

Review

By

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8.2 Fine Art

Nikolay Krasimirov Pachev

DESIGN PROJECT -

MODERN DESIGN TECHNIQUES

IN FASHION

dissertation

for the award of Education and Science Degree Doctor in the

scientific field 8.2 "Fine Arts"

Information about the author

The PhD student Nikolay Pachev has extensive work experience as a fashion designer, fashion editor, stylist and teacher. He works in the fields of fashion and styling, as well as on creating original products.

In the period 1999 – 2003 he studied Fashion Design and obtained a Bachelor degree at

New Bulgarian University

In 2003 – 2004 she specialized at Kunsthochschule Berlin, Germany

He is an artist working in tune with the times. His scientific publications are written with high competence and offer an objective opinion on contemporary fashion design. They are part of his contribution to enriching and educating the modern reader. The PhD student has also extensive experience in established fashion brands in Bulgaria and abroad. Nikolay Pachev has the opportunity to be part of the teams of leading publications in Bulgaria as a fashion editor. He also works as a chief

designer at Fashion Brand for Menswear - Portugal, Art Director NIPPLE 2016 – 2018 Sofia, full-time lecturer at New Bulgarian University.

Nikolai Pachev's work and creative path is not limited to this. The PhD student has extensive experience as a collaborator in leading fashion brands, as well as honours and awards from prestigious competitions and participation in scientific conferences. He is currently a member of the jury of the NBU international competition "IDEA MODA".

Some of his more important projects are:

2023

In Between Things IV

Exhibition of Sarah Burger

Zurich, Switzerland

- Team Member - Digital Printing

2022

HUG

Private show

Identity Fashion, Royal William Yard, Plymouth, UK

2022

Burning

Short film - contemporary dance by Alexandra Spasova

Cinema House, Sofia, Bulgaria

- Art Director

HONOURS AND AWARDS

2007

Nomination for stylist in Pantene Beauty Awards journal, Sofia, Bulgaria

National Competition

2005

Special Innovation Award of Sistema Moda Italia - Mittelmoda, Gorizia, Italy
International Competition

2004

Finalist – Mittelmoda Gorizia, Italy
International Competition

2004

1st Award for Best Designer of Eastern Europe /Special Selection/ - Styl & Kabo
Brno, Czech Republic
International Competition

2003

Top 10 /special selection/ - Fashion Grand Prix International, Berlin, Germany

His work stands out with a strong authorial presence and creativity in the following projects:

HUG – 2022, a fashion collection presented in the UK by Identity Fashion The Chesnut Appel and an experimental video presented for the collection

COPYCAT - 2019, where he worked on styling and costumes for a short fashion film by YO-VO

Graduation show at the MA Fashion and Business Strategies, NBU, Fashion Forecast 2016, as a scientific supervisor and organizer. Following are a number of projects such as:

ABSOLUT MODE - 2011, Absolut Vodka's first collaboration with a fashion designer in Bulgaria

GRETCHEN - 2005, fashion collection with three international awards in Italy

PROTO - 2004, fashion collection, international award in Czech Republic

Significance of the research problem in scientific and applied terms.

In his research work, the author seeks a solution to a global problem related to political-economic, social and cultural factors. The PhD student has excellently

justified the purpose of his research in an extensive study and analysis on the topic of the thesis.

Nikolay Pachev possesses research qualities that successfully serve him at the next stage in the dissertation creation, namely - the formulation of the essence of the research problem and its theoretical and practical significance. The author introduces us to the topic of the dissertation step by step, initially explaining concepts and objectives related to the fashion project and presenting arguments supporting the research thesis.

The PhD student focuses his scientific interest on the factor of sustainability and its growing importance in our modern times. In the introductory text, he adheres to maximum objectivity, referring to the concepts of prominent visionaries in the field of fashion design and philosophy. In support of the dissertation Nikolai Pachev applied John Takara's book "In the Bubble: Designing in the complex world". He looks for solutions to problems of sustainability in unconventional principles of aesthetics and product functionality, such as the ideas of the artists of the German association Deutscher Werkbund, founded in 1907. He searches for the roots of different interpretations of idea sustainability in the context of the socially significant subject. He explores the positions of designer and theorist William Morris, Alexander McQueen, and Victor Papanek.

