

Designing a Collection using the Concept of Romanticism Inspired by Baroque, Animalia in Versace with Assorted Elements

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ABSTRACT -This projects aim is to design a set of collection which consists of six or more garments inspire by *Versace* spring summer 2018 ready-to-wear collection. That particular runway was one of the most liked runways because of the clothes and designs that were used. They were the designs collected from the history of archives as a tribute to her late brother *Gianni Versace*. Vogue, Warhol, My Friend Elton, Icons, Baroque, Animalia, Native Americans, Tresor de la Mer, Metal Mesh, and Butterflies were the prints that are included. By mentioning *animalia*, first thing comes to our mind is animal prints; Does prints made by hurting animals? Sometime before there was, but about 70-75% people reduced rationalizing animals instead they have transferred or preferred vegan prints more. So, this might be a better choice to show the awareness of animal cruciality in this collection. Isonomy has always been a very big question in society but is it in fashion? Yes, it is. To overcome that, "Romanticism" concept has played a vital role in this project. Not only to give the in-depth amount of attractiveness but also to bring isonomy in common. By going through researches, it came to notice that only few of the runway model has women's clothing on them but not a gown or dress this shows that the lack of isonomy. In early period (18th century) men wore full-skirted knee-length coat, knee breeches, a vest or long waistcoat, a linen shirt with frills and linen under drawers which women also wear so why not now? The aim is to design a collection to overcome the above problem statements using assorted elements.

KEYWORDS - Romanticism, Isonomy, Vegan prints, History of archives.

INTRODUCTION - It is not easy to get inspired by designs, elements or by things. But getting inspired by people is a something that always makes something special. *Donatella Versace* is a famous designer and the co-founder of *Versace*. Their archives collection of 2018 spring was wonderfully portrayed by *Donatella* to her brother *Gianni*. The designs that are collected from the history of archives to show as a tribute to her late brother *Gianni Versace*. Vogue, Warhol, My Friend Elton, Icons, Baroque, Animalia, Native Americans, Tresor de la Mer, Metal Mesh, and Butterflies were the prints that are included. Romanticism was most popular in 18th century, 1800-1850 to be exact that period was called "romantic period". They used to wear similar clothes back then like long knee skirt, trousers and sleeves with frill. So, to stir things properly the concept of romanticism has taken place for both men and women to show equality like the early period. Also, an animal neglect awareness by bringing vegan prints in reactionary is the idea. The best part about making this as a runway may be a good influence to the upcoming future trends or to the generation may be even better some of the best designers could notice that will create a more ways to the industry to show that feminism can also be indicate in fashion. The researches that are done for the review has been illustrated below.

The objectives of this is to make an elegant runway collection by reinter mediating the original designs, to promote isonomy in fashion industry by using the art of romanticism , to come up with a collection made of feminist clothes from the history of archives to bring isonomy, to reduce the usage of animal prints and to bring vegan prints in reactionary. The scope of the work is to bring back the history of fashion introducing in isonomy fashion. Adding values to the Awe of nature; A deepened appreciation ofthe beauties of the nature and also to improvise the social – awareness between people by reducing the animal neglect. The intended approach in this work is intended to develop a collection of garments from the concept of romanticism inspired by *Versace* spring summer 2018 ready-to-wear collection. After going through a series of Literature reviews and Survey taken, then Interpretation board is done following by Inspiration board, mood board and color board.

RESEARCH METHODOLOGY

Design Study - To design new collection with a reference of already existing collection of *Versace*'s.

Ideation - After Literature, the next process of our work will be the idealization of design.The Idea of the project is developed by making initial sketches.By the help of survey, the inspiration board, mood board and color board will be carried out as a process before the rough sketches.The concept will be implemented with a series of sketches ranging from 20 – 30 sketches and a collection of five – six sketches will be finalized for Rendering.The selected sketches will be implemented on fabric to make a look out of it.

Analysis - Since it was an inspiration from *Versace*, *Gianni*'s feminist leanings give more of

a soft focus it is perfect of bringing back the fashion era to this modern world with assorted elements. Isonomy is common nowadays but bringing it in use is still a very less percent of chance; catching up and bringing back the decade of fashion with a twist of isonomy may increase the chance. Developing a design / collection according to the current requirement could boost up the demand of the buyers and supporters. Having an inspiration of animal rights activist is a better choice to understand more about vegan prints.

