EXTENSIONS OF FOOTWEAR AND LEATHER GOODS DESIGN IN DAY-TO-DAY LIFE

TRAIAN FOIAȘI

INCDTP - Division: Leather and Footwear Research Institute, 93 Ion Minulescu, Bucharest, Romania, email: icpi@icpi.ro

The fashion market world is a broad field of design experiments, a field where fashion professionals can extract, from specific situations, conditions that reveal a cultural phenomenon of social communication in the declared and outlined trend or cultural trend phase. An outfit is complete when accompanied by accessories, shoes, handbags, matching jewelry, and elements that complement fashion trends. In the game of fashion, accessories that accompany the outfit not only make the difference, but they always bring their essential contribution to perfecting the outfit. The role of the designer is to discover the rules for a cultural phenomenon expressed through high-class fashion, to break it into communication codes through aesthetic expressions, to discover the innovative direction by knowing the central and marginal elements of the aesthetic current, so as to spot the energies of the fashion market, to adhere to the rules of design and to the science of making a product in this area of day-to-day life.

Keywords: fashion, design, accessories, day-to-day life.

INTRODUCTION

A simple walk in the city becomes an immense challenge for the fashion designer. The pulse of the street, the fluster of shops, work places, lunch breaks, relaxation, and last but not least, having fun with your friends, inspire you to a joyful, colorful, optimistic collection. Day-to-day life offers the most varied forms of expression and manifestation of fashion, from minimalism to exoticism, from theater, film, to sports and beauty techniques. The choice of shapes, volumes, materials and accessories that will constitute components of the concept collection will be part of the data obtained from the artistic approach of the fashion designer. Today's fashion depends very much on ideas, individuality and authenticity of engaging in everyday life more than ever, designers look at their origins, where they started, to see where they are at the moment, why they do what they do, what their signatures mean to the public and where their values are. Fashion, by definition, talks about change and is relevant not only to the clothes and accessories (footwear, leather goods) that we wear. The quality of life contributes to our well-being, provides the safety we need. Style is a reflection of personal choice and today's fashion is a reflection of personal style. A fashion trend is born, it develops, expands and dies away under the influence of everyday life.

IDEA SKETCHES, GENERATORS OF MODERN AESTHETIC CONCEPTS IN DAY-TO-DAY FASHION

Figure 1. Artistic theater-film prints combined with bright red take you to the show world

Figure 2. Graphics, lines with optical effects and colors convey lightness and are part of daily chic

Figure 3. Polka-dot pressings and reptile effects convey comfort and relaxation

Figure 4. Vegetable designs combined with strong colors, black and white contrasts emphasize a day-to-day elegance note

COLLECTION - CONCEPT - TRANSFER FROM IDEA TO CONCRETE

The transfer of identification of shapes, volumes, materials, accessories, sketches of ideas and, last but not least, the fashion creator's restlessness in developing a concept collection with extensions in everyday life involves a multiple collaboration between creative technology and fashion design. Fashion design does not just express a new idea, but also a cultural communication through the product (the message of the product idea), a technical communication through the technical sketch of the product, a commercial communication through a collection portfolio and an advertising communication through the fashion illustration. Thus, the sketch, as a graphic form of expression of the product idea, is a working tool, mandatory in all stages of design, in all forms of fashion manifestation. Synthetic leather, laser engraved, printed, with external effects used in 3D technology, plus high-tech textiles, will satisfy the wearer's comfort. Unlike stylism, footwear design does not only deal with the image of the product and the image elements of the elaborate stylistic concept, but also with the

transposition into components and patterns of an idea sketch. In design, ideational logic is organized on the principles of classical logic, and from an economic point of view, the organization of the product concept is based on the principles of efficiency. Footwear design involves a complex process of ideation, conceptualization, design, graphic design, advertising, illustration. Trend samples are designed to provide industry customers with clear and practical solutions to fashion trends in a particular fashion sector.

Figure 5. Theater-film prints are supported by the nickel accessories and patent leather accents

Figure 6. The play of colors is a reminder of relaxation, clubbing, joy

Figure 7. Harmonizing colors and decorative elements transform the classic into challenge

Figure 8. Everyday life can become a memory. COURREGES, the avantgardist of the 60s, leaves room for interpretation

Figure 9. 2018-2019 concept collection with extensions in day-to-day life

CONCLUSIONS

The melange of images becomes a challenge for specialists in the field and receptors alike. Accessory designers create concept pieces, making a prototype first. The received images become defining elements of the creative artistic concept, and they are transposed into artistic and aesthetic proposals as applied research. The way to get the first elements that prefigure the object imagined by the designer of the high-end product is filtered by successive stages, that can be cultural, emotional and less pragmatic as an initial approach. In footwear design, the designer takes into account both stylistic, technological, marketing and financial elements, demonstrating once again that fashion design is an industry that belongs to a separate economy with its cultural and artistic components but which remains an industry. Trend samples are designed to provide industry customers with clear and practical solutions to fashion trends in a particular fashion sector of the industry. It provides a database of creative ideas that will

contribute to the competitiveness of industrial products in a unitary conceptual direction, allowing specialists to have a new inspiration for their own projects, to better understand the fashion market, to identify new models. These will be the starting point for their implementation in the industry. The sketches of ideas elaborated and presented in the paper address different themes in terms of artistic form and facilitate the quick understanding of the sketch-object approach for specialists in the field.

Acknowledgement

This work was supported by UEFISCDI Bucharest under the Partnership Programme project “Design and development of new Romanian cultural identity products”, acronym PREDICT, code PN-III-P2-2.1-CI-2018, Contract no. 197CI/2018.

REFERENCES

- Ars Sutoria, no. 420, Milano 2017.
Ars Sutoria, no. 421, Milano 2017.