The PhD student informs us about the state and the overall picture of the contemporary fashion world. Again in search of objectivity, he compares the achievements of leading fashion designers working in the field of sustainable design.

The collected dissertation materials and their systematization, analysis and synthesis represent an extremely valuable contribution to the library of the Bulgarian scientific collection in the field of art and design. The dissertation clarifies and structures the processes that are indispensable in creating a professional fashion collection. The theoretical part of the text offers answers to contemporary problems related to fashion design and industry, with their transformation into scientific and methodological material that represents a valuable contribution to the field of education.

The themes developed in the thesis are of interest for students, teachers and artists developing in the field of fashion design. The dissertation presented here is solidly argued with facts and scientifically based claims. It would contribute immensely not only to enrich the knowledge but also to optimize the practical skills of the reader.

The dissertation has a total length of 220 pages and consists of five chapters, connected and presented in a logical sequence.

The professionally created text can be used as theoretical lecture material in a higher education institution, as well as for setting and developing practical exercises for students. Its rich potential would provide not only a basis for further debate on current issues, but also creative stimulus for the production of new works and professional practices. The dissertation can be applied in any teaching process, as the depth in which specific topics are addressed is a prerequisite for conducting serious and fruitful communication between lecturer and students.

Accurately formulated aims and objectives of the dissertation

The aims and objectives of the dissertation are set out with clarity and with specific point-by-point distinction. Creating a system of techniques to stimulate the creative thinking of the artist and his/her professional development is not an easy task, as it is the main axis to which the logic and consistency in the creation of a portfolio will adhere. To this end, the author outlines 7 main tasks that he sets himself in the process of proving the main scientific thesis and building sustainable principles for developing a design project.

In the **theoretical part** Nikolay Pachev notes the following tasks:

- *To highlight all important principles of classical education and fashion design practices that could represent potential guidelines and working techniques*
- *To discover, discredit and call into question outdated understandings and practices, describing in a reasoned way how and what they are transformed into*
- *To note the methods that are qualitatively affected as theory in Bulgaria and to focus the attention on them*
- *He thoroughly analyses and argues the contemporary techniques that are currently most important in fashion design*
- *To summarize in general – to ground a system for the creative act as sequential actions with specific components, interdependencies, and a plan of action to ground a sustainable idea*

In the creative part:

- *To prove those theoretical theses that appear as components of the design*

- *To argue methodological propositions for an optimally ordered design process. He treats it as a system, he differentiates the purely mathematical part of the fashion collection and analyses the interaction between the individual components.*

In the practical part:

"To adapt to design a system for comprehensive referencing of technical parameters of garments at launch, which meets the standards of the fashion industry with synthesized those technological specifics that are directly relevant to design and should be a design solution"

Degree of knowledge of the state of the problem and consistency of the literature used

The materials collected and analysed prove beyond doubt that the PhD student is thoroughly familiar with the state of the problem and very accurately selects his sources to support the thesis.

Bulgarian literature as well as examples from contemporary social phenomena, conceptual fashion and art are used.

Correctness of citations of a representative number of authors

The bibliography to the dissertation contains 139 titles, including 25 internet sources. All are correctly appended to the text.

The author focuses on the more important monographs for the study: "Модна илюстрация" (Fashion Illustration) by Alexander Gerginov, "Модното прогнозиране в неговия аспект като изкуство" (Fashion Forecasting in its Aspect as Art) by Nikolay Bozhilov, "Устойчиви практики в модата" (Sustainable Practices in Fashion) by Yana Dvoretzka, "Стари техники и нови технологии" (Old Techniques and New Technologies) by Anna Avramova, "Мода и култура в техния социален и маркетингов аспект" (Fashion and Culture in their Social and Marketing Aspect) by Lyubomir Stoykov.

The existence of a substantiated and developed theoretical model of the study

The text is well structured and grounded on thorough research. The arguments are systematized by points and accompanied by a rich empirical apparatus, reinforced by the author's personal professional experience and creative potential.

The work is systematized and coherently developed into three main research frameworks:

First frame - A complete detailed fashion project with a diverse full range of clothing, prepared for a real market

Second framework - It considers fashion primarily as applied art and design and analyses the problem in its optimal practical utility

Third Framework - It presents the creative act as an emotional and artistic process and proposes a system of work and consistent professional decisions that ensure a sustainable process and effective design under different subjective circumstances.

