

Research on the Innovative Path of Brand Development of Graduation Fashion Shows based on the Perspective of New Institutionalism

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ABSTRACT

The 14th Five-Year Plan period is a period for my country to further promote the high-quality and high-efficiency development of "technology, fashion, and green". The training direction of college graduates is constantly changing, and school-enterprise cooperation is constantly subdivided and deepened. As a result, college evaluation is also linked to the employment rate of graduates. It is more required that the graduates trained by the school transform into market-oriented application talents. Therefore, following the three basic principles of highlighting student-centeredness, output orientation, and continuous improvement, introducing the concept of corporate brand show in graduation design to carry out school-enterprise linkage and integrated teaching has become an important task that the fashion design major must face, innovate and explore.

KEYWORDS

School-enterprise Cooperation; Enterprise Mentor; Fashion Graduation Show; Branded Graduation Show; Graduates.

1. INTRODUCTION

1.1. The Fashion Design Graduation Show

is the last course for fashion design students before they start working. It fully reflects the students' theoretical level, innovation ability, practical ability, etc. The fashion design graduation show is an important form of display of graduates' achievements. There are some excessive accumulation of elements and cumbersome structures in the design of fashion design graduation works, and they lack a keen sense of fashion trends and emerging trends. This leads to problems in market feasibility and practicality.

1.2. It is Difficult for College Graduates to Find Jobs.

It has become a focus and difficulty that the society pays wide attention to. Especially nowadays, graduates are often confused and at a loss in the process of finding jobs. They lack effective career planning and suffer from employment confusion syndrome. They don't know what kind of talents the company needs, and they just find a job at random or even change their careers. Therefore, there is a widespread phenomenon of being out of touch with market demand, which has seriously restricted the development needs of the fashion industry. It is difficult for companies to recruit workers.

Companies have spent time and effort in training, but employees may leave. Therefore, companies need talents who can quickly become designers and bring economic benefits.

School-enterprise cooperation: Utilizing the two different educational environments and educational resources of schools and enterprises, through the combination of classroom teaching and student participation in practice, we cultivate talents with comprehensive qualities and innovative capabilities that meet the needs of different employers.

Brand fashion shows are opportunities and important channels for clothing companies to showcase brand design concepts, styles, publicity, investment, orders, revenue, media attention, and build brand reputation. It is a key activity in the fashion industry.

2. ORGANIZATION OF THE TEXT

2.1. Significance

The significance is summarized as follows

2.1.1. In Terms of Students

(1) Employment opportunities: Excellent fashion graduation design works and work release shows can increase students' competitiveness in the job market and provide students with more employment opportunities. (2) Entrepreneurial opportunities: Some excellent fashion graduation design works are conducive to providing guarantees for the improvement of college students' entrepreneurial ability. (3) Career advancement: It helps to demonstrate excellent design ability and creativity, help students make career plans, and obtain better development prospects and space. (4) International development opportunities: Excellent graduation design works can provide students with opportunities for international design competitions and exhibitions or studying abroad. (5) Partners: Excellent graduation design works can attract the attention of partners.

2.1.2. In Terms of College Teachers

(1) Professional achievement: The success of graduate works is a testament to the teaching ability and guidance methods of teachers, and is an affirmation and recognition of teaching work. (2) Improvement of professional reputation: By guiding students to complete excellent fashion graduation designs, school teachers have the opportunity to establish their own professional reputation in the industry and enhance their popularity and influence in the industry. (3) Improve the market sensitivity of college teachers, increase the fashion sense of college teachers, and make the content they teach more contemporary.

2.1.3. Colleges and Universities

(1) Excellent fashion graduation design works can enhance the reputation and popularity of the school. The school can use the outstanding achievements of students to demonstrate its teaching level and professional strength, and attract more outstanding students and teachers to join. (2) Attract outstanding students to apply for the school's fashion design major. The excellent qualities and potential brought by these students will enhance the teaching quality and academic level of the entire school. (3) Establish industry cooperation: Excellent graduation design works attract the attention of professionals and enterprises in the industry, providing an opportunity for the school to establish a cooperative relationship with the industry. (4) Industry enterprises may have a higher recognition of the school's graduates, improve the employment rate, (5) The structure of the college faculty needs to be further optimized [8], enrich the faculty team..

