

TRANS2010 RE-GENERATION

Redefining Quality

As the global economy continues on its road to uncertainty likewise does the world of fashion. Our understanding of quality, from mass-market to haute couture is changing as the customer demands both value for money and high design. Consumers are increasingly discriminating with regards to their purchases; shoppers are in search of a sense of individuality in garments that can carry them through several seasons and which are suitable for multiple occasions for example, from day to eveningwear. With this in mind we must reconsider the requirements of the contemporary urban wardrobe to help us navigate our daily lives through these uncertain times.

The super rich are keen to remove themselves from the brash luxury brands which for so long have stood as the hallmark of quality, but which have become synonymous with global capitalism they are now in search of a more friendly luxury. Similarly, the prêt-à-porter sector will adapt a new more pragmatic approach to design. Quality will appear in the form of beautifully constructed trans-seasonal and multifunctional pieces. In light of the current global economic situation, the consumer is more likely to adopt a more strategic approach to their wardrobe. Perhaps the mass market sector will fair best in these troubled times. In a bid to attract the recently money conscious, newly principled customers, retailers will develop new methods to appeal to their more moral tastes. More ethical products, including recycled and sustainable fashions will be offered to attract these more discerning customers.

The challenge for each of the market levels is how they can create a niche market to attract a suitable customer base in these tough economic conditions. All echelons of society are in search of quality items, suitable for their individual budgets but nowadays good value and high design are not enough, the customer is also after a product which will offer a heightened user experience. Within this frame the notion of quality has been redefined with three different themes regarding different consumer orientations as well as designer orientations.

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5TH FASHION BIENNALE
AT EXHIBITION
LIPSIUM BOWEN



IZMIR UNIVERSITY OF ECONOMICS

Faculty of Fine Arts and Design
Department of Fashion Design



IACDE (International Association of Clothing
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SLOW FASHION MOVEMENT

Against inexpensive, trendy fast fashion and throw-away consumerism, designers celebrate the era of a new level of consciousness. The boundaries between seasons and age groups have become blurred, introducing a trans-seasonal and trans-generational product range. The Slow Fashion Movement accommodates new design experiences, independent from time and place, in which the old is fused with the new, the traditional fused with the modern and the rural fused with the city, to create hybrid and sustainable design solutions.



META-BODY

Transformation in digital technology has blurred the boundaries between the real and the virtual introducing new ways of communication and new design experiences. In a post-cyborg era, creative and scientific skills bring new futuristic solutions in fashion design with an outcome of more constructive and architectural design structures. Whereas Meta-Body may not refer to the most commercial path in fashion, it is a signal of a new frontier, to new technology, new architectural forms, and materials which challenge the burdens of conventional cutting, and functionality as well as the sexuality of the garments.

UP-SIDE DOWN

As a reaction to pessimism, and the difficult adjustment to the rules of modernity and capitalist society, the spirit of optimism and fun offers the designer and consumer the possibility to play with the rules of fashion by turning them upside down. A deconstructivist approach has been adopted for playful, expressive and interactive structures which may display a hint of kitsch as well as representing the unconventional and subversive aesthetics of contemporary art.

