

# The Impact of Fashion on the Future of the Textile Industry and Opportunities for Improvement and Development

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The dream of creating ideal societies full of love and fraternity, where all the arts of life thrive and require all kinds of high-quality textile products and beauty seems impossible.

A quick glance at the history of mankind from our father, Adam, peace be upon him until our contemporary history, we see that the essence of conflict between human beings has not changed, but its tools are evolving. Negative rivalry (envy) is why Cain kills his brother Abel. Would the matter deserve to kill Cain for it his brother Abel. If the first murder on this land was because of envy [1,2].

Positive competition comes back to everyone with success, and fashion highlights different forms of positive and sometimes negative competition, and this is reflected in the entire textile industry.

The positive outcome of continuous development, and negative result of destruction and destruction (exit from the market)[3].

We cannot talk about developing textile industries in the future in insecure environments that are constantly destroyed by wars. Stability is one of the most important conditions.

If the task of war is destruction, our permanent task is reconstruction, so we learned in the Syrian school, the cradle of textile industries and the Silk Road.

You cannot talk about fashion in poor communities except in a very limited range. Talking about used clothes may be a fun part of fashion.

## **We have to answer precisely the question: What is fashion?**

Fashion is an industry art of clothing and textile products of all kinds, reflecting the culture and way people live and dress [4].

The history of fashion dates back to ancient times that extended to civilizations, when human attention began to begin to think and take care of fashion.

Fashion in the 21st century is characterized by diversity and fashion. There are many fashion houses around the world competing with each other. Paris is the capital of fashion and fashion, the home of international brands and fashion events in Paris (Fashion Week).

Fashion includes all kinds of clothing as well as furniture and home furnishings.

In the mid-2000s, a new term "fast fashion" is emerging, which is based on the latest fashion offered in the spring and autumn spring fashion week each year [5].

Slow fashion is a counter-trend of fast fashion. Fast fashion is a non-conforming industry that adheres to limited trends, follows the classic style, and is environmentally polluting.

Marketing is the main engine of fast fashion, and marketing creates the desire to consume new designs as soon as possible.

Intellectual Property Right (IPR) is important in the fashion world to avoid compromising the property rights of other companies and avoid paying fines as a result of infringing the intellectual property rights of others.

The fast fashion sector of the fashion industry is environmentally polluting and has established programs that encourage the recycling of exhausts resulting from manufacturing, as well as clothing and products that are out of date or are no longer usable for the purpose for which they were prepared.

Studies published by the Industrial Documentation and Information Centers show that the textile and clothing industry is still a major sector of industry and one of the economic growth factors of many countries [6].

The strategic investment options are in the textile industries, especially the technical textile industry, smart and medical textiles and others.

The increase in the number of specialized institutions in textile, clothing, marketing and design activities has a positive

impact on the competitiveness of the textile and clothing sector and makes it resilient to competition and changes in the global market.

In some countries, the trend towards the consumption of imported textile products and the emergence of parallel markets has led to significant growth of unproductive consumption in the national economy.

Therefore, in order to face these losses, the producer finds himself obliged to either raise prices or close his institution. Both solutions have negative economic effects on the country. Rising prices limit inflation and the closure of institutions reflects the high unemployment rate.

If we have realized the importance of fashion in different types to the future of the textile industry we should not forget the importance of the science of industrial organization and the planning of factories and textile production facilities, which is one of the important components of industrial economics and my experience in teaching this course in the engineering departments of Syrian textile industries since its establishment. I say that the application of the principles of this science along with quality management systems and the environment and occupational health and safety according to international standards is the key to success in textile industries and others present and future.

This science is based on the knowledge of the objective economic laws of methods of production and conscious application.

The science of industrial organization studies the organization and planning of industrial production in general and textile industries in particular [7]:

1. The best way to organize and plan industrial work and the most effective.
2. Building on the continued technical progress and better use of fixed assets produced.
3. Ways to increase the return of work steadily.
4. Scientific organization of work and wages.
5. Means of cost reduction and increase profits, relying on the widespread use of economic calculation methods.

The science of industrial planning and planning studies that it is not a fixed science but that it is in constant change and evolution and thus reflects the obligations of the methods and the formulas used in it. The main trends of his future development are clear.

The preparation of the theories and the establishment of organized solutions in the field of organizing and planning textile factories are based on study and scientific analysis and on the organization, dissemination and exchange of expertise of national and foreign advanced factories and the experience and innovations of the creators of production in this field.

The tasks of organizing and planning production in textile factories are summarized as follows:

1. Education of factory workers, production organizers and economic engineers.
2. Arm them with:
  - \* Knowledge of the industrial economy and methods of production planning and applications in textile industries.
  - \* Knowledge of organization of work and wages and find controls.
  - \* Knowledge of organizing the technical preparation of production.
  - \* Knowledge of the production service technically and its management in favor of the national economy.

In the end, I would like to extend my thanks to the family of "International Journal of Fashion Technology & Textile Engineering" for the request to present this opening to the next issue of the journal.

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