

**THE FACTORS INFLUENCING DIVERSITY AND  
INCLUSIVITY WHEN DESIGNING A FASHION  
GARMENT.**

**A STUDY ON THE SRI LANKAN FASHION DESIGN  
INDUSTRY FROM A DECISION MAKER'S  
PERSPECTIVE.**

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## **Abstract**

This research has been carried out to identify the factors influencing diversity and inclusivity when designing a fashion garment in the Sri Lankan fashion design industry. This report also aims to explore how diversity and inclusivity can be ingrained, specifically in the design decision making process of the Sri Lanka Fashion Design Industry. The hope thereafter is being able to generalise certain findings to other markets to assist with the overall mission of encouraging/instilling diversity and inclusivity in the design decision making process.

In this report, theories, models and detailed empirical research have been explicated with a critical review of literature. Empirical research related to theoretical models are also identified and a critical review between the relevant models and empirical research are presented at the latter part of that chapter. In the methodology chapter, the conceptual framework is designed with five independent variables which include social factors, cultural factors, physiological factors, economic factors and psychological factors. The research gathered is qualitative; ten semi-structured interviews with designers, company decision makers and creative directors were conducted to obtain primary data. This study is based on interpretivism philosophy using an inductive research approach where the analysis begins with an observation; thematic analysis was employed as the research methodology. The strategy of the study can be defined as a single case study and the research nature is mono method qualitative (i.e., exploratory). In the analysis, the primary data was grouped into themes and analysed using thematic diagrams against the independent variables and the indicators of the conceptual framework, during which a new variable, geographic factors, was also realised and introduced as an independent variable.

In the report's final chapter, it is recommended that more diverse representation in design decision making panels and increased consideration is given to the underrepresented market segments. Focusing on education, generating awareness and encouraging acceptance can minimise the disparity felt between the various market segments. These will create a more conducive environment enabling diversity and inclusivity to become systemic in the Sri Lankan Fashion Design Industry.