2.1.4. Enterprise Level:

Solve the difficulty of enterprises in hiring, quickly recruit suitable and excellent talents, reduce employee turnover, and achieve the reputation of enterprise mentors in the industry.

2.2. Guidance Direction.

2.2.1. Industry Insight Guidance

Industry mentors can share their practical experience in the fashion industry and teach students practical design skills, fabric selection and production processes to ensure the feasibility and feasibility of the design, making graduates more practical and market-competitive. They can also guide students to integrate market orientation and innovative ideas into their designs. They can impart insights into fashion market trends and consumer needs, provide guidance and career development support for students, provide employment resources and recommendation opportunities, and provide students with advice on how to cooperate with the industry and find and adapt to jobs more quickly.

2.2.2. Graduation Show Design Brand Conference Method

Help students clarify the brand's positioning and core story, so as to build an attractive and unique brand image, and ensure that the graduation show design is consistent with the brand image. Guide students to organically integrate different design elements, color matching, fabric texture, etc. to create a series of works with overall coordination and unified style. Instructors can share the latest fashion trends, consumer preferences and market dynamics, and guide students to incorporate these trends into their designs. Corporate instructors can teach students professional knowledge in the characteristics of different fabrics, tailoring techniques, clothing structure and production processes to ensure that the design works meet high quality standards during production and presentation.

2.3. Problems and Solutions

2.3.1. Problems

Differences in teaching methods and styles: There may be differences in teaching methods and styles between corporate mentors and college teachers. In cooperative teaching, a break-in period may be required. Time and resource constraints: Corporate mentors may have unstable teaching time in schools. Corporate mentors usually focus on their own fields and practical experience, and may over-marketize students. Although corporate mentors have advantages in market experience, they may not be good at teaching. Some corporate mentors are even not suitable for teaching. School-enterprise cooperation also lacks a constraint mechanism, which brings unknown risks..

2.3.2. Solutions

(1) Do a good job in tutor selection. Tutor recruitment and selection: Colleges and universities can select suitable industry tutors to participate in graduation projects through recruitment and selection. The tutor can be evaluated and selected based on his/her qualifications, experience and professional field. Search for target tutors: Consult with school faculty, students, graduates or industry insiders for more suitable industry tutors. Give priority to tutors with rich experience and knowledge in the field. Understand the background of corporate tutors: Carefully study the tutor's academic qualifications and work experience. Choose tutors who are related to the school's training or style. Corporate tutors are interested in guiding graduate design and fashion shows. The tutor is interested in the school's graduates. Be familiar with the reputation and reputation of corporate tutors in the industry, ensure the tutor's teaching practice, and make sure that the tutor has enough time and energy to guide the graduate's graduation design.

(2) Improvement of cooperation mechanism: In the early planning stage, the school and the enterprise cooperation parties shall arrange the content of teaching, the source of funds, implementation steps, expected goals, assessment methods, evaluation methods, property rights distribution, income distribution, and responsibilities and obligations, and present them in written form.

3. LITERATURE REFERENCES

[1] The 14th Five-Year Plan period is a period for my country to further promote the high-quality and high-efficiency development of "science and technology, fashion, and green".[2] The graduation show of fashion design majors is an important form of display of graduates' achievements.[3] It is difficult for college graduates to find jobs, which has become a focus and difficulty of widespread social attention.[4] The phenomenon of being out of touch with market demand has seriously restricted the development needs of the fashion industry.[5] It is difficult for companies to recruit workers.[6] Some excellent fashion graduation design works are conducive to providing guarantees for the improvement of college students' entrepreneurial ability.[7] Students should make good career plans and obtain better development prospects and space.[8] The structure of the faculty of colleges and universities needs to be further optimized.[9] School-enterprise cooperation is a key factor affecting the effectiveness of colleges and universities, and is also an important part of the construction of high-level professional groups.[10] Carrying out school-enterprise cooperation to face the market and cultivate students' practical skills can meet market needs and achieve the future.

4. CONCLUSION

In short, industry tutors and fashion design school teachers can complement each other in guiding students' branded graduation shows. School-enterprise cooperation is a key factor affecting the effectiveness of colleges and universities, and is also an important part of the construction of high-level professional groups. Carrying out school-enterprise cooperation and facing the market, cultivating students' practical skills, can meet the needs of the market and achieve the future.

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