Index System of Fashion Week Vitality Evaluation

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Abstract. The fashion week is a symbol of the fashion world. At the same time, it is the leading international platform for product design, brand influence and fashion promotion. It has the leading role of the fashion industry “wind vane”. In order to accurately measure the development level of the global fashion week, this paper compiled the fashion week vitality evaluation index system through scientific indicator design and detailed objective data. This paper takes fashion data, media data and consumption data as the core, follows the design principles of the index system, combines the characteristics of the fashion week to select indicators, scientifically collects data and adopts the analytic hierarchy process, and finally establishes a scientific fashion week vitality evaluation system.

1. Introduction

As a platform to promote the fashion industry, Fashion Week is an effective channel to expand the market and obtain information. At present, there are four major fashion weeks in the world, and the Paris Fashion Week, which drives fashion trends, has brought employment opportunities to the vast number of talents in the design world and created countless commercial values. New York Fashion Week brought over $500 million in direct visitors to New York, raising the overall economic benefit of over $800 million. The international brands participating in London Fashion Week have reached an order of 100 million pounds, and the fashion industry has generated £21 billion in annual revenue for the UK.

China Fashion Week was founded in Beijing in 1997. It has been around for 20 years now. China International Fashion Week and Shanghai Fashion Week are famous fashion weeks. Compared with the other four major fashion weeks in the world, the development of China Fashion Week is late. For decades, this has led to a limited status of fashion week's limited influence and lack of experience. To achieve the upgrade of China's fashion industry, improve the overall level of the design industry, improve the influence of Chinese fashion from this aspect, and improve the development of the city, it is necessary to put forward targeted construction opinions on Fashion Week.

However, there is currently no unified evaluation on Fashion Week and reasonable construction advice for Fashion Week. Only when there is a scientific and unified evaluation of Fashion Week can we make constructive opinions on the advantages and disadvantages of China Fashion Week. Therefore, this paper establishes a scientific and unified fashion week evaluation index system.

2. Evaluation Index System Construction Basis

This paper draws on the logical structure of “Evaluation Dimensions – Basic Indicators – Indicator Elements” to establish the evaluation indicators. Using the “3E” assessment theory (economy, efficiency
and effectiveness), combined with the development of fashion week, set five first-level indicators: indicator fashion leadership, design growth, fashion week influence, business benefit transformation and public awareness And give new meaning.

The index of fashion leadership is based on the perspective of mass consumers, focusing on the evaluation of fashion week’s integration of urban culture development and consumption concept. The design growth factor indicator is based on the designer of fashion week as the main research object, evaluating fashion week. Contribution to the growth of designers; fashion week influence indicators are based on fashion week activities, through the means of real-time monitoring of big data, people-oriented, all-round full-time evaluation of fashion week as the value of the platform itself; commercial efficiency conversion index The elements are related to the relevant enterprises in the industry. By tracking the commercial landing and market sales of the creative works of Fashion Week, the evaluation of the commercial conversion benefits brought to the enterprises by Fashion Week; The public awareness index element evaluates the popularity of fashion week and the recognition and consumption of fashion from the perspective of mass consumption.

3. Fashion Week Vitality Evaluation Index Design

In the design of evaluation system indicators, it is necessary to consider both the general principle of the evaluation index system and the essential characteristics of the fashion week. Therefore, this paper follows the principle of combining qualitative and quantitative indicators, the principle of feasibility, the principle of combining development and versatility, and science. Under the premise of the principle of sexuality, the principle of purpose and the principle of comprehensiveness, the indicators of the evaluation system of the fashion week are established.

4. Establishment Of Evaluation Index Weight Based On AHP

4.1. Constructing a Pairwise Comparison Judgment Matrix

After the hierarchical model of the above figure is established, the affiliation between the levels is determined. Experts compare the indicators of the same level in pairs and judge their relative importance. According to the judgment matrix scale (Table 1), all the values are assigned to form the judgment matrix \( A = (a_{ij})_{n \times n}, \) where \( n \) is To compare the number, \( a_{ij} \) is the scale of the importance of \( i \) to \( j \) relative to a certain criterion. As shown in Table 2.

| Scaling | Definition                      |
|---------|--------------------------------|
| 1       | Comparison of two factors, with the same importance |
Comparison of the two factors, the former is slightly more important than the latter
Comparing the two factors, the former is obviously more important than the latter
Comparing the two factors, the former is very more important than the latter
Comparing the two factors, the former is extremely more important than the latter
2, 4, 6, 8 The importance lies in the middle of the above adjacent values

| FW Vitality evaluation | Fashion Week influence | Fashion leading | Design growth | Business benefit transformation | Public awareness |
|------------------------|------------------------|----------------|--------------|-------------------------------|-----------------|
| Fashion Week influence | 1                      |                |              |                               |                 |
| Fashion leading        | -                      | 1              |              |                               |                 |
| Design growth          | -                      | -              | 1            |                               |                 |
| Business benefit       | -                      | -              | -            | 1                             |                 |
| transformation         |                        |                |              |                               |                 |
| Public awareness       | -                      | -              | -            | -                             | 1               |

4.2. Calculate Weights and Perform Ponsistency Checks
Invite 20 experts to fill out the questionnaire, get the judgment matrix, then use the feature root to weight and conduct consistency check. Calculate individual indicator weights:

\[ w_l = \frac{\prod_{j=1}^{n} a_{ij}}{\sqrt{\sum_{i=1}^{n} \prod_{j=1}^{n} a_{ij}}} \]  

4.3. Group Decision Determines the Final Weight
In order to make the calculation result more scientific, the weighted average of the weighting results of the plurality of judgment matrices of the n experts is generally obtained, thereby obtaining a single-level weighting result, Table 3.

The weight of the lower level indicator relative to the upper level indicator:

\[ w = w_l w_{lj} \]

| Third-level index | Weight | Third-level index | Weight |
|-------------------|--------|-------------------|--------|
| Domestic brands   | 0.01230| Number of TV media| 0.01910|
| Number of foreign brands | 0.01660| Number of online media| 0.03110|
| Number of designers | 0.02270| Number of paper media| 0.01210|
| Model numbers     | 0.01560| Number of media   | 0.01640|
| Star numbers      | 0.01730| Web search volume | 0.03630|
| Number of show    | 0.01550| Number of works   | 0.00613|
| Number of Ad serving | 0.00952| Fashion Ad endorsements| 0.01030|
| Participation fee level | 0.00843| Star Value        | 0.00819|
| Marketing Ad volume | 0.01050| Number of fans    | 0.01050|
| Brand Awareness   | 0.01690| Related microblogs this week | 0.00932|
| Established       | 0.01050| Fan growth during the fashion week | 0.01080|
| Affiliation unit  | 0.01230| Search growth during fashion week | 0.01130|
| Rating/distribution | 0.02590| Working age       | 0.01110|
| Network Ad arrival rate | 0.02430| Participate in the number of | 0.01360|
4. Conclusion
The fashion week vitality evaluation index system can not only evaluate the overall fashion week, but also rely on the system for other service exploration. First of all, you can rely on the system to release the fashion week energy list, such as the corporate vitality list, brand vitality list, fashion element vitality list. Secondly, it can also explore the development of the global fashion industry. With the arrival of new consumption waves such as personalization, diversification and greening, the emergence of emerging technologies such as the Internet, big data and smart manufacturing, consumers’ quality of fashion products and The promotion of the accompanying cultural connotation has made the world fashion industry rapidly undergoing fission, giving China's fashion industry more opportunities.

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