

(a) The Environment and Cultural of people influence the failure or success of a designer.

(ii) The cultural is a important external factor for it gives an idea to the designer of what people can or can't wear, what colours are appropriate or not.

For example: Some cultural can't wear short clothing therefore this effects the designer and makes her aware of the culture so she doesn't ~~make~~ produce unappropriate clothing. It effects the designer for your garment might be short so she must re designer and alternate to satifie and be suitable for the culture.

(b) A contemporary designer which I have studied is Lisa Ho. Lisa Ho was borned and raised in Australia, she attend university and decide to continue her studies in Fashion for she enjoyed it very much. Factors which have influenced this designer and made her successful are her experinces in the fashion industry. Her family background being her grandfather a tailor and her grandmother know very well for her expertise in beading.

Also expertise influenced Lisa Ho, and travelling around to different countries viewing how people went on

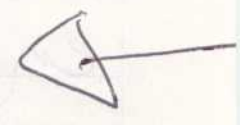


about their normal lives influenced Lisa Ho to produce comfortable, relaxing, enjoyable clothes to wear which effected people's well-being and suited her status and their lives.

Lisa Ho has influenced current trends for her designs have been ~~copy~~ copied and have been alternated to seem a little different by many ~~designers or companies~~ ~~stores~~ Lovebabe, Kmart, Target and Spirit. designers or companies which have been sold at stores such as Kmart, Target and Spirit.



Also Lisa Ho enjoying
 her job and producing
 and designing garments
 made and contributed
 to her success.



Also experience influenced
 Lisa Ho and travelling
 around to different countries
 showing her people what she



For example: one of Dina Ho's major garments is when she produced the ankle length pants which are fixed at the bottom and the $\frac{3}{4}$ jacket. That was one of her designs now if you enter one of the stores you can purchase nearly the same garment but not in different material.

Therefore her work being accepted and suitable for many companies and other brands are copying her work. Also Dina Ho is recognised all over Australia for her work, being popular and wanted she has stores opened all over Australia.

She also influenced current trends by being nominated for a award for her outstanding work and is also in parades and Fashion shows for her garments.