

## **OPINION**

**By Prof. Dr. Maria Stoyanova Bocheva-Blazheva,**

**TC "Lyuben Grois", professional field 8.2 "Fine Art"**

for the defence of a dissertation

**For the award of educational and scientific degree "doctor" of Nikolay Krasimirov Pachev – PhD student of self-study in the Doctoral Program "Design" at the Department of Design, professional field 8.2. Fine Arts, subject: "Design project - modern design techniques in fashion", scientific supervisor: prof. Dr. Elena Todorova**

**Assessment of compliance with the minimum national requirements and the requirements of New Bulgarian University.**

The documentation, presented by the applicant Nikolay Krasimirov Pachev – PhD student of self-study in the **Doctoral Program "Design" at the Department of Design in New Bulgarian University** is in compliance with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria and the Regulations for application of the Law on the Development of Academic Staff in the Republic of Bulgaria Republic of Bulgaria. It fully complies with the additional requirements of New Bulgarian University according to Table 1, and the indicators for opening a procedure for defence of scientific degree "doctor" in professional field 8.2. Fine art.

### **II. Research (creative) activity and results.**

Nikolay Krasimirov Pachev – applicant for award of science degree Doctor has presented a dissertation on the topic "**Design project – modern design techniques in fashion**". In its thematic focus, the dissertation of the applicant covers the scientific field and the specialty of the educational degree. The topic of the scientific material is focused on specific issues: design of fashion collection, production cycle and styling concept in fashion design. The work has modern scientific and applied significance and is related to the processes in the field of fashion. The main aim of the dissertation is to construct and present a system of techniques - manipulative apparatuses to stimulate creative thinking, creative development of the conceptual idea and all the detailed information that accompanies it, following the logical sequence and content of a fashion project - from portfolio to fashion product implementation. The methods that Pachev used in the study are: synthesis and analysis in all its forms – elementary, structural, functional and argumentative. The methods used for the research are modern. The dissertation consists of 220 pages and is visualized with appropriate photo materials and diagrams; list of terms; rich bibliography and sitegraphy, consistent with the requirements for dissertation work. In his reference on the contributive character of his creative activity, applied as a dissertation, Nikolay Krasimirov Pachev pointed out two articles: Pachev, Nikolay, "Пазарно поведение" (Market Behaviour), Capital Light – 20.05.2016, Sofia; Pachev, Nikolay, "Палтото на сезона" (The Coat of the Season), Capital Light – 08.12.2017, Sofia. The opinion was prepared in accordance with the Law on the Development of the Academic Staff of the Republic of Bulgaria, the Regulations

for the implementation of this Act and the Ordinance on the Development of the Academic Staff in NBU.

### Evaluation of habitational work

Dissertation presented by Nikolay Krasimirov Pachev outlines the thesis that **the fashion design is a system of techniques - manipulative apparatuses to stimulate creative thinking, design concept development processes and design referencing..** He skilfully disposes and explores the developed scientific material in a limited framework of three main aspects:

- Structuring and essence of portfolio, consistently following all important steps in the design process/complete detailed fashion project with a diverse full range of garments, prepared for a real market, in volumes adequate for minimum to medium, segmented as medium to high end and prepared for production in fashion industry/;
- fashion as a natural part of applied art. Structural analysis of design problems and its utilitarian and functional significance;
- creating and ensuring a sustainable process in consistent professional solutions in the system of work in design in different subjective circumstances.

**The subject of the work** is an overview of relationship between the concepts of aesthetics as a leading component in design, the importance of the fashion project, the role of business in the fashion industry, a historical excursion in the development of clothing is made, the production cycle and the presentation of the fashion product are also discussed. **In the first chapter**, the PhD student examines the importance of the fashion project by focusing in his research on the leading role of the idea. It brings the specifics of the weather, the impact of the economic prerequisites, the ecological and concurrent environment. In this regard, the PhD student focuses on the concepts: technique, modern, fashionable. He addresses idea's sustainability as the foundation of the creative process "*creation of the garment in such a way that it can be worn for a long time, used in substance and satisfying specific practical and emotional needs.*" Fashion products are not only the result of the production process, they are tied to the aesthetic and emotional artistic characteristics of the respective time period, they are the result of the style guidelines and their updating, know-how. The main factors of production in the fashion industry are essentially intangible capital (intellectual, innovative) and creative accumulation. This is what Pachev has brought to the fore. He analyses the creative process and the individual potential of the designer. The research argues that the artist builds his own aesthetic categories, which grow into his individual handwriting. He faces an eternal problem with the artist – the inspiration in the creative process. Putting it in the paradigm of cultural research. He highlights the creation of portfolio as an important step in the overall fashion project and defining step in the phases of the different stages of the creative cycle. **In the second chapter**, the PhD student considers the importance of the moodboard as: the moodboard as classic understanding; the moodboard in development versus the thesis; the moodboard as language for communication in design. This chapter provides a historical overview of the development of the fashion space and trends. **In chapter three** he returns to the *Design in the fashion project part*. Pachev details the definition of a project, its role, purpose and methods of implementation. Putting the project into perspective for the realization of a fashion product. He explore the different phases of the project: design

