



6° CIMODE

CONGRESSO
INTERNACIONAL
DE MODA
E DESIGN

MÉXICO
4 - 6 OUTUBRO 2023

LIVRO DE RESUMOS



IBERO
CIUDAD DE MÉXICO ®

CIMODE 2023
6º Congresso Internacional de Moda e Design
Livro de Resumos

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Publicado por:
Centro de Ciência e Tecnologia Têxtil – 2C2T
Universidade do Minho
Guimarães 2023

O conteúdo dos artigos científicos é da inteira responsabilidade dos autores que os assinam.

Imagem Gráfica:
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O CIMODE 2023 é o sexto Congresso Internacional de Moda e Design, a decorrer de 4 a 6 de outubro na Ciudad de México, no México, subordinado ao tema: *Hilar la diversidad*.

A presente edição é organizada conjuntamente pelos parceiros da Universidad Ibero de la Ciudad de México e docentes do Departamento de Engenharia Têxtil da Universidade do Minho.

TEMA do CIMODE 2023: “Hilar la diversidad”.

O design aspira ser uma disciplina humanística e universal, facilmente acessível a todas as pessoas, respeitando igualmente as suas diferenças e integridade. No entanto, isso nem sempre é realizado na prática. A complexidade do que significa ser humano implica ir além dos padrões e da cultura dominante sem aludir à exclusão, marginalização e/ou discriminação de pessoas que fogem dos cânones estéticos estabelecidos, como pessoas plus size, idosos, deficientes, não -binário, ou uma variedade de etnias. Hilar la Diversidad convida-nos a ver o design de uma perspetiva universal e inclusiva que consegue abraçar as minorias para promover a pluralidade.

O congresso está assente em 7 grandes eixos temáticos: **Moda e Comunicação; Moda, Identidades e Culturas; Moda e Design de Produto; Marketing e Consumo em Moda e Design; Ensino e Educação; Sustentabilidade em Moda e Design; Moda e Design Emocional.**

O CIMODE configura-se como uma plataforma de intercâmbio da pesquisa em Moda e Design proporcionando o encontro/debate entre pesquisadores, académicos, designers e demais profissionais das áreas da Moda e Design que, através de um diálogo interdisciplinar e intercultural, perspetiva gerar e apresentar novos cenários sobre a atual situação e futuro da Moda e Design.

Sendo um congresso inter e transdisciplinar, o CIMODE procura explorar a Moda e o Design do ponto de vista social, cultural, psicológico, e comunicacional, procurando reunir diferentes abordagens e pontos de vista sobre a prática, o ensino e a cultura do Design e da Moda.

Em nome do Comité de Organização e do Comité Científico, nos sentimos honrados com esta importante realização e com a sua presença.

Nossos melhores votos,

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CIMODE 2023 6th International Fashion and Design Congress

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CIMODE 2023 is the 6th International Fashion and Design Congress, taking place from 4 to 7 of October in Ciudad de México, México, under the theme: “Hilar la diversidad”.

This edition is jointly organized by partners from the Universidad Ibero de la Ciudad de México and from the Department of Textile Engineering - University of Minho.

CIMODE 2023 THEME: “Hilar la Diversidad”.

Design aspires to be a humanistic and universal discipline that is easily accessible to all people, equally respecting their differences and integrity. However, this is not always carried out in practice. The complexity of what it means to be human implies going beyond the standards and the dominant culture without alluding to the exclusion, marginalization and/or discrimination of people who deviate from established aesthetic canons, such as people of plus size, seniors, disabled, non-binary, or a variety of ethnicities. Hilar la Diversidad invites us to see design from a universal and inclusive perspective that manages to embrace minorities to promote plurality.

The congress is based on seven major subjects: **Fashion & Communication; Fashion, Identities & Cultures; Fashion & Product Design; Marketing & Consumption in Fashion and Design; Teaching & Education; Sustainability of Fashion and Design; Emotional Design and Fashion.**

CIMODE is a platform for research exchange in Fashion and Design, promoting the discussion of ideas between researchers, academics, designers and other professionals in the fields of Fashion and Design. Through an interdisciplinary dialogue and intercultural perspective, CIMODE aims to generate and present new scenarios on the present and future of Fashion and Design.

As an inter and transdisciplinary congress, CIMODE seeks to explore Fashion and Design from a social, cultural, psychological and communicational perspectives, seeking to bring together different approaches and points of view on the practice, teaching and culture of Design and Fashion.

On behalf of the Organizing Committee and the Scientific Committee, we are honored by this important achievement and by your presence.

Our best wishes,

CIMODE 2023 es el sexto Congreso Internacional de Moda y Diseño, que se llevará a cabo del 4 al 6 de octubre en Ciudad de México, México, bajo el tema: *Hilar la diversidad*.

Esta edición está organizada conjuntamente por profesores de la Universidad Ibero de la Ciudad de México y del Departamento de Ingeniería Textil de la Universidad do Minho.

TEMA de CIMODE 2023: “Hilar la diversidad”.

El diseño aspira a ser una disciplina humanista y universal, que sea fácilmente accesible para todas las personas respetando por igual sus diferencias y su integridad. Sin embargo, esto no siempre se lleva a la práctica. La complejidad de lo que significa ser humano implica ir más allá de los estándares y de la cultura dominante sin hacer alusión a la exclusión, la marginación y/o discriminación de las personas que se salen de los cánones estéticos establecidos, como pueden ser personas de tallas extra, de la tercera edad, con discapacidad, no binarios o variedad de etnicidades.

Hilar la Diversidad nos invita a ver el diseño desde una perspectiva universal e incluyente que logre abrazar a las minorías para promover la pluralidad.

El Congreso se sostiene en 7 grandes ejes temáticos: **Moda y Comunicación; Moda, Identidades y Culturas; Moda y Diseño del Producto; Marketing y Consumo en Moda y Diseño; Enseñanza y Educación; Sustentabilidad en la Moda y Diseño; Moda y Diseño Emocional.**

CIMODE se configura como una plataforma de intercambio de investigación en Moda y Diseño proporcionando el encuentro/debate entre investigadores, académicos, diseñadores y demás profesionales de las áreas de la Moda y el Diseño que a través del diálogo interdisciplinar e intercultural permita generar y presentar nuevos escenarios sobre la actual y futura situación de la Moda y el Diseño.

Siendo un congreso Inter/transdisciplinar, CIMODE busca explorar la Moda y el Diseño desde el punto de vista social, cultural, psicológico y comunicacional intentando reunir diferentes abordajes y puntos de vista sobre la práctica, la enseñanza y la cultura del Diseño y la Moda.

De parte del Comité Organizador y del Comité Científico, nos sentimos honrados con este importante logro y con su presencia.

Nuestros mejores deseos,

Ana Cristina Broega
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Joana Cunha
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OBJETIFICAÇÃO DA MULHER NO ESPORTE: PROPOSTA DE UNIFORMES

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Resumo: Este artigo apresenta uma proposta de uniformes femininos que contestem a objetificação da mulher no esporte. Muitas das opções disponíveis hoje no mercado fazem uma exposição excessiva dos corpos das mulheres, ocasionando desconforto e baixo rendimento das atletas. Por essa razão, o presente trabalho tem como objetivo compreender essa questão e propor soluções que a resolvam no campo da moda voltada para as esportistas.

Palavras chave: Objetificação da mulher, mulheres no esporte, uniformes esportivos femininos.

THE PROBLEMS OF A VISUALLY IMPAIRED USER IN THE PROCESS OF BUYING FASHION PRODUCTS

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Abstract: In today's society, sight is the most relevant sense, as we rely heavily on it to gather information from the external environment (Davidoff, 2001). However, given the high rate of ageing of the population, we often speak of users with visual impairment (Baker, et al., 2002). The world of fashion is critical for the visually impaired user, namely in his socialisation process, however, since we live in a contemporary world that manifests itself in a predominantly visual way, there are some communicational barriers, which make the ability to guide the visually impaired user to the act of buying fashion products be impaired (Schneider, et al., 2017). Thus, starting from this basic principle that the world of fashion is extremely important for the visually impaired user, it should be democratised and inclusive. All communicational changes to be developed must always be accompanied by accessibility and value. Therefore, this article seeks to disseminate and present what are the main problems faced by the user in the process of buying fashion products, to potentiate future research regarding the development of design strategies to overcome the problems presented.

Keywords: Visual Impairment, Fashion, Buying Process, Communication Design, Accessibility.

IL BAULE DELLA MEMORIA:

NARRAZIONI TESTUALI E VISIVE PER UN PROCESSO DI UPCYCLING

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Resúmen: *Una riflessione sul ruolo del design di comunicazione e della fotografia di moda, quali strumenti per la narrazione dei processi progettuali che hanno come obiettivo la sostenibilità sociale e ambientale; declinata intorno alla diffusione degli esiti didattici sperimentali di un progetto di ricerca europeo, multidisciplinare e internazionale.*

Palabras clave: *Upcycling; local identity; communication design; fashion styling.*

A PERSPECTIVE ON THE FUTURE OF THE FASHION AND TEXTILE SECTOR IN PORTUGAL WITH THE USE OF AI, AR AND VR TECHNOLOGICAL TOOLS

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Resumo: *As a result of AI, AR, and VR technologies, consumers can have a multisensory, entertainment-rich experience, which will play a crucial role in the future of fashion, given the current situation - after the COVID - 19 pandemic and the economic and climate crisis. For this sector of activity, these technologies will prove to be a profitable investment, as they will provide valuable insight into consumer modifications and fragilities occurring world-wide in different countries - resulting in numerous advantages in product production, communication, marketing, storage, and distribution. Accordingly, a qualitative and quantitative research project was undertaken to ex-amine Portuguese companies and consumers in this sector. These findings indicate that there is little implementation and development of these technologies in Portuguese companies and little knowledge about them among Portuguese consumers. These tools are still largely underutilized in sales and communication channels. Lastly, the advantages and disadvantages of these technological tools are discussed both during the buying process and as they relate to companies and retailers.*

Palavras chave: *Design, Fashion, Consumer, Artificial Intelligence, Augmented Reality, Virtual Reality.*

#1ST_COMPOSITION# - THE ARTISTIC PERFORMANCE AS AN INTEGRAL PART OF A FASHION SHOW

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Resumo: *The presented project explores the interconnection between fashion, performance art, and new technologies, whose ultimate goal is to develop a new presentation model of a fashion show. The ephemerality of a fashion show becomes a crucial aspect to consider since the live experience is often what makes a show remarkable and memorable. However, the inclusion of technology, in light, sound, video, and other media, can also help to transmit a stronger, emotional message, with more interaction between the audience and the presentation that is taking place, making the moment more impactful and unforgettable.*

The interdisciplinary approach is important to help reach answers that meet the project's main concept. By being connected with the role of the spectator during a fashion show, the experience, and emotions are felt during the show. Also presenting a creative methodological line (Fashion Thinking) to create new ideas and approaches for the project proposed.

