

## The Impact of Music on Innovation in Fashion Design

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### ***Abstract:***

The study deals with the impact of music of different types on the level of innovation among students in the process of fashion design. The research aimed to measure the impact of listening to music and its difference on the innovative ability in fashion design. Students' views on the style of listening to music during fashion design. The research found out that best results for design ideas and diversity were obtained in the group of students who listened during the design to classical music, followed in preference by group students who listened to loud modern music, and came in third place the group students who designed fashion in a traditional style without listening to Music. It can be concluded that innovation has been shown to be closely linked to private innovation in fashion design. The higher the level of private innovation, the higher the level of public innovation, for all aspects of innovation. Flexibility and originality of the details.

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