

Study on Design Management of Brand Leather

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Abstract: With recourse to the analysis of design management system, the idea and key points of design management of brand leather is elaborated. And then the importance and necessity of design management to brand leather enterprises is elaborated. Finally, measures are advanced concerning the design objective management, design procedure and system management and design quality management and the prospect for the development of the ideas is made concerning design management of brand leather.

Keywords: brand; leather; design Management

Design management, as the appearance of a new developing discipline, is the inevitable outcome of economic development of modern market. Its development is concerning the development and progress of industry design. The traditional design enters a new design management era. Needless to say, as a branch of industry design, leather design demands design management. With regard to brand leather enterprises, design management has very high creation direct value and latent energy of the intangible assets. It forms the important aspect of the enterprises' key competitiveness.

1 Design management summary

1.1 Definition of design management

Design management begins with developing and designing, adjusts the activities and organizations of enterprises correctly, creates the intact technology of enterprises and culture image. "According to market demand, design management carries on research and activity of development management in an organized way, arouses the designer's creative thinking of development effectively and actively, changes the understanding of market and consumer in the new products, influences and changes people's lives in newer, more rational, more scientific way, and carries out a series of design strategies and design activities for the maximum profit of the enterprises". Design management is a multidimensional supervisor which guides enterprises' whole culture images, it is the realization that enterprises' development tactics and management philosophy plan. It is the carriers of visual image and technological high degree of unification.

1.2 Function of design management

The former international association's president of industry design, USA Ross has wrapped up, "As regards enterprises' development, it is not complete to only pay special attention to designing, not to stress design management." Through design management, we can strengthen products innovation to design and develop, promote enterprises' benign development, help enterprises to choose the strategic developing direction correctly, develop the new products with competitiveness of stronger market,

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safeguard the competition advantages of enterprises and competitive position, help enterprises to optimize the inside to manage, create the healthy and comfortable working atmosphere in the design department, make the steady design team, and help enterprises to succeed in molding marketing and brand, improve enterprises' images.

2 Current situation of design management of brand leather

Our country is a superpower of leather production and trade, and it is also a consumed giant. Through perennial development, leather industry has gone through the accumulation of fund and of the experience of management of the production. Since the late 20th century, leather industry has taken delight in talking about the brand, "brand" has already had the concerns of leather enterprises. A lot of enterprises begin to turn from the production and management to brand management. Enterprises generally begin to realize the importance of brand. A large number of domestic leather brands came to the fore. Therefore, leather industry of our country entered brand management period. However, because of the questions of the operating mechanism, and the enormous inertia of the long formed traditional management mode, the leather enterprises really have a lot of problems during the process of implementing brand management.

2.1 Design management lacks systematicness

At present, many brand leathers are designed in a way with random. They lack the systematic and rigorous management. The talents of design and enterprise planning are deficient. The assurance to fashion information and trend is weak, it causes products development ability to be limited. In order to guarantee the profits of enterprises, a lot of enterprises adopt the means to imitate, plagiarize other brands products to deal in their own brand.

2.2 Design management lacks flexibility

Many leather enterprises have come to realize the function of design and design management. But influenced by past experience, they unify the management of design team and designers with other functional departments. The ignorance of the interdynamic function with relevant links of every department of designing can not flexibly organize the group to play the role as it should be. And it restricts the realization of the design. Thus it makes enterprises query the function of the design again. And design management becomes a kind of form to a certain extent.

3 Main content of design management of brand leather

The purpose of leather enterprise to implement design management is to combine and coordinate necessary design resource in each level of the enterprises, and manage a series of layout strategies and activities. Seek the most suitable solution to reach the goals of enterprises and create marketable leather product.

