

## **Abstract**

Fashion, formerly associated with changes and shifting movements, is nowadays guided towards new paradigms of thinking, which fostered by the economic and technological context have caused changes to emerge not only in values, but also in the new ways to understand and practice consumerism and fashion design. Moreover, both its symbolic character and the high significant component, facilitate fashion as an ideal field to study the impact and the relationship of fashion with consumers' values. From this perspective, the present research studies the relationship of values and design functions, focusing on the analysis and exploration of new emergent consumers and fashion students values, for the purpose of knowing the real motivational basis that lead towards new ways of understanding design thinking and to the creation of new methodological practices in both education and in fashion design teaching. The research methodology used in this study was addressed from quantitative and qualitative approaches by using different samples and procedures in order to identify new values and necessities, establish new social profiles and finally define new ways and proposals of work in the methodologies focused towards fashion design. The results showed that the most important values within the analyzed context are mainly focused on the search for new internal values of self-esteem and enjoyment. Furthermore, it was demonstrated that its use as a market segmentation tool provides us with valuable knowledge that can guide us towards new ways and proposals of work in design. Finally, from the design discipline, the design thinking applied proved that in the summit of the new emergent values design methodologies addressed towards the search for new co-creation's values and practices enhances creativity, self-esteem, motivation and students' work experience. Thus, guiding students from the generation of a more open and creative thinking to new ways of understanding and working with fashion design. This study makes progress on the current understanding of consumers' needs emphasizing new consumerism paradigms and new ways of co-created design thinking, in order to deal with these challenges in fashion design education.

**Keywords:** fashion design, values, fashion consumer, co-creation, co-design