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THE INFLUENCE OF THE FASHION INDUSTRY ON INTERIOR DESIGN

My article deals with the collaboration between couturiers and homeware brands. The worlds of fashion and interior design have become much closer recently. Fashion has an impact not only the clothing and accessories but also on interior design all around the world. Recent years we have realized that consumers are becoming more and more interested in staying on-trend and ensuring their living spaces, are as modern as their wardrobes. Collaboration of companies allows to develop a new product, like a new challenge [1]. A favorite design fabric can become a favorite curtain or cushion cover, and the same effect happens with trend colors.

The main goal of the article is to show the influence of rapidly changing fashion and modern brands on interior development.

Currently, expanding beyond clothes not only grows stronger a business by increasing brand recognition, but also allows labels to grab a slice of the highly profitable luxury home and piece of furniture, which, according to a report by Allied Market Research, is forecast to reach \$27 billion by 2020 [3].

Gucci is the latest fashion label launches its own decor line. They want to create a complete lifestyle experience for the consumer. Before this year, Spanish brand Loewe raised Gucci to the post 'Big in Milan' when it released its first homeware collection. The home has never been as important as it is now, and this is another substantial way for brands to show their talent [3].

Fashion houses have straddle both worlds of design for many years, beginning with Ralph Lauren Home (1983), Missoni Home (1983), Fendi Casa (1989), Versace Home (1992) and Armani Casa (2000) [3].

Along with positive aspects, designers feel there is a negative traits in the fast-paced fashion world. The interior design trends have evolved for many centuries. Most of designers were not ready for such fashion insertion. 'Fashion' is a word that should be relating with retailers of clothes. When it comes to architects, interiors and their products, there does need to be another word that is saying 'We're thinking about what is going on in the world today'. Maybe 'fashion' is the wrong word to use here – maybe we should call it 'style' [2].

In a way, interior designers and architects are having to work in genres rather than fashion trends because, the change in fashion is so quick. When you are planning interior schemes you can't follow all these fashion trends – you can maybe take a view but can't follow specifically. You can link what you're doing with fashion and take influence. All designers look at different sectors and different areas which influence on each other, but just work at different paces. We have trends that are repeating they can come back but in another form. Also, designers are influenced by what they feel is the right thing to do – they are more understanding about everything [2].

For example, the opinion of the Managing Director of London Bronte Turner aligned these two industries: 'Fashion is not only in materials and techniques – there is also fashion in how we design spaces, how work spaces and how people engage with a space. Fashion informs how people engage and use a space. I'm quite anti-fashion because I think space should be about a brief and a brief doesn't necessarily come from a color palette or a fashion or a material palette. When we engage with our clients, we try to understand them and their brief – and then add materials, techniques and look and feel. As designers, we should be creating space that encourages people to act and do certain things – without forcing it' [2].

In conclusion, all the creative industries have an impact on one another and there are no negative factors in it. After all each and every creative sector is influenced by and takes inspiration from other creative sectors. Fashion feeds interiors, but then again interiors can also influence fashion [2]. Fashion designing deals with the aesthetics of cloth. Interior design deals with beautifying the

interior of homes and other buildings. While, fashion designing is influenced by traditional and social attitudes, interior designing is the systematic and synchronized methodology of creating an aura of beauty [4]. The worlds will develop in their own way but at the same time having a small influence on each other.

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