The research methods used are contemporary. The methodology used is aligned with the nature of the subject and the research objectives. For this purpose, an original combination of clear criteria and indicators, grounded in contemporary theoretical models, has been constructed. Through the study and analysis of the scientific literature on the subject, as well as best practices from around the world, the role of patternmaking in clothing, the concept and development of the individual systems in the dissertation is clarified. The author has used two approaches in the research, which have been developed to be linked in a logical order to reflect each other in the most appropriate way in the conclusions of the dissertation.

7. Presence of own input in the collecting and analyzing of empirical data.

The author used a bibliography of over 100 sources, over 15 scientific publications, and numerous online sources. Volume: 178 pages and 69 figures to support the exposition. An enormous amount of research work has been carried out, as evidenced by the number of bibliographic appendices, thanks to which the work draws relevant conclusions and analyses. Numerous diagrams, tables, drawings and photographs have been made to the work to illustrate the research. I believe that the collection and analysis of empirical data was carried out by Milena Nacheva with precision, accuracy, criticality and reliability.

8. Description of contributions:

8.1. A brief description of the nature and assessment of the reliability of the material on which the contributions of the thesis are built.

The dissertation has theoretical and practical contributions. It provides a real insight and a scientifically grounded concept of the complex and highly dynamic process in the field of realization in the final version of the fashion product. I find as a significant contribution the PhD's precise systematization in: the detailed analysis of the two patternmaking systems/ the application of different techniques/; the patternmaking as the main factor and driving force in the creative act and the finished look of the fashion design.

The presence of professional experience underpins the own contribution in the collecting and analyzing of empirical data. The dissertation is saturated with rich information in terms of the research conducted. The topic is relevant and can be considered as a contribution to the design in the fashion industry.

8.2. Description of the candidate's contributions and their classification.

The attached statement of contributions in the dissertation correctly reflects the results achieved by doctoral student Milena Nacheva.

The contributions of the dissertation:

- *This is the first theoretical study in Bulgaria focusing on patternmaking process as an active participant in the creative process and generator of ideas. I cannot claim that there are none worldwide, but my research so far has found none.*
- *The study provides an extensive analysis of the role of patternmaking in the fashion business and fashion product development, explores various aspects of patternmaking and draping and provides new insights into the complexity of their application.*
- *For the first time, construction is examined as a component of design, not just as a carrier of the idea.*
- *The study also traces the evolution of construction in the context of the evolution of design in a fashion collection.*
- *For the first time, an in-depth comparative analysis of two popular patternmaking systems - M. Müller & Sohn and ESMOD is made*
- *The study proposes a new, easier to understand and execute method for drafting a women's corsage that does not claim to be original, but is a combination of the advantages of the two studied methods with their disadvantages eliminated.*
- *The study includes adapted by the author size-chart, with dimensions corresponding to French standards, but also containing all the measurements needed to build both Müller and ESMOD constructions, as well the author's adapted method for developing a women's corsage.*
- *The research can contribute to rethinking teaching practices in Bulgaria in the direction of encouraging students to master their skills in the field of patternmaking and draping in order to apply them skillfully in the creative process.*
- *Practical application of the research is already taking place in the patternmaking courses at New Bulgarian University, where I have been a lecturer for 7 years. This approach encourages students to experiment with complex methods of patternmaking, to apply draping to their practice and to experiment with different techniques. In this sense, the research can also serve as a methodological basis for creating classes, workshops and masterclasses entirely focused on experimenting with mixed media and complex patternmaking techniques.*

One publication in peer-reviewed journal is presented in the defense materials:

Publication of the author:

Nacheva, M. (2018). Comparative analysis of street fashion style in two major fashion capitals - Paris and Berlin. Journal of Language and Publicity of the Department of Philosophy and Sociology, Third Doctoral Issue", CN.8, ISSN 2367-5756, ISSN 3/2018, pp. 79-93. Sofia: New Bulgarian University

Personal qualities of the author (if the reviewer knows her).

I don't know Milena Nacheva, but I am very impressed with her dissertation. For the first time the two leading patternmaking systems in fashion design have been so analytically, systematically, circumstantially and very thoroughly examined and compared according to the

nature of the type of sewing process. I believe that the chosen topic is very important and crucial. It has been developed with the necessary research and personal practical experience.

Opinions, recommendations and comments.

The work is well structured, with cleverly chosen chapter titles and their subdivisions; a particularly valuable quality is the specificity of the conclusions. I consider that the thesis has a complete appearance and meets all the requirements. PhD student Milena Nacheva should continue scientific and applied activity in the field of fashion design. Nacheva has also independent, significant creative projects in the field of fashion design:

- Personal design weekend - presentation of fashion collection "Côte d'Azur" at "IVAN ASEN 22- conceptual design platform", June 2019.
- Personal design weekend - presentation of fashion collection "City Hybrid" at "IVAN ASEN 22-conceptual design platform", December 2019.

Conclusion

The dissertation "**Patternmaking and draping in fashion design**" is a topical, independent, significant and extremely thorough research. It has undeniable necessary qualities with the mentioned methods of research. The dissertation fully complies with the mandatory legal requirements of DASRBA and the Regulations for its implementation, as well as the internal regulations of the NBU.

On the basis of the mentioned merits, scientific and scientific-applied contributions, I propose and support the awarding of the educational and scientific degree "PhD" to Milena Nacheva in the Doctoral program in "Design" at the Department of Design, professional field 8.2. Fine Arts.

Date: 20.06.2024

Reviewer: Prof. Maria Blazheva, PhD