Palavras chave: *Fashion, Media Art, Multimedia, Artistic Performance, Fashion Show*

Moda, Identidades e Culturas

Fashion, Identities and Cultures | Moda, Identidades y Culturas

LA NUEVA ARTESANÍA: DEL PASADO AL FUTURO EN UN PRESENTE EN MOVIMIENTO, IGUALITARIO E INTERCULTURAL, EL CASO DE LOS ALTOS DE CHIAPAS.

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Resumen: Los tejidos de la región de Los Altos de Chiapas, son un gran patrimonio cultural que representa visiones y cosmogonías de los pueblos indígenas. En las últimas décadas cobró auge la comercialización de prendas bajo el concepto de moda artesanal, gracias a la incorporación de nuevos diseños en tejidos y en la confección de prendas, que resultan más atractivas para las clientas –básicamente turistas– o que compran desde diversas partes de México y el mundo.

Este auge sirvió para generar empleo para las mujeres artesanas y para lograr que la actividad textil no se extinguiera. No obstante, se han dado abusos culturales y se carece de un marco ético que garantice la preservación y respeto a la cultura indígena y que los beneficios de la comercialización lleguen a las comunidades.

Este trabajo analiza la situación de la actividad textil desde el punto de vista del diseño, revisa aspectos como la apropiación cultural y la descolonización de la moda; y presenta casos exitosos y propuestas con enfoque de diseño para la innovación social, que fortalezcan esta actividad ancestral y eleven el bienestar de las y los artesanos.

Palabras clave: artesanías, diseño, descolonización, moda, textiles.

NON-IDENTITÀ: UNA RICERCA SUI DESIGNER CINESI CONTEMPORANEI

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Abstract: Con questo paper intendo analizzare alcuni dei cambiamenti in corso nel sistema della moda allo scopo di delineare alcuni dei possibili sviluppi futuri nella sua ideazione e produzione. In particolare, intendo concentrarmi su alcuni casi studio di designer cinesi contemporanei dai quali emergono diversi atteggiamenti riguardo il modo di porsi sul panorama internazionale della moda, escludendo l'obiettivo di istituire collettivamente un cinese design. Si dimostrerà che questi agiscono seguendo diverse inclinazioni sia verso il sistema della moda, sia verso la sfera culturale di provenienza. Inoltre, verrà mostrato anche in che modo questi progettisti rafforzino la posizione occidentale della moda da un lato, ma dall'altro delineano delle nuove geopolitiche, mettendo in discussione sia la definizione stessa di identità sia l'idea comune per cui la Cina sia un paese esclusivamente produttore e non creatore. Alla luce degli studi elaborati sul decolonizing fashion e sulla situazione cinese contemporanea, risulta del tutto anacronistico e sciovinista ricercare nella moda cinese la risposta a delle aspettative di matrice occidentale. Questi designer 'nati globali' propongono quindi stimoli che uniscono valori personali, globali e locali proiettandoli in una sfera internazionale, senza giungere ad una definizione concisa di 'designer cinese'.

Keywords: Chinese fashion, Chinese design, Made in China, identity

A MODA COMO APOIO À IMAGEM CORPORAL DA MULHER ACOMETIDA PELO CÂNCER DE MAMA

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Resumo: As mulheres acometidas pelo câncer de mama sofrem consequências na imagem corporal que são ocasionadas principalmente pelos tratamentos. Estes, por sua vez, evidenciam a enfermidade tornando-a social. Assim, esta pesquisa sugere que a moda possa oferecer apoio à imagem corporal para esse grupo e, portanto, teve como objetivo principal analisar como elementos da indumentária e da moda podem servir como apoio às mulheres acometidas pelo câncer. O estudo é de natureza aplicada, qualitativo de acordo com o problema e exploratório em relação aos objetivos. Realizou-se pesquisas bibliográficas e documentais, além do levantamento de dados por meio de entrevistas semiestruturadas com mulheres acometidas pelo câncer de mama e com especialistas atuantes nesse contexto. Por meio dos dados obtidos através do estudo, foi possível perceber as dificuldades vivenciadas pelas pacientes e como a doença e os tratamentos afetam a identidade e interferem na autoestima. Identificou-se também como a moda se insere nesse contexto, servindo como suporte às mulheres enfermas, diminuindo assim, as consequências físicas, emocionais e sociais e possibilitando a reconstrução da identidade, da autoestima e imagem corporal.

Palavras chave: Moda; Imagem Corporal; Identidade; Autoestima; Câncer de Mama Feminino.

PROCESSOS CIVILIZATÓRIOS E SUSTENTABILIDADE CULTURAL NA PAISAGEM TÊXTIL URUGUAIA

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Resúmen: Este estudo amplia o exercício de pensar a moda sul-americana além do imaginário eurocêntrico, buscando compreender diversas culturas originárias por meio do projeto têxtil do Uruguai. Durante o surgimento e a implantação da indústria têxtil no país, nota-se a ausência de um legado conectado ao passado cultural, artesanal e à formação profissional local. Investiga-se um universo nativo que foi dizimado e depreciado, buscando entender estruturas que, aparentemente, permanecem enraizadas na sociedade. Em paralelo, procura olhar a moda, o artesanato e as maneiras de vestir dos povos originários por meio dos adornos, estéticas e cosmologias destes povos. A metodologia adotada parte da pesquisa bibliográfica e da observação participativa proposta pela antropóloga Mirian Goldenberg (2004). A coleta de dados deu-se por meio de pesquisas de campo realizadas entre 2015 e 2020, quando foi possível observar que as empresas do setor apresentam dificuldades para formatar um projeto têxtil que leve em consideração a sustentabilidade cultural. Como resultado, a análise captura aspectos relevantes do design uruguaio contemporâneo, por meio do estudo de caso das produções de estudantes de Design de Moda da Universidade ORT Uruguay.

Palabras clave: Sustentabilidade Cultural – Indústria Têxtil Uruguia – Moda – Identidade – América do Sul.

IDENTIDADE E FIGURINO: ANÁLISE DE ERAS MUSICAIS DE LADY GAGA ATRAVÉS DO VESTUÁRIO

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Resumo: O Este artigo tem por objetivo analisar a formação da identidade visual da artista Lady Gaga através das eras musicais “The Fame Monster” e “Chromatica” pautado na construção imagética de seus figurinos. Para tanto, lança-se luz a partir da análise do discurso, observando o processo de codificação de sentidos desses artefatos. Assim sendo, é possível compreender de que forma os elementos utilizados por Lady Gaga formam sua identidade enquanto indivíduo na indústria fonográfica e propõe para o público diversos significados além da música, potencializando seu trabalho diante da sociedade contemporânea. Portanto, trata-se de uma pesquisa híbrida ao utilizar além das bases teóricas da moda e da linguística aplicada, objetivos exploratórios de abordagem qualitativa, além de ser um estudo de caso com base teórica por meio da técnica de análise do discurso.

Palavras chave: Figurino. Indumentária. Música. Discurso. Semiótica.

L' "UNIONE FA LA FORZA": IL CIRCOLO MEDITERRANEO DEI SARTI NELLA DIFESA DELL'ARTE SARTORIALE NAPOLETANA

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Abstract: The essay investigates the contribution made in the mid-twentieth century by the Circolo Mediterraneo dei Sarti in defending Neapolitan men's tailoring from the slow imposition of the mass-produced clothing industry, finding in its initiatives - publication of periodicals, promotion of local events and collective participation in national ones - a strength and sense of sharing that were in themselves demonstrative of the complexity of the problems generated in that productive sphere after the Second World War. A crisis that intercepted within it wide-ranging social and economic issues, changes in taste and lifestyle, to which, throughout Italy, albeit excellent practice of the trade could naturally not respond alone. For everyone, in fact, the need arose for an external creative contribution in the design of the collections, to which the institutions active at that time for the men's tailoring sector responded with the Men's Fashion Charter, an instrument, ideally aimed at "eliminating the disordered spread of models and particularities circulating in various ways and not always responding to healthy criteria of aesthetics and elegance", entrusted to the artistic competence of Luigi Tarquini. The Circolo, like other similar institutions, participated in and animated a very lively debate, in which all the symptoms of an adventure that was ending emerged, passing the baton of an important workshop legacy only to those who would be able to radically renew its vision.

Keywords: fashion history, Naples, man's tailoring, fifties of twentieth century.

