

Motivation in Fashion Industry Essay

Introduction

Motivation refers to the urge or a driving force that inspires someone to continue doing something with more energy and determination (Dörnyei & Ushioda, 2013). Motivation is classified into two categories, viz. intrinsic or extrinsic, depending on the source of such motivating force (Wlodkowski, 2011). Intrinsic motivation denotes power and energy instilled into a person from within. On the other hand, extrinsic motivation denotes power brought about by external factors. Motivation is essential in the workplace since it ensures that duties are performed efficiently and effectively (Weiner, 2012). In addition, motivation increases the chances of achieving the set goals. Motivation comes from the interaction between conscious and unconscious factors that give power to someone to continue working on certain objectives (Schunk, Meece & Pintrich, 2012).

I am a fashion design student and some factors keep me motivated while pursuing my course with my major goal being to become a reputable fashion designer in the future. The field of motivation has received unparalleled attention from scholars who have given varying definitions of the constituents of the term. Various literature reviews have tried to create some universal theories explaining the aspect of motivation and its importance in different industries. This paper will explore motivation as a key component of success in the fashion design industry by giving my own account regarding the key factors that energize and keep me motivated as a fashion design student.

Main Body

The fashion design business is one of the fastest growing areas in the world as new trends continue to evolve. In a bid to be successful in the industry, one needs to be flexible enough to cope with the changing nature of fashions in the market. As a student set to join the industry in the future, my dream is to be the best designer and prioritize the needs of my customers. I am insightful regarding fashion and perhaps this aspect has been the greatest force inspiring me to pursue the course. I shop from the leading fashion designers and I still feel my tastes and preferences are not fully met by the current designs in the market. Therefore, my motive is to remain innovative in my future career in order to fill the gaps that currently exist in the market. I have an innovative mind and the industry is evolving quickly since the need to be open-minded and satisfy the changing consumer needs.

My desire to make a change in the industry motivates me in my studies with the ultimate goal of achieving customer satisfaction in the near future. My motivation is intrinsic since much of the urge comes from within due to the desire of becoming a top-drawer designer (Gagne & Deci, 2005).

The achievement of one's goals requires a well-formulated plan on ways to accomplish them. In order to achieve personal enthusiasm, one should have his/her goals outlined and ways to achieve them identified in advance before execution. My personal goals revolve around making

the best fashion designs in a bid to provide my customers with plenty of choices. This aspect requires plenty of theoretical and practical knowledge. Educational competence for a fashion designer is an essential component of coming up with novel designs, and thus I have to follow my lessons carefully in a bid to acquire knowledge on fashion design and customer needs. Therefore, the desire to achieve my personal goals has been a major motivating force in my coursework.

This assertion holds because the goals are well stipulated and I am determined to achieve them. In addition, the fashion design curriculum combines both theoretical and practical work and this aspect presents an opportunity for students to test their comprehension of the subject. Practical testing of knowledge creates motivation since it provides the assurance that the lessons are helpful.

The incentive theory is based on the assumption that motivation is prompted by an external force that comes in the form of monetary or non-monetary gains (Vansteenkiste, Lens, & Deci, 2006). Fashions are luxurious commodities, and thus they attract a high cost that translates into better rewards for the designers. My passion is to work with one of the leading fashion designers in the world such as Chanel and Hermes as they require qualified individuals in the field of designing.

In a bid to achieve this dream, I have to be keen on the coursework in a bid to gain the requisite knowledge for my potential profession. In addition to the monetary rewards, the sector has plenty of jobs since most people today have embraced fashion, which ensures that demand remains high. The evolving nature of the music industry also favors the fashion industry, as there is an evolving class of celebrities, which is keen on unique fashion designs. The high demand coupled with the class issue ensures that the demand remains high and that jobs are available for the upcoming designers.

The other thing that keeps me motivated is my desire to keep up with the latest designs available in the market. I spend my leisure time shopping for the latest fashion designs in a bid to gain insight on the nature of the market. In addition, my passion for reading fashion magazines keeps me motivated since they are knowledgeable and full of ideas on how to improve the art of design. The magazines are full of information regarding new fashion styles available in the market coupled with carrying inspiring stories of the top performing companies in the fashion industry. The designs are very close to what I am training in class, and thus I feel motivated since the theoretical work is closely linked to the real life designing. Information on how such companies started and how they have achieved success keeps me motivated and it gives me the needed energy to complete the course in order to be a success story in the future.

Summary and Conclusions

Fashion design is one of the fastest growing industries in the world. Therefore, motivation is needed for one to keep up with the ever-changing nature of the markets. Self-motivation is an important aspect of success in the fashion industry, and thus it requires special attention from all the stakeholders. The fashion industry requires one to be self-motivated in a bid to overcome the numerous challenges on the road to success. In a bid to be successful in the fashion design industry, one needs to be aware of the current fashions and trends in order to be innovative. The

demand for fashions continues to rise especially due to the increasing number of celebrities in the world. Motivation is based on three major factors, viz. the motive, personal goals, and the monetary and non-monetary incentives all of which have been explored in this paper.

References

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