thinking and idea; introduction of the idea into creating a product; the objectives of the project; consumer behaviour; the presentation of the product on the market. The creative act in the realization of the fashion project is traced. He addresses the fashion collection creation and the components in its elaboration. The focus is on the artist's search for new sources conceptualisation, approaches and methods and analysis of contemporary trends. **In the subsequent chapters**, the PhD student examined: Technical documentation: Technical specifications of pre-production period; Technical drawing; Colour variants; Construction – basic measurement data and proportions; Details; Seams; Auxiliary materials; Artwork; Labels; List of materials, Reproduction and quality control. **The final chapter** focuses on the presentation part – styling in the fashion design as an integral part of the design work within the project. Pachev explores issues related to the development and policy of fashion design related to industry, and its relationship with communication in education and culture.

The author's critical, scientific thinking of the PhD student clearly stands out. In the range between theory and practice, Pachev consciously tries to use talent and professional experience. I should note that as a result of the work on the subject, the goal and tasks set are fulfilled.

**In the conclusion** of his dissertation, Pachev points to the practical feasibility of the fashion project and the achieved goals in its implementation

**For contributions to his dissertation, the PhD student states:**

- a new model-approach to a design project - without a specific topic, but as a structure with clear parameters in the form of thematic questions - techniques.
- a new way of designing- an orderly structured system for the creative act as sequential actions with the right components, interactions between them and a plan of action to provide a backbone for creative developments in critical situations.
- A practical strategy for working with fashion information– trends, defining what the designer specifically takes from the information. This provides a potential reasoned resolution to the scientific debate on whether it is ok to look at someone else's design and to what extent and where this has a place in design engineering.
- contemporary techniques that are real practical exercises to move from research to design, generating and multiplying patterns into a fashion collection.
- a system adapted to the needs of designers to comprehensively reference technical parameters of garments at launch that meet fashion industry standards, with differentiated technological specifics that are directly relevant to the design and should be a design solution.
- a basis for filling a practical missing link that the modern fashion industry requires, product development.
- new topics in fashion design education.
- he responds to the contemporary and emerging needs of the real fashion business to adapt fashion education to modern reality and the needs of the industry.
- Provides many and varied topics to consider from a broad cultural context.
- Additionally, the technical credit includes a large list of additional selected articles from professional sources.

- Brings together a rich vocabulary of mixed interpretations from philosophy, culture and professional fashion terms.

The availability of professional experience in the applicant is the basis of own contribution in the collection and analysis of empirical data. In the above-mentioned dissertation contributions, a special place has been given to: new topics in fashion design education; real fashion business and the need to adapt fashion education to modern reality and the needs of the industry. I find these two contributions in the scientific material to be distinctive in their significance.

#### **V. Personal impressions of the applicant (if any)**

I have no personal impressions of the applicant. I have built my idea of its realization from its participation in various fashion forums and the presented scientific material.

#### **VI. Opinions, recommendations and notes on the applicant's activity and achievements**

The dissertation work meets the requirements for obtaining the scientific degree "doctor". I recommend to the applicant to continue his creative development in the field of fashion design as well as his current creative and teaching activity, to be informed about the new aspects of development in higher education, oriented in cooperation with business and scientific – applied research. I recommend better structuration of scientific material and presentation of more concrete basis and analysis in the individual chapters. The applicant is involved in European projects and has skills in their management

#### **Conclusion**

I believe that the dissertation has a completed form and meets the requirements for obtaining scientific degree "doctor". On the basis of the above merits, the scientific and scientific-applied contributions I propose and support the awarding of Nikolay Pachev of the educational and scientific degree "doctor" in the doctoral program "Design" at the Department of Design, professional field 8.2. "Fine art."

27.09.2023

Prof. Dr. Maria Blazheva /

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Sofia