FASHION, WOMEN'S EVERYDAY LIFE AND CONSUMPTION DURING THE COVID-19 PANDEMIC

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Abstract: *Humanity has faced many epidemics and some pandemics, all with some common elements among them. What made the last pandemic different from the others – COVID-19 in the years 2020 and 2021 – was the fact that we had internet spread across most of the affected territories. For a while, we changed our lifestyle and retreated to the domestic space. Some work modalities, previously exercised in person, migrated to the domestic space. If the house and the street are symbolic spaces, and women, by conquering the domains of the street, have become consumers of fashion and clothing, what change in dressing practices in everyday life can be observed in times of online interactions? We will see how interactions (although public), but mediated by videoconferencing platforms, generated a new way of thinking and consuming fashion and clothing, especially among Brazilian women.*

Palavras chave: *Vestuário; interações online; casa e rua; mulheres.*

THE IMPORTANCE OF ADORNMENTS IN INSULAR TRADITIONAL COSTUMES: THE CASE OF JEWELLERY

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Abstract: *The paper proposes an analysis of the symbolic importance of adornments in insular traditional costumes. Garments, being contextualised on a specific time and space, constitute a relevant cultural element for the definition of individual and collective identity. Our study draws on this premise for a reflection on the traditional female costumes of the regions of the Azores, Madeira and Corsica. We intend to consider these costumes in relation to the adornments (or the lack of them) and to create new visual objects aligned with the identitarian legacy of these archipelagos, as well as with their environmental and endogenous resources. For this purpose, we start by exploring the nexus between culture, traditional costume, and contemporary jewellery. The jewels were conceived with the aim of revitalising the traditional costumes as well as to disseminate and promote the cultural legacy to which they belong. The adornments will connect the garments, the peoples and the regions here considered, besides expanding the knowledge of their identity abroad, which will increase their reputation and relevance.*

Keywords: *Identity, insularity, traditional, culture, adornments, jewellery.*

BODY, FASHION, AND ARTIFICIAL INTELLIGENCE: REFLECTIONS ABOUT AUTHORSHIP AND STYLE IN CREATION

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Abstract: From a comprehensive perspective and in the context of celebrating artificial intelligence, this article seeks to reflect on the relationship between authorship and style in intertwining among body, fashion, and technology itself. Artificial intelligence has helped the production of the most varied images, including images of virtual models. In general, virtual models wear clothes created by designers so far and make it much easier and less expensive to produce a catalog or even a complete advertising campaign for a new collection. This whole process and all these dematerialization culminate with the arrival of ChatGPT in November 2022. ChatGPT is a virtual assistant that operates with artificial intelligence, developed by OpenAI. In the theoretical-conceptual arc, authors such as Sennett, Pareyson, Merleau-Ponty, Rocha, among others, will be mobilized.

Key words: body, artificial intelligence, style, fashion, art, flesh.

O BELO: DO PENSAMENTO FILOSÓFICO PARA A MODA

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Resumo: O presente artigo discute a filosofia que retrata o belo e como cada filósofo teorizou a beleza em suas narrativas, designadamente, Platão, Aristóteles e Kant. O ensaio tem o objetivo relatar como o belo foi descrito inicialmente e quais foram os aspectos que transformaram esses pensamentos em uma ciência que moldou a estética até onde a conhecemos. A pesquisa segue para a filosofia do século XX com autores como Gilles Lipovetsky e Luc Ferry que foram determinantes para o entendimento da progressiva afirmação do Belo através da diferença e da expressão do eu. A análise é de cunho investigativo e exploratório acentuado no processo de análise de literatura relevante em torno do tema proposto.

Palavras chave: Moda. Estética. Século XX. Beleza. Filosofia. Arte.

TREND STUDIES AND THE OPERATIONAL CONCEPT OF CULTURAL TREND AS CHANGE(S): A SEMI-SYSTEMATIC REVIEW

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Resumo: Future Studies and Trends Studies operate various concepts and terminologies rooted in a prospective basis of action. While Trend Studies look from the past to the present in search of patterns, Future Studies focus and aim at scenarios and possibilities for narratives to come. The convergence of areas regarding the use of 'trend' terminology has been explored in different ways in the literature. This requires a clarification of this concept, which is addressed in this text with the support of a semi-systematic review, to build an operational definition of trend. This article seeks to explore, in the first phase, the approach to the concept of trend. In the second part, we develop a systematic literature review to define the concept and present an operational definition in the last part. The contributions of this research are related to the definition of the term "trend" and the categorization of authors who operates it.

Palavras chave: Sociocultural Trend, Trend Studies, Future, Trends

AXÉ ILÊ OBÁ: GARMENTS OF CANDOMBLÉ

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Abstract. This article seeks to reflect on the clothes of the Queto Candomblé house, Axé Ilê Obá. The objective is to investigate the garments present since the foundation of the terreiro, throughout the succession of its three religious' leaders: Father Caio of Xangô (1950-1985); Mother Sylvia of Oxalá (1986-2014); and Mother Paula of Iansã (2015-) and identify whether there are aesthetic changes in the clothing worn in the house during the tenure of each religious leader. For a comparative study of the attire in the three moments of the terreiro, photographs from the periods of Father Caio and Mother Sylvia were collected through researchers written by members of the terreiro (especially Mother Sylvia's book, *O perfil do Aché Ile Obá*, 1980), as well as the photographic collection of Axé Ilê Obá, which was consulted. To analyze the current attire, in addition to field research conducted since 2017, interviews were also conducted with clothing manufacturers that produce garments for the terreiro, images were requested from the official photographers of the house, and an interview was conducted with Mother Paula. The importance of analyzing the changes in these moments is to verify the visual impact that the religious leaders in Candomblé promote in the attire of everyone, according to their personal taste, the divinity of this religious leader, and their personal relationships with the clothing producers. Thus, we understand how these leaders of a Candomblé act as dress code guide for the Candomblé house, impacting this market of Candomblé garments, the axós.

Keywords: Axó, Candomblé, Axé Ilê Obá.

THE UNIVERSITY OF THE MOUNTAINS. A HISTORICAL COMPARATIVE ANALYSIS TO THE ACADEMIC ATTIRE OF BEIRA INTERIOR

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Resumo: *The present article was extracted from the master's dissertation in fashion design titled "Uma análise sobre o Traje Acadêmico Português – Um desenvolvimento Projetual," which focuses on the academic attire of the University of Beira Interior-UBI. The overall objective is to compose a sequence of three articles, with two already published. The first article addressed the history of the attire at the University of Aveiro-UA, and the second article discussed the project that resulted in the creation of an informal summer at-tire for performances by the members of the Tuna of Aveiro, which was the outcome of the master's dissertation. The specific objective of this third article was to provide the historical background of the UBI attire through oral accounts and to draw a brief comparison between the design of the UBI at-tire and the design of the UC attire, using Peirce's semiotics as a tool for analysis and understanding of the causality behind the conception of these attires. The methodology for this research consisted of: 1) a literature re-view, 2) a semi-structured interview, 3) consultation of ethnographic re-sources for support, and 4) the use of Charles S. Peirce's semiotics, which brings the viewer closer to interpreting the meanings in fashion and tradition.*

Palavras chave: *UBI's Academic Attire, Tradition, History, Semiotic, Fashion.*

Moda e Design de Produto

Fashion and Product Design | Moda Y Diseño del Producto

PROPOSTA DE APLICAÇÃO DE SOFTWARE PARA PROTOTIPAGEM EM 3D NO DESENVOLVIMENTO DE PRODUTOS DE INDÚSTRIA DE VESTUÁRIO

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Resumo: As mudanças constantes no cenário econômico contemporâneo e o advento das tecnologias disponíveis são apontadas como fatores de transformação na gestão das empresas e na forma como são abordadas estrategicamente suas operações. A necessidade de sobreviver neste mercado cada vez mais competitivo evidencia a importância de ampliar o uso das tecnologias digitais como uma abordagem estratégica nos processos produtivos. O objetivo deste trabalho é propor a aplicação do software 3D no processo de desenvolvimento de produtos de uma indústria de confecção de vestuário de médio porte. Para isso, utilizou-se pesquisa aplicada, qualitativa e descritiva, nos limites de estudo de caso, em uma indústria parceira onde foram mapeados os seus processos. Após, foi apresentado um novo fluxo de etapas para desenvolvimento de produtos com a contemplação da prototipagem virtual nos processos. Na análise final, percebe-se que a utilização do software 3D traz benefícios significativos para o desenvolvimento de produtos comparado com os processos realizados pela empresa sem esta tecnologia.

Palavras chave: Vestuário. Desenvolvimento de Produto. Prototipagem. Software 3D.

PROJETO: DESENVOLVIMENTO DE COROA PARA CONCURSO DE MISS POR INTERMÉDIO DE PROCESSO CRIATIVO EXPERIMENTAL

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Abstract: The aim of this work was to create a crown for the contest Miss Rio Grande do Norte 2021, inspired by the Misses Marta Jussara da Costa and Larissa Costa Silva de Oliveira, who represented the Brazilian state at Miss Universe. The methodology applied in this project is anchored in two interdependent parts, the first has a descriptive/exploratory characteristic and the second is intended for the confection of the piece. The Decoding of Graphic Elements was the experimental methodological process of guiding the creative process that allowed the transformation of verbal and non-verbal elements into graphic codes by exploiting their creative potentialities with the aim of generating new codes or elements. The materials used were all thought out for the manufacture of a jewelry, aiming the best cost-benefit for the project. The present work resulted in the production of a unique and original design artifact that achieved a high rate of satisfaction to the essential and desirable requirements of the project and high appreciation of the promoters and participants of the event.

Keywords: Design, Decoding, Crown, Jewelry

REDESIGN DO UNIFORME DA GUARDA MUNICIPAL DE LONDRINA

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Resumo: O estudo é resultado de um projeto de extensão realizado entre a Guarda Civil Municipal de Londrina (GCML) e o curso de Tecnologia em Design de Moda da UTFPR-AP. O projeto foi criado após a GCML procurar o curso de Design de Moda solicitando auxílio para melhorar o atual uniforme que possui inúmeros problemas de vestibilidade, caimento, modelagem, conforto e funcionalidade. Para propor um novo modelo de uniforme a equipe do projeto composta por guardas, docentes do curso e discentes desenvolveram inúmeras ações num período de dois anos, sendo as principais: desenvolvimento de tabela antropométrica adequada aos agentes da guarda municipal; estudo de materiais têxteis adequadas para o uniforme; análise ergonômica das necessidades que o usuário tem no seu uniforme; elaboração de ficha técnica adequada para a produção de uniformes; propostas de adequação da modelagem dos uniformes; desenvolvimento de desenho técnico específico para a produção dos uniformes; sugestões de modelos para atualizar o atual uniforme dos agentes da Guarda Municipal de Londrina; capacitação de um grupo de agentes para identificação de problemas no futuros uniformes adquiridos para a Guarda. Assim, o artigo apresenta o modelo de uniforme criado no projeto, que consiste em apenas uma das inúmeras ações realizada.

Palavras chave: redesign; uniforme; design de produto; guarda municipal; design de vestuário; design ergonômico.