Procedure - Design Exploration will be made after initial sketches or rough sketches. With Reference to design exploration, mood board, reference board and color Board will be developed digitally with the help of software. The software which will be using for all boards will be done in Adobe Photoshop or Adobe Illustrator. Proposed work will be finalized and the garment construction should start by then. **Trend research** - With the help of the trend research, analysis has been taken by going through some research based on current trends of 2021 with the help literature, websites and visual analysis. According to the trend research, People are leaning vegan prints than the past few years. People also have been interested in buying fast fashion clothes since they are more affordable and cost worthy due to pandemic. The below graph shows the vegan users in US as shown below in the fig. 1

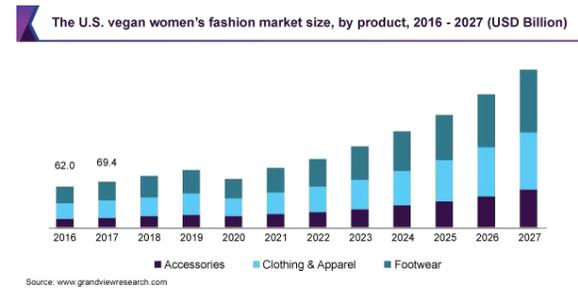


Fig.1.

According to the above image, people's

usage of vegan in fashion have been increased but yet there are a lot more about to get higher in the upcoming years of 2023, 2024, 2025, 2026, 2027 and so on. Analysis and Interpretation was carried out by a survey on which The survey around 70 people were responded to, the survey for the following questions as so., **Target Customers** - 4.4% of the respondents were entrepreneurs. 10.3 % of the people are teenagers. 63.2% of the respondents were students which is above half of the respondents. 8.8% of are adults, 13.2% are an employee and 1.5% : are from fashion consultant and from designer.

Which type of consumer you are ?
 70 responses

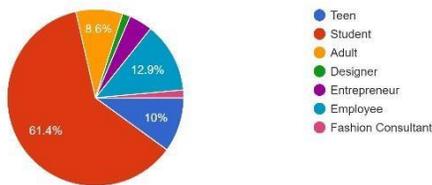


Fig 1.2

The below given figure 1.3 shows the percentage of the supporters of feminism.

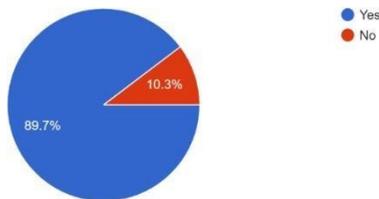


Fig1.3

Romanticism was appreciable back then in 18th century than now: People responded with agreeing and about disagreeing but the real is question is why? Why it is appreciable in the 18th century and not now? Isonomy in fashion should be a part of this era too because in some cases people are beginning to think that wearing clothes indicates masculinity and affects your personality.

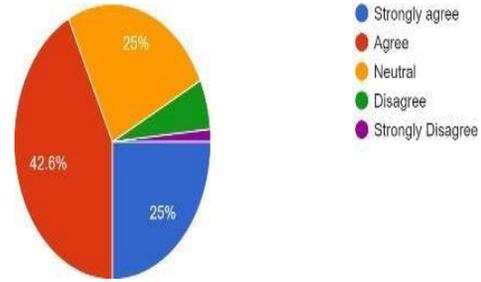


Fig.1.4

From the above image, we can say that only 7.4% of the people were disagreeing to the fact. And about 93% of them are agreeing to the fact that fashion in romanticism was popular back then. Feminism affecting your personality: It might sound weird to be asking the above question in survey but the results may surprise you because there are people who thinks being a feminist or supporting feminism might give society a topic to talk about thus, they are backing down.

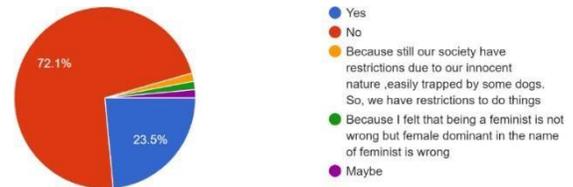


Fig.1.5.

From the above figure 1.5 about 23.5% of the respondents doesn't think the being a feminist affects our personality in any way, but about 72.1% of the people who said "NO" tends to think that it affects and the reason were given as above. Who or which inspires you the most in a runway?

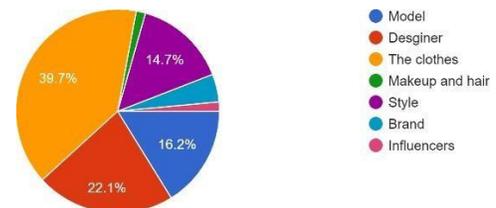


Fig.1.6.

About 40% of the respondents said the clothes that inspire them during a runway, 22.1% inspired by the designer, 16.2% people were

inspired by the name of brand and 14.7 people inspire by the way of garment that has been styled into. From this above survey it is easy to keep to keep in mind to satisfy the consumers or buyers. Awareness about animal neglect by having a knowledge about the animal rights activist: There are many influencers, celebrities are actors as well as a famous animal rights activist in all over the world. The given names of them are some of the most popular ones that are heard frequently around social media.

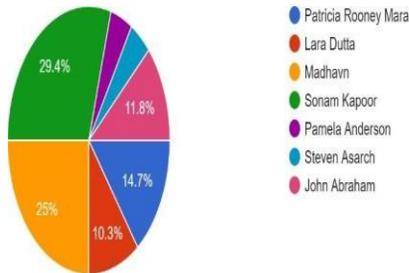


Fig.1.7.