The PhD student presents a variety of materials that can inspire and motivate designers as they provide the necessary information to create the authorial product. Nikolay Pachev develops and proposes a concrete system for building a sustainable project. The result is the production of a topical product, highlighting the creative individuality of the author.

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

The author's methodological strategy is coherent, logical and intriguingly presented in visual, key examples that follow the principles of fashion concept creation in practice. The author's serious and responsible attitude to the research methodology is clearly evident. Nikolay Pachev seeks a real solution to the problem by highlighting the classical practices and analysing which of them are in resonance with the modern times. It traces their transformation in the present in order to chart their projection into the future. It competently examines in detail all the information gathered on the subject, synthesizes it, and offers it to the reader in the form of a well-defined plan to be followed by specialists and teachers in the field. Raising specific issues that directly affect the Fashion Design profession and providing accurate and clear answers is a key to creating a robust assistant in the education field and in the practice.

After setting specific, clear parameters of the creative process necessary for the creation of a professional design project, the PhD student does not fail to expose a very important stage of the design process – the creation of the technical documentation. The last but equally significant chapter of the work is a systematic plan for building a presentation part, including "Design concept" and "Styling concept"

The consistent development and analysis of all the sub-themes related to the main idea of creating a methodological system for building a fashion project are a clear indication that the author approaches the scientific task he sets himself with depth and respect.

The presence of own input in the collection and analysis of empirical research

To prove his theory Nikolai Pachev creates and presents complex images grouped in context. Carefully selected examples such as illustrations, graphics and photographs are presented. Their support with analytical authorial texts are a clear indication of the author's competence to defend the thesis presented in the dissertation. Examples from experimental student projects are included, as well as personal experiences from teaching Fashion and Styling and creating authorial products. Based on solid research on the extensive dissertation topic, PhD student Nikolai Pachev applied 60 complex images to the theoretical and cultural research, included in the following components of the scientific work: "Moodboard", "Muse", "Contemporary Cultures and Social Phenomena", "Art Design and Fashion - Contemporary Currents and Forms", "Historical Influences in Fashion", "Old Techniques and New Technologies", "Exploring Trends".

The theoretical model of the study is solidly supported not only through the detailed study of the existing literature, but also through interviews initiated by the PhD student. These consultations clarify the models for creating technical packages for production and are made with specific specialists in the relevant field of garment construction and technology. Through these, he assists in the process of creating a system for referencing technical parameters for garment production that are adapted to the design.

For topics in the broader cultural context, again, the opinion of specialists in the field of sustainable fashion, journalism and art is sought, which further enables the formation of an expert opinion on these topics. The author laid the foundations for the creation of a vocabulary of English terms and concepts of professional fashion missing in the Bulgarian glossary, quoting interpretations from professional sources.

An appendix to the dissertation is available in the form of a video of a creative project presentation – a short clip with a strong authorial presence and contemporary sound.

All the reviewed materials of the dissertation and the author's achievements prove the undoubted authoritative presence of the PhD student in the cultural life of Bulgaria and abroad. This experience is even more valuable when the PhD student can share it with the young artists who are studying Fashion at NBU. His complex knowledge and skills are collected and summarized in the dissertation and the correct scientometric table he presents. The articles he has published in the magazine EDNO since 2009 and in the magazine EGO since 2007, as well as his scientific reports, prove his competence in current issues affecting the fashion field. The original authorial contribution of Nikolay Pachev to the world fashion scene comes under the attention of the famous fashion journalist and lecturer prof. Lyubomir Stoykov, who gives a positive assessment of the activity and creative performances of Nikolay Pachev.

The text, which brings together many sequential processes and requires certain qualities in the author, is a complete scientific work. It deserves not only to be arranged in our scientific library, but also to be applied in the teaching methodology for training Fashion Design cadres.

The data and applications submitted for the competition for the academic position of Doctor of Arts, 8.2 Fine Arts fully meet the requirements. I give my positive /excellent/ evaluation in support of Nikolay Pachev for the award of the scientific degree "Doctor" in the field 8.2 "Fine Arts".

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