THE RESILIENCE OF MADE IN ITALY PRODUCTIONS: RESEARCH EXPERIENCE AT OFFICINA VANVITELLI

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Resumo: The paper aims to describe the research on design for the enhancement of territorial tangible and intangible capital through cases study that experiment sustainable processes, shared with different actors, for the development of new products in the fashion field.

The resilience of Made in Italy productions, such a strategic sector for the country system, must be supported through strategies capable of combining technologies, advanced innovation (both financial and technological) and humanities (social and cultural values and innovations).

The latter characterize Made in Italy in a meaningful way, which conveys the complex Italian identity condensed in the high quality of its productions to the world.

The paper reports cases study, developed in OFFICINA Vanvitelli HUB - research infrastructure dedicated to made in Italy - which are part of the sustainable transition context of the tanning sector and of the cosmetic sector. The first experimentation, starting from free chrome tanning, was carried out through the collaboration of Made in Italy companies and with the projects of 3D printing processing techniques. The second experimentation, moves in circular economy, using bio-manufacturing of materials deriving from by-products or agricultural and biological products for define skincare cosmetic lines.

Palavras chave: Sustainable Value Chains, Industrial symbiosis, Traceability, Biofabrication.

FERRAMENTA PARA PESQUISA DE TENDÊNCIAS NO VAREJO DE MODA

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Resumo: Este artigo aborda a pesquisa de tendências direcionada para o desenvolvimento de coleção no varejo de moda através de pesquisas bibliográficas e coleta de dados, e tem como objetivo principal a elaboração de uma ferramenta para análise de microtendências que visa auxiliar na definição das novas coleções. Trata-se de uma pesquisa de natureza aplicada, buscando solucionar problemas práticos e exploratória de abordagem qualitativa, ou seja, se dá através de levantamentos bibliográficos e entrevistas, com o objetivo proporcionar maior familiaridade com o problema.

Palavras chave: Pesquisa de tendências; desenvolvimento de coleção; varejo de moda.

ERGONOMICS AND MATERIALS TECHNOLOGY: THE CASE OF THE UNIFORM OF THE CYCLE COURIERS IN THE CITY OF RECIFE – PERNAMBUCO / BRAZIL

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Abstract: This article brings the partial result of the dissertation of the Postgraduate Program in Design of Federal University of Pernambuco, in the line of research Design, Ergonomics and Technology, which aims to propose improvements for professional clothing in outdoor environments, in order to promote comfort and well-being to the cycle couriers of the Brazilian Company of Posts and Telegraphs (ECT/Correios) in the city of Recife/Pernambuco. The problem analyzed was the relationship between the mechanical properties of the textile material selected for the uniform and the ergonomic problems related to the task of the cycle couriers of the postal company, through ergonomic appreciation and laboratory textile analyses. The research procedures were based on some steps of the OIKOS (Martins, 2019) and SHTM (Moraes e Mont'Alvão, 2012) methodologies. As a result, a strong relationship was verified between the mechanical properties of the fabric used in the uniform and the ergonomic problems regarding displacement and interface, as well as physical-environmental, natural and chemical problems, and problems related to occupational accidents, configuring itself as a possible point of contribution of design regarding the selection of materials for wearable pieces, specifically for uniforms for use in outdoor environments with active mobility of the users.

Keywords: Uniforms, Workers in Outdoor Environments, Ergodesign, Usability

A MULHER AGELESS E A MODA: RELAÇÃO DISTÓPICA OU EUTÓPICA

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Resumo: A moda favorece os mais diferentes públicos, para a mulher abarca um fator que remete a representatividade, quando se envelhece o conceito parece alterar, para aquelas que não se notam com a idade que a cronologia dita a distopia da moda pode ser determinante, a eutopia das mulheres “sem idade” que poderá aprimorar como a moda as visualiza. Com o objetivo de apresentar como a mulher vislumbra a moda sob a ótica do estilo e da modelagem, como e o que o mercado oferece atenderá aos seus anseios. Para este artigo entrevistou-se mulheres de 65 a 75 anos e profissionais psicólogos, chegando-se à conclusão que existem alguns pontos em que as peças de vestuário necessitam de maior aprimoramento, para suprir de forma satisfatória as necessidades de moda deste público-alvo.

Palavras chave: mulheres ageless, moda, envelhecimento.

A IMPORTÂNCIA DO CONFORTO NOS BONÉS DESPORTIVOS POR MEIO DA AVALIAÇÃO SUBJETIVA EM CONDIÇÕES CLIMATÉRICAS REAIS

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Resumo: Este artigo tem por objetivo apresentar os resultados da investigação da percepção das propriedades de conforto de bonés desportivos por meio de ensaios ao uso em condições climáticas reais em ambiente não controlado. Foram avaliadas as sensações do conforto geral, temperatura, humidade e a pressão que dez amostras de bonés desportivos exercem na cabeça de dez voluntários durante os ensaios ao uso. A ferramenta estatística ANOVA de duas vias foi conduzida para análise estatística dos dados. Os voluntários atribuíram médias muito baixas às avaliações afetivas das amostras de bonés desportivos. Isso pode indicar dificuldade dos voluntários em julgar os atributos quando os bonés estão vestidos na cabeça. Em investigação futura pretende-se comparar os dados obtidos neste estudo aos dados obtidos em ensaios ao uso realizados em ambiente de calor e humidade controlados.

Palavras chave: Conforto têxtil. Ensaio ao uso. Bonés desportivos. Atributo têxtil. Avaliação subjetiva.

METODOLOGIAS DE DESIGN PARA PRODUTOS SUSTENTÁVEIS A PARTIR DE RESÍDUOS PLÁSTICOS MISTOS COM AREIAS DE FUNDIÇÃO

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Resumo: Procurando alertar para reutilização de resíduos industriais com origem em plásticos mistos e em areias de fundição, promovendo a recolha, valorização e transformação. Esta investigação em design propõe através da cooperação entre o setor privado (industrial) e o público (universidade), novas soluções de mobiliário e revestimento para integrar o ambiente urbano. Potencializar avanços sustentáveis que permitam contribuir para uma Economia Circular, através da premissa de salvaguardar recursos naturais, bem como ambientais. Para o desenvolvimento da proposta aplicou-se uma metodologia de design que conjuga o modelo Duplo Diamante com o modelo Design Circular. A partir desta conjugação, explora-se a sustentabilidade como condição intrínseca do produto, capaz de produzir valor acrescentado por meio do design e da inovação, minimizando o impacto de resíduos industriais no meio ambiente. Simultaneamente, explorou-se o conceito modular, ou seja, aplicação de um único componente no desenvolvido de diversas soluções, reduzindo desta forma o custo de produção, aumentando a pauta de hipóteses de design. Com esta abordagem pretende-se contribuir para a mudança nos paradigmas de design, através de técnicas-produtivas sustentáveis, amigas do ambiente. Os resultados obtidos contribuirão para a consciencialização de designers, arquitetos ou engenheiros, permitindo identificar novos caminhos e contribuições do design nos costumes e tradições industriais, bem como, transferir conhecimento técnico-produtivo sobre o impacto positivo da reutilização de resíduos industriais no design de novos produtos.

Palavras chave: areia de fundição; design circular; design de produto; economia circular; eco design; resíduos de plástico

MODELO ADeQMat FACILITA A SELEÇÃO DE MATERIAIS PARA PROJETAR O PRODUTO DE MODA

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Resumo: O A pesquisa discute e relaciona aspectos vinculados à configuração da forma e à análise dos têxteis no contexto do projeto do vestuário de moda, em âmbito acadêmico. Contempla-se o estudo das alterações de caimento geradas por diversos materiais, no qual a drapeabilidade, avaliada por estimativa visual, é identificada como característica que influencia de modo relevante o comportamento têxtil na configuração de silhuetas. Como resultado final propõem-se o Modelo ADeQMat que, inserido na fase de seleção de materiais, permite direcionar o sequenciamento e a interação de ações de projeto vinculadas à modelagem tridimensional para possibilitar uma escolha mais assertiva do material a ser definido para o desenvolvimento de produtos.

Palavras chave: Design de Moda, Modelo ADeQMat, Desenvolvimento de Produto, Seleção de Materiais, Modelagem Tridimensional.

PADRONIZAÇÃO DE CLASSIFICAÇÃO DE TERMOS PARA A MODELAGEM DO VESTUÁRIO: UMA NECESSIDADE DETECTADA A PARTIR DA INVESTIGAÇÃO DAS BIBLIOGRAFIAS BÁSICAS DA ÁREA NO BRASIL

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Resumo: Considerando a necessidade de construção de um sistema de classificação que contemple os diferentes domínios de conhecimento da área de modelagem do vestuário, este estudo de caráter qualitativo e exploratório, buscou mapear o universo de elementos que se relacionam e o nível de extensão destes no contexto dos livros de modelagem. Apresenta uma análise quanto à maneira como os conteúdos deste campo do saber estão sendo abordados nas bibliografias utilizadas nas disciplinas de modelagem no Brasil, sejam elas relacionadas às suas temáticas, foco ou estruturação dos conteúdos. Os resultados mostram a necessidade da aplicação de métodos de classificação, propostos pelas bases teóricas da área de Ciência da Informação, voltados aos processos de organização e recuperação de informação em modelagem, e sobretudo, para a facilitar o processo de construção do conhecimento nesta área do design de moda.

Palavras chave: Design de Moda; Modelagem do Vestuário; Classificação e Padronização de Termos; Bibliografia Básica.

