

**Abstract:**

The purposes of the project are: 1) to investigate as collaborative research if salience models, developed by engineering faculty, can be applied to the fashion area in predicting consumers' visual attentions in fashion images by testing if the salience models are effective measurements, and 2) to pioneer in the development of an approach to educate fashion students in visual attention in advertising for students' career success. The collaborative research between fashion attention and engineering modeling creates a new discipline ranging from fashion humanities to fashion business. With the spectacular growth of consumption in the fashion market, fashion advertising strategies have become an area of growing interest to practitioners as well as academicians. Since most fashion graduates are working as fashion designers or merchandisers/retailers in the industry, it would be very necessary for fashion students, as new hires, to understand about fashion consumers' visual attentions. However, the lack of academic research about consumers' visual attentions in the fashion area makes it difficult to educate fashion students to prepare them for future professional careers. This proposed project will allow students to be engaged in newly developed academic concentrations including fashion engineering. This project also will be beneficial for professors to develop a new fashion business model based on engineering saliency models, resulting in rich publications and new grant applications. Also, this project is expected to enhance fashion students' advanced learning and competitiveness in the fashion job market. Finally, this project will bring benefit the university by promoting student recruitment, the university's reputation to the fashion industry, and our academic area as an innovator and leader in the fashion area.