

d) i. Two external factors that influence the success or failure of a designer include ecological factors and economic factors.

ii. The impact of economic factors on the success or failure of a designer are very great. In times of economic downturn for example war, designers must show compassion and ~~designs~~ the impact will be shown as designs will become simple and ~~constant~~ therefore cheaper than the elaborate designs that are produced when the economy is good and people have money to spend. The economy affects fashion and designers because when the economy is in upheaval people will spend their money elsewhere on more important necessities such as food and household needs. When economy is "booming" designers can afford to be elaborate and use exotic materials.

- b) A contemporary designer is British designer "Vivienne Westwood". The factors that have contributed to Vivienne Westwood's success include the fact that she designs for a wide range of people ~~and~~ from the conventional to the controversial, therefore she satisfies a wide range of tastes. Vivienne's clothing is known as being comfortable to wear and sexy. She believes that in her design she tries to achieve the ~~no~~ loss of ~~elegance~~ elegance and femininity that has occurred in women's clothing since the 1950's. Vivienne Westwood is influenced by many factors, the first being art. Vivienne constantly visits ~~an~~ art galleries and museums in search for inspiration. She believes that as long as there is a history to explore she ~~can~~ never run out of ideas as a designer. She develops and adopts artworks from history into her own designs, making them original and beautiful. For example the famous printed scarf by Westwood that is printed with "The rape of the daughters" a famous artwork by "Ruben's". Vivienne Westwood is also influenced by the many uniforms of the British culture such as school uniforms, the kilts worn by the Scottish, the Docker and

muffler and scarlet fox hunting gear. She adopts and adapts ideas from these sources of inspiration to design her own original designs. She is also influenced by British wool and often designs her own fabrics made by the wool that she believes is the best in the world for texture and diversity of type. The use of her own fabrics is what makes her so original. She always looks to the past for inspiration and has influenced current trends by bringing back historical forms of dress such as the bustle, crinoline and ~~was~~ is more famous for recreating the bustle in today's fashion. Vivienne Westwood has influenced current trends ~~as~~ as her ideas and originality have inspired other designers who have used her ideas for inspiration in their own designs. Westwood is seen as an innovator and was once labelled the most influential designer of the 20th century, she is amongst fashion's forerunners and her creativity and innovativeness is what gives others inspiration and influences current trends.