UM MODELO INTERDISCIPLINAR DE INTERPRETAÇÃO DE REFERENCIAIS SEMÂNTICOS PARA O DESIGN DE MODA

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Resumo: Esse artigo objetiva apresentar um modelo interpretativo e ferramental de diretrizes semânticas de moda, interdisciplinar entre a semântica, semiótica, moda e ergonomia cognitiva, composto de referenciais simbólicos, estéticos e de estilo da moda. O modelo apresentará formas de análise, compreensão, e correlação dos referentes semânticos. A necessidade de um modelo interpretativo foi percebida em pesquisa que precedeu a elaboração do modelo, em Agosto de 2020. A elaboração do modelo interpretativo ocorreu por revisão bibliográfica, e sua validação ocorreu de avaliativa de Janeiro a Agosto de 2022, usando modelo impresso, questionário e entrevista online com designers, docentes e discentes. O método de análise foi análise temática de Bardin (2016), auxiliando na categorização dos referentes semânticos e dos dados gerados em pesquisa empírica. A aplicabilidade do modelo demonstrou usos para refinar e analisar pesquisa de moda, definir e interpretar referentes semânticos, analisar geração de alternativas, analisar artefatos, marcas e linguagem de coleções, aprovação de coleções e para discussão e apresentação em reuniões de equipe. Sua eficiência e eficácia demonstrou capacidades para organização das criações, concretização de ideias, ampliação das propostas criativas e compreensão das coleções após a uso. Concluiu-se que o modelo necessita de imersão e acompanhamento dos usuários, tendo sido comprovada assertividade e ganho de tempo nas atividades do design de moda.

Palavras chave: Design de Moda; Modelo interpretativo; Referenciais semânticos.

Marketing e Consumo em Moda e Design

Marketing and Consumption in Fashion and Design | Marketing y Consumo en Moda y Diseño

THE EFFECT OF RELIGIOSITY ON PURCHASE INTENTIONS OF FASHION PRODUCTS: IS FAITH AN IMPORTANT FACTOR IN CONSUMER BEHAVIOUR?

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Abstract: *As a result of the projected growth of the global fashion industry, and the fact that the majority of the world's population is affiliated with a religious faith, the present study aimed to assess the state of the art on the intersections of fashion, religion and consumer behaviour. This study is done in order to help guide the strategies of marketers and theorists on this subject, which despite its significance is still relatively new in scientific literature, therefore including limited research. This literature review touches on the difference between religion and religiosity, and how it can be a moderating factor in consumer behaviour, focusing on the influence of Christian religiosity in apparel shopping behaviour and the purchase intentions of fashion products by Muslim consumers. This study also investigates the impact of religiosity on pro-environmental and sustainable fashion attitudes and how different faiths see this relationship. Similarly, it was also concluded that while most faiths give great emphasis to modesty and, therefore, its incompatibility with status consumption, religiosity has very little influence on the consumption of luxury fashion, as consumers did not see a connection between consuming luxury goods and their faith.*

Keywords: Religion, Religiosity, Fashion, Consumption, Consumer Behaviour, Modesty

THE VALUES PERCEIVED BY FASHION CONSUMERS IN LUXURY BRANDS

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Abstract: *This study analyses the values perceived by consumers of luxury fashion before the purchase option based on a literature review. In order to frame this subject, the study begins by exploring the concept of luxury from the perspective of authors with works of reference in the luxury market to offer distinct or complementary approaches to each other. It is followed by an analysis of the luxury fashion target audience through the analysis of its main characteristics, whose focus is based on three consumer groups: millennials, Generation Z, and Generation X. Finally, the literature review carried out, it is elaborated a flowchart based on the literature on luxury fashion, created from several theoretical approaches, thus allowing to improve the understanding of consumer motives and the perception of value in luxury consumption.*

Keywords: Millennials; Generation Z; Generation X; Luxury fashion.

O MARKETING DE RELACIONAMENTO EM EMPRESAS BRASILEIRAS DE VESTUÁRIO NO INSTAGRAM: ESTUDO DE CASO NA C&A E RIACHUELO

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Resumo: A experiência e o significado das relações é uma das principais dimensões dos fatores decisórios de compra dos consumidores contemporâneos. Assim, o marketing se torna uma área constantemente visitada pelas diferentes indústrias, focando-se em criar estratégias efetivas de comunicação com esses indivíduos. Nesse contexto, uma das possibilidades a ser considerada é o marketing de relacionamento, que trabalha a interação direta da marca com os potenciais consumidores, sem necessariamente envolver uma transação de compra. Na Moda, essas interações são sumariamente necessárias, de modo a aproximar o consumidor da marca ou empresa, tornando as relações mais humanas e tangíveis. Dito isso, o objetivo deste artigo é entender quais são as estratégias de marketing de relacionamento empregadas no Instagram pelas empresas C&A e Riachuelo. Para a coleta de dados, mapeou-se as postagens veiculadas pelas marcas supracitadas durante 30 dias do mês de junho de 2022 e analisou-as de acordo com uma ficha construída a partir de autores referência. A partir dos resultados, constatou-se que os clientes tendem a reclamar nos comentários acerca de pontos como website, entrega e qualidade dos produtos. As marcas, em contrapartida, respondem em maioria os comentários de cunho negativo, dirigindo-os ao direct da plataforma Instagram para possíveis resoluções.

Palavras chave: Marketing. Marketing de Relacionamento. Redes sociais. Instagram. Moda.

CONSULTORIA DE PERSONAL STYLIST APLICADA AO COMÉRCIO ELETRÔNICO DE MODA FEMININA NO MERCADO LATINO-AMERICANO

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Resumo: O presente estudo busca identificar como a oferta da consultoria de personal stylist pode contribuir na dinâmica do comércio eletrônico de moda. Para isso foram conduzidas entrevistas em profundidade semi-estruturadas com profissionais que possuem expertise em áreas que tangenciam o tema investigado. A pesquisa realizada pode ser classificada como descritiva, de abordagem qualitativa com a análise de conteúdo como técnica de análise. Os resultados obtidos apontam que, por mais que seja complexa a implantação da consultoria de personal stylist no comércio eletrônico, devido a aspectos como custo e colorimetria, a adoção desta estratégia no e-commerce pode contribuir para o negócio, principalmente se baseada no uso da tecnologia para escalar o serviço, gerando uma experiência de compra personalizada, consumo mais sustentável, recompra e fidelização. Vale acrescentar que, uma vez que se iniciou a pandemia do COVID-19, a consultoria de personal stylist se transformou em uma oportunidade para os e-commerces se diferenciarem dos concorrentes.

Palavras chave: Comércio Eletrônico de Moda, Personal Stylist, Inteligência Artificial na Moda, Efeitos COVID-19 no E-commerce.

THE GHANAIAN WEDDING INDUSTRY: REVIEW OF FACTORS THAT INFLUENCES THE CONSUMPTION OF A BRIDAL GOWN

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Abstract *The bridal gown is one of the most highly symbolic objects in the contemporary wedding market that is all-encompasses with key issues influencing consumer behaviour. The study reviewed factors that influences the consumption of bridal gowns in Ghana. A quantitative research approach and analysis of results is employed as depicted in my Ph.D. thesis. This study is an extract of the explorative phase of my Ph.D. thesis that extensively reviewed related literature on practices and consumption of bridal gowns to assess and affirm the current evidence that pertains in designing for longevity in the bridal gown industry. The population for the study is 300 married and yet-to-be married couples. Convenient sampling technique was used to select 230 out of 300 representing 76.7% response rate. The study concluded that influencing factors were apparent and deciding factors that drive consumers' consumption of bridal gown in Ghana. This implying that, manufacturers and marketers could introduce product differentiation using these influencing factors. This sociological approach was fundamental for understanding Ghanaian women opinion and needs to identify sustainable strategies that fashion designers can considerer when designing a bridal gown for this specific territory with strong traditions.*

Keywords: Bridal gown, Consumption, Design, Ghanaian culture, Influencing factors.

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ACCESSIBILITY IN DIGITAL GAMES

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Abstract: According to data extracted from the first report on disability and development carried out in 2018 by the UN, there are one billion people with disabilities in the world, which represents at least one-eighth of the world's population and, consequently, this represents a large portion of possible consumers of digital games that the big industry has overlooked. According to Prodanov and Freitas (2013) the methodology used in this work is qualitative and the design methodology is Scrum. This article proposes a methodology for analyzing accessibility in digital games using the development of the digital game Planeta ODS as a case study. The goal is to contribute to the inclusion of individuals who rely on accessibility features in digital games and highlight the fundamental criteria for promoting this inclusion.

Keywords: accessibility, digital games, evaluation criteria.

A NEW LIFE FOR TEXTILE WASTE - UPCYCLING IN A FASHION COLLECTION

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Abstract: The fashion industry is one of the most important industries in the world from an economic and social point of view, but it is also one of the most polluting, being a larger consumer of natural resources and a considerable producer of waste throughout its value chain. It is imperative to change the way the fashion industry operates, the fast fashion model has to be rethought and the circular economy emerges as an alternative. These changes should start from the awareness of young fashion designers for the impact fashion has on the environment. Design schools, in general, have the function of opening the horizons of future designers to this problem and to the role they play with the choices they make.

The present case study intends, in this way, to present an academic exercise, from the bachelor's degree in Fashion Design and Marketing, from the University of Minho (2018/19 academic year) that consisted in the idealization and implementation of a fashion collection whose basis was a sustainable and circular perspective. "Signs of Life" collection took this stance by incorporating the reuse of pre-consumer textile waste, giving it an added value – upcycling.

Keywords: Fashion Design, Circular Economy, Upcycling, Education

CO-CREATING CASE STUDIES TO TEACH AND LEARN FASHION AT A BUSINESS SCHOOL

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Abstract: Case studies are a recognized method to teach and learn in a business school, as they provide the students with the opportunity to analyze real situations in companies in an in-depth manner.

The goal of this paper is to describe a novel methodology of co-creating fashion case studies among students, professors, and companies in a fashion business school, and to establish learnings and improvements in this teaching methodology.

Two are the methods used to create the cases: one top-down, triggered by fashion companies, and the other bottom-up, based on the students' interests. The analysis of a sample of 133 cases elaborated in ISEM Fashion Business School of the University of Navarra (Spain) since 2005 shows both the evolution of the challenges faced by the Spanish fashion industry and the permanence of some topics across time. Moreover, it highlights the contribution of students and academics to the companies' development.

Keywords: Case Study, Fashion Companies, Sustainability, Teaching and Learning Experiences, Fashion Studies, Learning by Doing.

SCENARI AVANZATI DI INSEGNAMENTO PER IL SETTORE "FASHION CONSCIOUS LEATHER DESIGN"

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Abstract: Fashion companies today are required to reduce their unsustainability in order to move the fashion industry toward an effective ecological transition. In this sense, Kate Fletcher's investigations represent an important study from which to build for researchers, design students, design professionals, and all those public and private sector organizations that are concerned with social policies and wish to develop more sustainable directions particularly in the education sector. In this paper we will discuss the educational system of Vanvitelli University in particular the "fashion leather conscious design" supply chain, dwelling on the issue of dissemination and teaching regarding the challenges of new technologies and their application in the industrial sector.

Keywords: Conscious Leather, Made in Italy, AI, Digital transformation, New design application

LEARNED IN ITALY. AN APPROACH TO MADE IN ITALY THROUGH THE LENS OF FASHION EDUCATION

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Abstract: *This paper discusses the notion of “learned in Italy”, in order to reflect on the meaning that fashion education may represent for critically rethinking the culture and history of Italian fashion in the 21st century. Learned in Italy is modelled on the label ‘Made in Italy’, but unlike the latter it has been the object of very little discussion and academic work. The paper suggests a vision of fashion culture not separated from its productive reality, which remains central to the Italian national context of the 21st century. “Learning in Italy” is an invitation to a research journey through the fashion manufacturing districts of Veneto Region. This approach stems from an ongoing research work carried out at the Iuav University of Venice and is an opportunity to reflect on the collaborative dimension of fashion and on the issues of generational turnover and offshoring-reshoring dynamics that are putting at risk the material and immaterial knowledges and skills of the Made in Italy.*

Keywords: *Made in Italy, Italian Fashion, Fashion Education.*

SUSTAINABLE FASHION PRODUCT DEVELOPMENT: THE IMPORTANCE OF SKILLS IN NEW MATERIALS AND PROCESSES IN THE ACADEMY AND INDUSTRY CONTEXT

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Abstract: *Materials and processes play an increasingly significant role in the development of new fashion products and can significantly affect product sustainability and longevity. These aspects, like many others, are part of the numerous issues associated with sustainability (Fletcher, 2012; Cooper, 2019). The Fashion ecosystem has a high impact on society and the environment. Sustainability is an important issue for the textile and clothing industry associated with the different stages of the product life cycle and their impacts. The skills of specialists in fashion product development (PD) and respective training will have to evolve towards increased knowledge of materials and processes; however, the academy is not keeping up with these changes that go along with the rapid transformation of the industry. There is a need for new competence acquisition models that are tailored to the present-day requirements. The objective of this investigation concerns the use and validation of a set of methodologies for the acquisition of skills by students, which allows for sustainable fashion PD. Active methodologies that are being used, include workshops, competitions, industry partnerships, and PD in the context of companies and academy. It concludes a progress in the knowledge of sustainable materials and processes combined with motivation.*

Keywords: *Sustainable Fashion Product; Academy, Fashion Ecosystem, Skills, ITV Industry*

WOMEN, FASHION DESIGN AND ANCESTRALITY: REFLECTIONS ON THE PAST AND FUTURE POSSIBILITIES

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Abstract. *The design profession is not immune to the systematic oppression of patriarchy, although it has its own gender-specific histories. From the history of design, it is possible to understand the relationship and participation of women in its development and understand the need for other approaches, especially those associated with fashion design and the relationship with female textile ancestry. Currently, there is a considerable number of studies that address female relationships, the role of gender and female textile ancestral knowledge both in relation to the area and design processes. These add data and values to the question of how gender is constructed through design processes, which can directly contribute to more sustainable results, as well as to the configuration of meaningful and culturally relevant products. This article aims to address the marginalized relationships in the history of design: women - fashion design - female textile ancestry.*

Keywords: *Fashion Design, Women in Design, Feminism, Gender inequality, Craft education, Textile ancestry.*

KNOWLEDGE OF TRADITIONAL TECHNIQUES IN THE UNIVERSITY EDUCATION OF FASHION DESIGN

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Abstract: *The importance of acquiring knowledge of traditional techniques, which validate the knowledge of the cultural construction of the identity of a people/society, require synergies between artisans and academia, in order to validate the skills of students, who choose the area of Fashion Design as a future profession. The richness, in Portugal, of traditional techniques resides throughout its territory, however, the gap of interconnection between them and future fashion designers is a concern that is growing on the part of the academy, with institutions that teach fashion design. Thus, it is central that students have the opportunity to learn from people who have the knowledge, which should be a consistent tool on the part of those who structure the syllabus of current courses and others that may arise in the near future.*

One of the main objectives of this research is to think of strategies to develop activities that enable the acquisition of this ancestral knowledge. Also, to demonstrate the importance of this knowledge for the professional profile that Higher Education Institutions intend to train, in order to recognise that this knowledge is an important element to add value and differentiate these future professionals in a global market.

Keywords: *Academia, Identity, traditional techniques.*

DESIGNING FOR PEOPLE INSIDE AND OUTSIDE THE CLASSROOM: SERVICE DESIGN PROPOSALS FOR POSITIVE SOCIAL INCLUSION OF REFUGEES

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Abstract: *The scourge of migration associated with refugee status is a societal challenge in contemporary societies. Which encourages the development of adequate responses for people welcomed by responsible organizations, to promote full and effective social integration in the society in which they are integrated. In a problem-based learning approach, a partnership was developed with the Municipality of Guimarães, where students of the master's degree in product and services design develop service design proposals for and with refugees integrated into the Guimarães Acolhe program. Based on participatory approaches, the students assessed the main anxieties and ambitions of the refugees, developed, evaluated and proposed two services to respond to the questions of language learning and women's empowerment. This process of learning and interaction with people and real contexts demonstrated the importance of promoting these initiatives both through the learning process and the potential impact of academia on society.*

Keywords: *service design, refugees, problem-based learning, education*

EXPLORANDO EL CUERPO Y LOS VOLÚMENES A TRAVÉS DE MATERIALES MOLDEABLES

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Resúmen: *Este artículo presenta un proceso de enseñanza-aprendizaje para abordar el rediseño del cuerpo a través de la indumentaria, utilizando materiales moldeables como estrategia didáctica previa al patronaje industrial; para primer semestre de estudios de licenciatura en Diseño de Moda y Textiles Sostenibles. Se explora el volumen generado por los planos (telas) en relación con el cuerpo, permitiendo visualizar y sentir el espacio entre la piel y el textil. Se exponen los principios, el proceso, los resultados y una reflexión sobre esta exploración con materiales moldeables.*

Palabras clave: *Enseñanza - Diseño de Indumentaria - Metodología - Maleabilidad- Patronaje -Bocetaje tridimensional*

NEW WAYS OF AGELESS FASHION: PROJECT DEVELOPMENT IN CLASS CONTEXT

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Abstract: *Ageless Fashion is the name that best characterizes the research presented in this scientific article. Accepting aging and knowing how to deal with the various changes that the body undergoes is one of the great challenges that human beings, men or women, face with advancing age. Feeling good about your body and the way you dress is one of the major concerns of older people and it is also one of the issues that arise as a starting point for the project that was developed – Ageless Fashion. The main objectives are related to the understanding of the body and its natural changes for the best adaptation of the technical modeling of clothing and for the definition of an image where aesthetics and comfort are not forgotten. Thus, the challenge was launched to a group of Fashion Design students who, for a week, intensively sought to find solutions and proposals for clothing suitable for seniors, where comfort and aesthetics were the focus of study.*

Keywords: *Ageless Fashion, Project Development, Age, Body Image, Teaching Methodologies.*

A FORMA COMO EXPERIÊNCIA: ANÁLISE DA APLICAÇÃO DO MAPA DE CATEGORIAS EXPRESSIVAS COMO MEIO FACILITADOR DA CONFIGURAÇÃO DE OBJETOS E ESPAÇOS

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Resumo: *A configuração de uma solução de design conjuga aspectos de superfície, volume, contorno, espaço e ponto de vista, proporcionando uma experiência sensorial, que determina a percepção da forma como um enunciado visual que estimula a produção de sentidos. Nesse rumo, este artigo se dirige al âmbito educacional do design, examinando meios facilitadores para a síntese de conceitos expressivos e para o processo de configuração de objetos e espaços durante a prática projetual em classe. Sob um enfoque metodológico exploratório transversal, que inclui observação participante e análise documental, examina os efeitos da aplicação do Mapa de Categorias Expressivas e da experimentação concreta como ferramentas didáticas em graduações de Design de Moda, Design de Interiores e Design de Produto. A análise constatou que os estudantes integraram requisitos estéticos, ergonômicos e técnicos na articulação da sintaxe da forma de objetos e espaços, fomentando a percepção da forma como experiência objetiva e subjetiva. Ademais, as evidências confirmaram a efetividade do Mapa de Categorias Expressivas como meio de organização do pensamento projetual e de comunicação em ambientes colaborativos*

Palavras chave: *ensino de design, metodologia de projeto, mapa de categorias expressivas, forma.*

Sustentabilidade em Moda e Design

*Sustainability in Fashion and Design | Sustentabilidad en Moda y
Diseño*

TEACHING PERSPECTIVE: TEACHING FASHION FOR SUSTAINABILITY IN FASHION DESIGN COURSES

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Abstract In recent years, especially in Brazil, we have advanced in terms of discussions on sustainability in the fashion chain. In order to contribute to studies in the area, this research aims to discuss teaching for sustainability, in undergraduate courses in Fashion Design, from the teaching perspective. The research started in a bibliographic survey about publications on fashion teaching in periodicals in the last ten years culminated in the creation of a questionnaire, which was applied with twelve teachers. As a result, it is expected to contribute to the discussion on the teaching of sustainability and the training of fashion professionals for a context more aligned with sustainable development.

Keywords: graduation course. teaching. fashion. Sustainability.

PRINCÍPIOS E HEURÍSTICAS INSTRUMENTALIZADORES DA DIMENSÃO SOCIAL NA MODA

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Resumo: Uma das dimensões existentes e relevantes para o impulsionar da sustentabilidade é a dimensão social. Da mesma faz parte trazer um ambiente com maior inclusão das pessoas, em diversos aspectos, com maior justiça e garantia de direitos, além de maiores oportunidades e diminuição das desigualdades. Sendo assim, o presente artigo se detém a tratar sobre os princípios e as heurísticas propiciadoras da concretização da dimensão social da moda, os quais já têm sido praticados, o que pode ser comprovado pelos diversos exemplos expostos.