3.1 Management of the design object

The product design of leather enterprises all need to take development strategy of this enterprise as the direction and make the corresponding design and development goal. When enterprises plan their own development strategies, the design of leather product will begin around this goal, plan limited cycle and market demand product development strategy. Products are the comprehensive carriers of the information of an enterprise. Therefore, products are the final realization of the goal of design. As the administrator, he must totally plan and arrange, analyze the information through the integration and coordination of procedures for interaction, so that the strategic goal can be realistic, then a comprehensive and full range of enterprise information can be provided to consumers.

Through the design products of the materialization, let the goal consuming groups of enterprises or broader crowd find out enterprises' scientific management and enterprises' information such as the strict quality system, design idea of innovation, consummate technology, high-efficient production management, complete after-sale service etc. It is enterprises that bring new market interests, thus strengthen the development capability of design.

3.2 Management of design system

The design activities of leather enterprises are finally realized through designing. And the organizational management of the design obviously becomes one of the most important works of design management. Usually, the leather designers are not work alone, but constitute a design department inside enterprises or join the developing department of the products and engage in products design. The key of solving the above-mentioned problems lies in taking measures to carry on effective organizational management to the designers and other personnel.

Design task management faces with a wealth of information and the growing complexity of the consumer market. Past individual creative design approach has been far behind the market. The design approach simply relying on designers' personal taste has been a thing of the past. Designers must follow their own group and accomplish the task of designing. This involves the task of division of labor of the design department. For the enterprises which have a clearer division of design, the products design work can be broadly divided into the following segments: style design (view), style structural design, color design, technological design etc.

According to the general requirement of the working process to the design department of enterprise planning department and the working condition of the design department, the plan of design process is made, including the exact and feasible designing time process and specific implementation details. Under normal circumstances, a reasonable product plan of brand leather will be made relying on market research, pop forecasts, product style, as well as the enterprises' actual production. The main purpose of making product plan is to optimize the ratio of the structure and style of leather, and the design department can follow the product plan to make the work program at the same time.

Leather design is a work which needs to use a variety of resources, and can not be carried out without design resources. The quality of design is directly related to the quantity of the design resources owed by the enterprises. Therefore, design-oriented enterprises will spare neither labor nor money to develop and increase their design resources. Besides the designers, designing resources also have material resources, information resources, production resources, etc.

3.3 Management of the quality of design

On the premise of guaranteeing time schedule, the quality of design is the most crucial and it is the key to the design work. Without the assurance of the quality, more equal to waste. The purpose of the management of the quality of design is to enable the design plan to achieve the anticipated goal, and to meet the requirements of the quality in the production stage. Management of the quality in design phase need to rely on clear design program and is appraised at every stage of design process. Inspection and evaluation of every stage can supervise and control. The discussion during that time still can play the role of absorbing all the useful ideas, and help the assurance and improvement of designing quality.

The management of producing the designing product is essential for the realization of guaranteeing to be designed. The design department should cooperate with the production division closely in process of production. The instant appraisal of the design is a route of the management of the quality of design. Objective design appraise can raise enthusiasm of designers, and make them glad to innovate and innovate actively. And the immediate appraisal also facilitate the realization of the mutual design

mode--let every part participating in designing “move” and influence each other. And make it have process, dynamics and function of influencing each other. Because each side participating in appraising has different professional background and different consideration, and everybody's fondness and judgment to designing has subjective and objective differences. So, in order to reach purposes established, besides carrying on numerous discussions, we can also deal with different customers interdynamically. When confronting customer's almost unreasonable nitpicking or suggestion of the design plan, perhaps we can also produce the new intention or improvement through these opinions.

4 Conclusions

Design management is not a miraculous cure, but a thought, principle and method. It must agree with the actual conditions of the leather enterprises. It is only we practically carry the design management on in the course of management that it can play its proper role. Overall, the management level of the brand leather is backward relatively, but the requirements for designing quality are improved day by day. Those traditional enterprises should set up design management, and completely incorporate the thoughts and concepts of management. Thus the work of the management of leather design and its action modes can really become an important component of organic whole of business administration.

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