From the above image 1.7 it is clear that most of the respondents were frequent with Indian celebrities than compare to others.

Design

Trend Interpretation Board

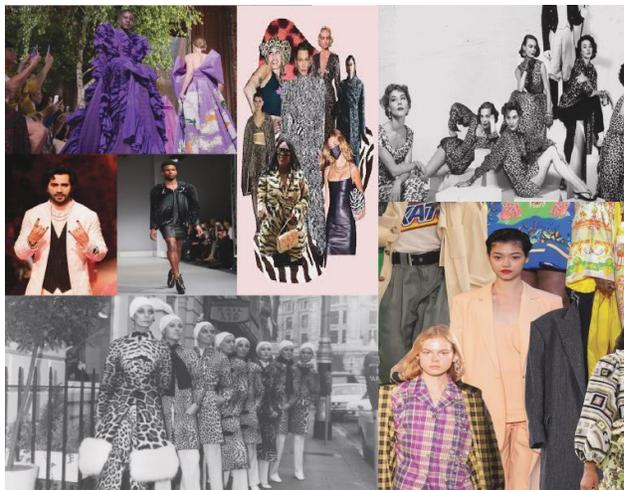


Fig.2.1

The above-mentioned board explains the trends for the work to be carried out. The trends of the past 2 year (2020-2021) and also the evolutionary of the animal print through the fashion era.

Inspiration Board

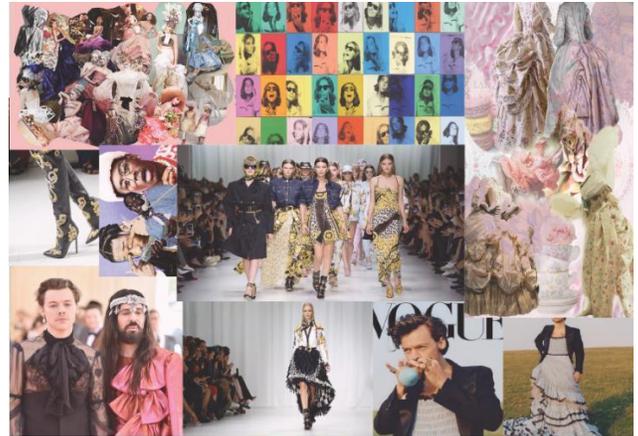


Fig.2.2

The Inspiration board is the collection of Images which helps us with the start of any design project. The above-mentioned figure will be the inspiration for our project work. Since our work is based on the concept of romanticism, the main source of inspiration was the early period Victorian gowns and ball gowns. Also, this is a project inspired by Versace's collection so the images of that particular 2018 ready-to-wear garments were included. We all know Harry Styles shows his feminism in a way that he is so much popular than other feminist in the industry. He once wore a gown for the Vogue magazine and it made out on the front page, he also did wear a dress to meet gala.

Mood Board

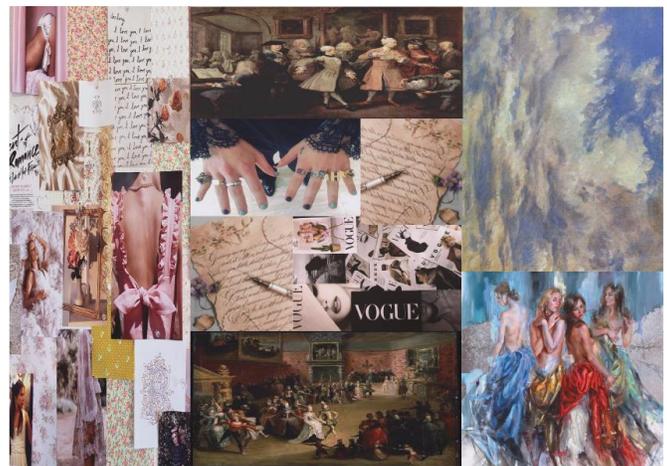


Fig.2.2

A Mood board is a pictorial direction for any design project. This board consist of a series of images of inspiration, color palette, fabrics etc. The above figure is the mood board for our project. Our project is to design a collection of garments by using the concept of romanticism inspired by assorted elements in Versace spring 2018 ready-to-wear collection.

Color Board



Fig.2.4.

A color Board is a briefed definition of what are colors that are going to be represent on the outcome with the help of inspiration that has been selected. Since the project is all about romanticism the colors of the art can be used. Animalia is one of the important elements in this project so the prints of the animals which is 'n' number of colors, that also can be used.

Conclusion - Developing a digital collection of garments made and simulated entirely out of advance 3D program will solve many problems which are found while production. Creating garments in these types of software will help improve our knowledge and adds as an additional skill in the field of Fashion and Apparel Industry. Learning 3D is very useful because 3D is becoming acceptable everywhere and people and designers are

shifting their minds towards 3D and hereby, we have done our work from initial sketches, to survey and creating boards such as inspiration board, mood board and Trend Board for our design.

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