Palavras-chave: Design; Sustentabilidade; Moda; Dimensão social.

DYES AND IDENTITY AS OBJECTIVES OF EXPERIMENTATION AND SUSTAINABILITY FOR FASHION DESIGN

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Resumo: This study shows the exploration and partial results of the use of ancestral and identity fiber dyeing techniques as current and sustainable processes to dye cellulosic textile materials such as fique and cotton.

For this purpose, elder fruits, turmeric and achiote (annatto) were used, with which the natural dyes were achieved, and different tones were developed through the use of different mordants such as alum or aluminum sulfate, ash solution, urea and others.

The application was made in the laboratory in small samples of fique and organic cotton fibers, and then it was done in larger quantities with a group of artisan weavers in Charalá (municipality of Santander, Colombia), sharing knowledge between the parties.

The study shows how dyeing with natural dyes with a simple technique from the artisans of the territory can be considered as a sustainable alternative, respectful of culture and the environment.

Palavras chave: Design, clothing, natural dyes, sustainability, identity.

FASHION ALIVE, FROM THE UNIQUE TO THE MULTIPLE. DESIGN EXPERIMENTS FOR SUSTAINABLE FASHION

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Abstract: The paper summarizes the objectives, methods, and results of an experimentation project on sustainability in the fashion sector, funded by the European Community in 2022, shared between three partners of different geographical origins. Among these, the Italian team, differentiating itself from the others who have chosen to work on zero waste or recycling, has explored upcycling as a technique which, going beyond the simple material reuse and recycling of trousseau and fabrics, in this case referring to traditional kits, triggers an upgrade process capable of raising its value compared to the original. The singularity of the experimentation is inherent in its multi- and trans-disciplinary character and in the complexity of the subjects involved. The extension of the project brief to about 450 students and numerous teachers enhances the value of the experience, enhances the diversity of the garments in their being singular products but tuned to a common theme and amplifies the diffusion of the ethical message which is the basis of the objectives of the project. The result is a multiform repertoire, in which every expression contributes to the definition of a polyphonic choir, unique and multiple at the same time.

Palavras chave: Cultural Heritage, Local identity, Trousseau, Upcycling, Fashion conscious, Slow manufacture.

FASHION WASTE AS VIBRANT MATTER. HOW LUXURY BRANDS ARE TAKING CARE OF IT

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Abstract: *The contribution investigates how the two leading multinational luxury fashion goods holdings – LVMH and Kering – have introduced circular design methodologies and waste valorisation in their creative, production and distribution processes. Starting from the hypothesis that the imaginary of fashion waste is transforming from a negative element, to be hidden and eliminated, to a vibrant matter and resource to be valorised, the websites of the holding companies and fashion brands that are part of them were analysed in order to map current circular practices. Examples of the valorisation of pre- or post-consumer waste and its reintroduction into the supply chain are not rare, but until a few years ago they came exclusively from the action of emerging designers and independent brands, alternative to the fashion system, and the existing bibliography focused on these. This contribution opens up a new line of research involving global luxury brands, starting from the hypothesis that circular practices have spread from below within the fashion system through a bubble-up effect.*

Keywords: *fashion design, fashion waste, luxury brands, care, vibrant matter.*

HEMP FIBER: THE TEXTILE MATERIAL AS A FASHION VALUE

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Abstract. *The focus on sustainable textile materials opens a vital approach to industrial hemp. Hemp significantly contributes to the environment and local economies since it grows on an extensive range of latitudes, requires little water, is almost pest-free, crops benefit the soils, and requires low labor intensity. Fashion brands such as Patagonia, Lee, and Wrangler, among others, are adopting hemp to fulfill their quest for sustainability. European Union incentivizes textile industries to use new materials and recommends hemp, of its sustainable characteristics, to support the new circular economy. In European textile industries, the Portuguese, among others, produce fabrics and knitted fabrics 100% hemp but mostly in mixtures of cotton/hemp for clothing and home textiles. The products can be labeled sustainable on all dimensions (ecological, economic, and social), durable, comfortable, and rated as high quality/high price products. The research reviewed the related literature to refocus the problem on the current market conditions and presents how fashion brands, from global ones, such as Patagonia, and new brands, such as the Portuguese Sensihemp, reinforce their sustainability strategies through hemp. The foreseen perspective is that hemp will conquer a strong market share among natural textile materials at a very high pace, following the continuous augmentation of the amounts of this fiber that will arrive in the market from USA and China. Prices will tend to decrease progressively as the various countries, particularly in Europe, adhere to the comparative advantages that the use of hemp presents, and the textile production chains adapt to this fibre production.*

Keywords: *Industrial Hemp, Natural Sustainable Materials, Sustainable Fashion Brands,*

A REFLECTION ON SUSTAINABLE ACTIONS IN A PLUS SIZE LINGERIE MANUFACTURING COMPANY IN SÃO PAULO

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Abstract: *This article aims to analyze the production processes of a lingerie brand, with a focus on sustainable production and eco-design practices. The fashion industry plays a significant social, political, psychological, and environmental role. The study utilizes a qualitative approach based on a case study and an interview with the brand owner. The research is grounded in the Eco-design Strategies Diagram, which seeks to classify the brand's main product as sustainable. The analysis of production processes considers concepts such as sustainability, circular fashion, and the plus-size segment. The results highlight the eco-design practices adopted by the company, its commitment to sustainable production, and environmental responsibility. The study also addresses consumer awareness and the importance of transparency in production processes. This work expects to advance sustainable production in small and medium-sized companies in the fashion industry by promoting the integration of eco-design practices and environmental responsibility.*

Keywords: *Fat body. Circular fashion. Plus size. Sustainability.*

WEAVING DIVERSITY WITH CRITICAL THINKING APPROACH: EXPLORING GEOPOLITICS OF FASHION OF SECOND-HAND CLOTHING SUSTAINABLE LITERACY.

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Resúmen: *Over 4 trillion dollars and 4.1 trillion kilograms of second-hand clothes are exported worldwide (United Nations, 2017). People use a garment an average of seven times, purchase five times more clothing than in 1980, and produce 100 trillion garments yearly, with 20% of the total remaining unsold (Thomas, 2019). These figures depict an unsustainable system when considering its repercussions in terms of overproduction, environmental impact, and social consequences. Specifically, it is essential to observe and understand the Fashion System from a diverse perspective (Pierce, 1903), which can shed new light on current problems. The exploration focuses on whether it is possible to construct a Fashion System that operates and establishes new relationships internally and among its actors, fostering equitable, ethical, sustainable, and horizontal relations. Analysis tools are provided to future creative talents so that, through comprehensive and systemic education, they can consider proposing solutions for an industry and ecosystem that owe a debt to the environment, ethics, labor laws, and social issues. To accomplish this, the circuit of second-hand clothing, specifically the importation of used clothing through the port of Iquique, the Free Trade Zone ZOFRI, is examined.*

Palabras clave: *Geopolitics of Fashion, Second-hand clothes, Actor Network Theory.*

TRAJECTORY OF THE FASHION, SUSTAINABILITY AND INCLUSION WORKGROUP: ADVANCES AND ACHIEVEMENTS IN FASHION FOR SUSTAINABILITY

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Abstract This article presents an analysis of the works published in the working group - GT Fashion, Sustainability and Inclusion, since its creation in 2009 until the last edition in 2022 at the Colóquio de Moda congress. For this, a Systematic Bibliographic Review (RBS) was carried out in the Annals of the Fashion Colloquium, where 99 works were surveyed, which were analyzed according to the themes presented, based on the analysis of their titles and abstracts. As a result, it was possible to show the evolution of sustainability research in Brazil.

Key words: Fashion colloquium. work group. fashion. sustainability. Inclusion

SUSTAINABILITY IN THE FOOTWEAR SECTOR IN PORTUGAL PERCEIVED BY CONSUMER HABITS

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Abstract: Today, the damages brought by the linear production system throughout history are apparent, and at this moment, the harms caused to the biosphere and the depletion of natural resources are perceived, endangering the well-being and even the survival of humanity. In Portugal, the footwear sector becomes worrying due to the observed expansion of economic values and consequently the use of materials and resources, namely synthetic hides and skins. This research starts with a brief characterization of the footwear sector in Portugal, followed by a contextualization of the importance of the transition from the current production scenario to a Circular Economy. It ends with a study of consumption habits through a survey. It raises reflections on the number of products purchased per user, purchase motivations, forms of disposal, and familiarization with sustainability concepts. The collected information is analyzed under the principles of sustainability and especially the concept of the circular economy, which reveals impressive results and conclusions that can be extremely useful in developing new products and services for sustainability.

Keywords: Circular Economy, Footwear, Sustainability.

DESIGN FOR SUSTAINABILITY IN THE FOOTWEAR SECTOR: SURVEY ON STRATEGIES AND IMPACTS MITIGATION

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Abstract: *The environmental costs related to the production processes, the exposure of workers to inadequate conditions, the high competitiveness and the accelerated growth of the footwear sector, are results of the current production and consumption model, which also reverberates on the premature disposal of footwear and the lack of management of waste from its production process. Given these facts, this article seeks to understand which Design for Sustainability (DfS) approaches are being implemented in the sector. Through a literature review, the most used DfS approaches were identified and along with a desktop research, a survey on examples was carried out, in order to mitigate the impacts through the concepts of Circular and Distributed Economy, models can enable greater resilience for small businesses in the sector, through local production and consumption. 16 examples of companies in the footwear sector were selected and analyzed, the study made it possible to carry out a critical analysis regarding the use of isolated strategies and a reflection on the incorporation of different DfS approaches. In addition, the study provides a wide repertoire of solutions and good practices for other designers in the sector.*

Keywords: *Shoes, Circular Economy, Distributed Economy, Design for Sustainability.*

O COURO VEGAN EM RESPOSTA A UMA MODA MAIS SUSTENTÁVEL

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Resumo: *Este artigo tem como objetivo destacar a importância da moda sustentável com foco no uso do couro vegan em diversos produtos desta indústria. Através de pesquisa bibliográfica e estudo de caso do couro de alfarroba, Alfarroba.tex, foram obtidas informações que reforçam a importância do couro vegan, bem como sua utilização em substituição ao couro animal.*

A aposta na sustentabilidade e a adesão ao movimento vegan tornaram-se centrais na adaptação de marcas e designers, razão pela qual têm sido adotadas medidas estratégicas neste tema. Espera-se que os leitores reflitam sobre a possibilidade de aplicar este tipo de couro na fabricação de seus produtos e/ou como consumidores, na sua compra, bem como promovam essa prática. Conclui-se que existe a possibilidade de impulsionar as marcas, inclusive de luxo, a se adaptarem e utilizarem o couro vegan nas roupas, pois é um movimento em direção à sustentabilidade e diferenciação.

