PROCEEDINGS OF THE 4TH INTERNATIONAL FASHION AND DESIGN CONGRESS (CIMODE 2018), 21–23 MAY 2018, MADRID, SPAIN

## Reverse Design

## A current scientific vision from the international fashion and design congress

Edited by

Ana Cristina Broega, Joana Cunha & Helder Carvalho Department of Textile Engineering, University of Minho, Portugal

Manuel Blanco

*Escuela Técnica Superior de Arquitectura de Madrid de la Universidad Politécnica de Madrid (ETSAM-UPM, Architecture School of UPM), Madrid, Spain* 

Guillermo García-Badell & Diana Lucía Goméz-Chacón

Centro Superior de Diseño de Moda de Madrid de la Universidad Politécnica de Madrid (CSDMM-UPM, Fashion Center of UPM), Madrid, Spain



CRC Press is an imprint of the Taylor & Francis Group, an **informa** business A BALKEMA BOOK

## Table of contents

Preface	xi
CIMODE 2018 committees	xiii
Fashion and communication	
Performative runway in backstage liquidity A. Rabàdan & I. Bentz	3
From hair to cultivated leather—the use of Alexander McQueen's genetic information B.F. Pires & R.P. Cidreira	13
The relevance of sketches in fashion design A. Moreira da Silva	21
Digital banners as shop windows: Narrative constructions of online fashion brands D.V. Leal, D. Karam Jr. & M.C.P. Rodrigues	27
The influence of soap operas in Brazilian fashion today T.C. Viana, A.A. Silva, A. Adverse, R. Ribeiro & A. Horta	37
The world and the fashion "al revés" in António Variações M. Amaro	45
Facets of youth culture: Discursive construction of Ahlma fashion brand <i>B. Machado &amp; M. Scoz</i>	53
Fashion films: A semiotics approach, a multimodal signification <i>R. Effe</i>	63
The importance of language on the social medias of a brand <i>M.H. de Carvalho &amp; F.A.H. de Carvalho</i>	71
The effects of sense contained in the fashion advertising text: The Handred brand and the reiteration of genderless concept <i>S.F. Bona &amp; M. Scoz</i>	79
Analysis of attributes in unisex and genderless clothing B.M. Reis, R. Miguel, N.A. Jerónimo, M. Pereira & S. Azevedo	87
Embroidery: The narrative of the ribbon of the presentation of Arthur Bispo do Rosário—confluences with contemporary visual artists L.U. Dantas, U.S.T. Barbosa, G.M.J. Sales, H.A. Dieb & R.R. Marques	95
Eye tracking in fashion: An overview A.P. Faria, B. Providência & J. Cunha	103

## Fashion, identities and cultures

Semiology: Culture as a symbol system and western influences comparison beforeand after the independence of 1947L. Vignes

A geography of fashion, Medellín: 1900–1950 W. Cruz Bermeo	121
The <i>Prêt-à-porter</i> phenomenon and the boutiques in the dowtown area of Santiago, Chile J. Vidal Miranda & P. Álvarez Caselli	129
Internationalism and exoticism in the image of Aline Romanones and Consuelo Crespi D. Gennaioli	137
Reframing old age through design: An approach to promote empowerment <i>I. Rojas &amp; B. Pino</i>	145
Dolce and Gabbana and Louis Vuitton: A study on the effect of gender stereotyping in the 21st century fashion campaigns <i>L. Watson</i>	153
Fashion, identity and culture in the Chinese fashion system. China, inspiration for Chinese fashion designers <i>R. Gaddi</i>	161
The pleasurable dressing of Loewe: From the store of Martínez-Feduchi to the showroom of Carvajal <i>A. Cano Redondo &amp; A. Martínez-Medina</i>	169
Signifying the ritual legends of Brazilian Afro Religions: <i>Candomblé</i> and <i>Umbanda</i> in <i>Teresina</i> / <i>Piauí</i> / <b>Brazil</b> L.C. de M. Tavares & V.P. de S. Araújo	177
Globalized brazilianness on the forming way of "Elementais" G.R.R. Vieira	183
Class tourism, working-class porn and cultural appropriation in fashion: An introduction <i>M. Glück</i>	191
Affection sewn into hats: Identity, self-esteem, women's social relations G.P. Lenzi	199
The lace fabric of Bahia clothing: From artisanal to industrial A. Okasaki	207
Fashion design and craftwork: Subjectivation policies in the contemporary scenario <i>A.R.V. Peroba &amp; C. Mesquita</i>	215
Chinese fashion, occidental fashion: A semiotic translation Y. Pan	223
The fashion design as a contribution to the preservation of Nazaré culture and costumes: 7 project <i>S. Moreira, M. Pereira, A. Cruchinho, J.M. Lucas &amp; R. Miguel</i>	231
DIY and the slow fashion movement: Sew for yourself L. Barrocas, G. Bezerra & M.A. V. Rocha	241
Modes and Fashions of the colonial man from <i>Minas Gerais</i> : The indumentary of the defendants of the inconfidence of <i>Minas Gerais</i> <i>A.F.B. Santos &amp; A.P.X. Vilela</i>	247
The aesthetics in fashion design and cultural studies <i>T. Lobo</i>	255
The physiological aspects of senescence: Comfort and relationship with the clothing <i>M.D. Almeida, A.C. Broega &amp; M. Moura</i>	263

Fashion design through sustainability and material culture: An exploratory and experimental study <i>R. Norogrando</i>	271
Castelo Branco embroidery applied to clothing A. Cruchinho, A.S. Marcelo, P. Peres & A. Moura	279
Female jeans: The aesthetic of Brazilian "popular fashion" I. Braga, M.J. Abreu & M.M. Oliveira	287
The liberation of women in the 19th and early 20th centuries as seen through costume <i>L. Luceño</i>	295
The <i>Minho</i> traditional costume as cultural heritage in fashion design S. Castro, J. Cunha & C. Morais	303
The casualisation and homogeneity of contemporary fashion F. Spry	313
Product design	
Practices of design: Understanding processes A. Rabàdan	323
Contemporary textile products. Knitting as a fertile design ground for experimentation with 3D technologies <i>G.M. Conti</i>	331
Clothing as an architectural project B. Alcoceba	341
Marking embroidery in colors: The creative fashion process in AMAC, in São João dos Patos – MA M.S. Lima, R.G. Noronha & L.R. da Silva	349
Miramar embroiderers, design and territory F.P. Vallejos	357
Strategic approach to implement sustainability in the joineries of the city of Uberlândia, Brazil F. Moreira da Silva & J. Cardoso Braga	365
A proposed procedure to develop clothing for pregnant women D.A.N. Mentone, R.H. Osava, S.H.A. Gomes, R.A. Sanches & A.Y.S. Duarte	373
Functional fashion focused on the needs of people with disabilities L.N. Souza, S.H.A. Gomes, C.R.G. Vicentini, R.A. Sanches & A.Y.S. Duarte	381
Designing for emotions: Evaluation of the drooler, a toy for preschoolers B. Providência, R. Brandão & P.B. Albuquerque	389
Creativity and industrial fashion design—reviews, analyses and connexions J.A.B. Barata, R. Miguel & S. Azevedo	399
Procedures and guidelines for the instruction and execution of pattern making: An analysis P.A.A. Spaine, D.M. Brito, L.M. Pereira, N. Pinheiro & R.R. Andrade	407
Anthropometry and clothing for overweight and obese children: A literature review <i>R. Campos &amp; M.A. Carvalho</i>	415

The materialization of fashion products: An experience of the textile behavior <i>P.M. Souza, M.M. Otani, P.P. