

# THE PRODUCT DESIGN AS THE FASHION INDUSTRY CONCURRENCY FUNCTION

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Thanking to the factors that are not related to the price, many companies from developed countries acquire high concurrency (in quality, design, wide range of products, top-level standardisation, deadlines of delivery). Since the quality performances have become dominating factor of the market concurrency in developed countries, the Serbian export companies in whole are not concurrent in this sector. One of the factors that could have an influence on the successful clothing industry business is creating new products that would have some new cognisable characteristics. The aim of the design in textile and clothing industry is composed in encompassing and replying on all needs of the modern man regarding the function and commodity, aesthetics, social and economic factor which are particularly important in the era of the mass number production. To design the products that would be sold in the produced number is a great business philosophy, artful policy and efficient strategy. Only companies that apply the design based on the marketing orientation and directed by the modern management are successful in this. These are the conditions that the company necessarily has to fulfil to exist, grow and develop as an industrial subject. This is the basis of the industrial growth and development in every country, because if the most companies prosper economically, that the industrial progress is provided. The dimension that the design has an influence on the business results and company development will contribute to the overall industrial development.

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