Palavras chave: *Couro vegan, Couro de alfarroba, Moda sustentável, Couro sustentável, Moda vegan*

INTIMACY AS A NEW VALUE. THE COUTURE PRACTICE OF SHAPE FOR SLOW FASHION

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Resumo: Fashion Alive is a winning project of Creative Europe - European Cooperation Project, Crea Cult 2021 call, whose partners are: the University of Campania Luigi Vanvitelli (Unicampania) - Department of Architecture and Industrial Design; Cremodite (Asociacion Cultural Entrepreneur for Fashion and Technology Enterprises); University do Minho (Portugal, Department of Engenharia Textil); promotes sustainable practices in the fashion and textile sectors, through the development of innovative fashion collections presented during ad hoc events. The program of exhibitions, fashion shows, conferences and workshops facilitates participation and sharing of new knowledge and discussion on issues related to sustainability in fashion and textiles. The initiative helps to raise awareness in the fashion industry and society towards circular, inclusive, and symbiotic (PNRR) production and consumption models (SDG's Goals). As a member of the Unicampania project during the courses collections of clothes were developed and prototyped, as well as critical-historical and narrative contents of the ancient trousseau tradition. In particular, in the courses of the 3-B Fashion Laboratory, Fashion Ecodesign and in the Textile Design laboratories of the Master of Design for Innovation (prof. Maria Antonietta Sbordone, PhD students: Carmela Ilenia Amato and Martina Orlacchio) the Fashion Alive project was interpreted as the hub for the development of material contents (collections and textile concepts) and immaterial contents (enhancement of the ancient trousseau or trousseau) pertaining to the meaning of the creative and cultural industry, such as fashion represents and of the trousseau in the demo-ethno-anthropological sense.

Palavras chave: intimacy for fashion; ancient trousseau; post-consumer fabric waste; unique couture dress-concepts

Moda e Design Emocional

Emotional Design and Fashion | Moda y Diseño Emocional

ASSEMBLAGE+ WASTE+ MEMORY= JEWEL

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Abstract: This reflection provides further insight into the interaction between Jewellery Design and Art, through the exploration of an applied research methodology that did not exclude intuition, experimentation around materials and techniques, and the enhance of emotion and memory. Jewellery and Art gradually approached over the 20th century, a more affirmative aspect since the 60s, with the pioneering use of industrial materials, often intersected in assemblages and the adoption of the multiple, in denial of the single product. New relationships between body and object as well as new meanings were explored, stimulated by even futuristic jewellery concepts that provided a new experience to the user and freed themselves from the exclusive use of precious metals and gems. This involvement has contributed to the affirmation of jewel, one of the least changeable products that communicate something about us and the way we see ourselves in the world, more actively or more implicitly. The literature review and instruments such as exploratory sketches and prototypes play a key role in our applied research, focused on strategies that provide new experiences to the jewelry owner, minimize the environmental impact through options such as upcycling, and affirm a line of research focused on body-object relationship and memory.

Keywords: Assemblage, Jewellery Design, Emotion.

THE EMOTIONAL EXPERIENCE WITH INTIMATE FASHION CLOTHING IN CHILDHOOD

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Abstract:

Among the various areas of design, fashion design has the ability to evoke emotions through the wearing of clothes. Clothing can bring emotions to life through a user's experience with the product. Although intimate fashion has evolved considerably in recent decades, children's intimate fashion has followed a different path, and more research needs to be done in this field. This paper, as an ongoing PhD work, highlights the need for a new line of research in children's intimate fashion. This enhances the importance of a study on the experience with intimate clothing in childhood, namely how fashion design can incorporate emotional value from the point of view of user experience. To address the issue, a quali-quantitative research methodology is proposed through a case study to analyse the problems of child incontinence as well as to understand the levels of interference that pathology has in the perception of the emotional value of intimate clothing by its user. This analysis will allow for the development of a new innovative, and sustainable intimate fashion product that promotes better intimate hygiene in childhood.

Keywords: Child Incontinence, Intimate Fashion, Fashion Design, Emotional Experience, Comfort Well-being

EMOTIONAL DESIGN IN FASHION: MEMORIES AND EXPERIENCE IN A REDESIGN PROJECT

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Abstract: *The fashion industry annually generates tons of textile waste and is considered one of the most polluting industries in the world. This unsustainable scenario is largely due to fast fashion, which encourages consumers to get rid of their clothes, even if they have emotional ties with them. However, as people experience remarkable experiences with their pieces, this distancing becomes more complex. Thus, the objective of this study was to report and analyze how affective ties can influence a creative redesign process in a fashion workshop, understanding the emotions of participants in the process of transforming their own disused pieces, through upcycling. This investigation was carried out through an action-research in a 4-day workshop applied in a fashion studio at a university with a total of 8 participants. Through three different tools, we identified the emotions of the participants regarding their disused clothes prior, during and after its redesign process. The workshop results indicate that clothing is considered very important for most participants. Regarding the emotions experienced during the redesign process, the most mentioned emotions were: Excited, Stimulated and Insecure. Results also show that although most participants try to get rid of disused pieces, they do so by trying to stay close to them, revealing a strong emotional bond with clothes.*

Keywords: *Problem solution, upcycling, contextual inquiry, fashion and sustainability.*

BLACK BOX: FACILITATING TOOL FOR TESTING, USING NEUROIMAGING TO SUPPORT RESEARCH IN DESIGN AND EMOTION

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Abstract: *This paper presents a tool developed for testing user interaction with 3D printed abstract shapes and collecting data from brain processing. Human perceptual mechanisms allow users to establish an interaction relationship with any artifact. This occurs because part of our perceptual system seeks information, while the other part seeks meanings, in this sense this study resorts to neuroimaging as a potential mapping against the understanding of the meanings attributed by our brain to the forms and objects with which we interact. In this context, the designer, as a designer and researcher, approaches emotion, aiming to build holistic products where the interaction with the user responds not only to the pragmatic issues of functionality and usability, but also to the constitution of meanings. The exercise of emotion evaluation through neuroimaging almost always resorts to the use of 2D images, limiting the use of other stimuli, which can be tested on 3D objects from a trilogy of interactions - visual, tactile and acoustic - with the user. In this experiment, the Wireless EEG was used, adapting the existing evaluation protocols, considering specific requirements for haptic evaluation. For this purpose, an artifact (Black Box, controlled by light periods) was designed to trigger "trigger" moments during the use of the objects, synchronizing the different evaluation mechanisms. This box also allowed minimizing dispersing stimuli by canceling distracting elements in the focus of the evaluation object. Finally, this article aims to identify the main advantages and disadvantages between the evaluation protocols recurrently used and the evaluation proposal adapted with the introduction of a Black Box and the use of wireless EEG, in the evaluation of tangible and intangible three-dimensional products.*

Keywords: Design, Electroencephalography (EEG), Emotions, 3D Objects, Context, Environment

Posters
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DESIGN, CONSUMO E INOVAÇÃO: UMA REVISÃO SISTEMÁTICA DA LITERATURA

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Resumo: Este artigo se debruça no entendimento do mercado calçadista e o sistema de consumo do qual é envolto. Como ponto de partida é desenvolvida uma revisão sistemática da literatura, tendo como justificativa a indispensabilidade do levantamento teórico e metodológico que aprofunde o acerçamento temático na contemporaneidade. O método refere-se à identificação sistemática das pesquisas disponíveis relevantes para a questão de interesse. Para isso, exigiu planejamento com processos de escolhas e critérios de seleção a partir da definição do tema. O percurso epistemológico além de prover background, resumiu as evidências existentes, limites e benefícios a respeito das palavras-chave estabelecidas. Por fim, um total de 15 artigos foram analisados. As ferramentas de síntese dos resultados obtidos foram direcionadas para o aprofundamento e cruzamento teórico sobre o consumo dentro do mercado calçadista, evidenciando temáticas importantes encontradas que se relacionam com o Design.

Palavras chave: Design; Calçados; Revisão Sistemática da Literatura.

NUOVI PROCESSI E MATERIALI INNOVATIVI PER UNA BIOECONOMIA CIRCOLARE

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Abstract: Vengono proposte due ricerche basate su studi attuati presso l'Università "L. Vanvitelli", coerenti al piano di economia circolare proposto dalla Commissione Europea sotto il Green Deal del 2020 e votato dal Parlamento Europeo nel 2021 con nuove aggiunte per la conservazione climatica e ambientale. Si presenta una ricerca sui meccanismi e sull'ottimizzazione delle funzioni della bioeconomia circolare praticata nell'ambito del settore conciario e, di seguito, una ricerca operata nel settore tessile su una fibra di tessuto totalmente innovativa, unita ad un processo produttivo basato sul *modus operandi* di lavorazione tradizionale del filato. Oltre al *Made in Italy* i principi a cui si vuole fare capo sono: la riduzione, il riutilizzo, il riciclo e il recupero.

Keywords: circular bio economy, conscious leather, made in Italy, biomimicry, innovative and sustainable processes

WATER AS A LUXURY ELEMENT IN FASHION

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Resumo: *This article aims to raise awareness about how fashion brands have approached water as a luxury element due to its scarcity, intending to discuss the meaning of luxury and show the huge waste of water within the textile industry. From a short historical line about fashion shows that have used the element of water in their collections or aesthetics on the catwalk, it shows signs that the fashion industry, through artistic approaches, has alerted to the importance of sustainable consumption of an element that can become scarce and that, depending on the point of view, is already a luxury element worldwide.*

Palavras chave: *Fashion brands, water waste, textile industry, sustainability, luxury.*



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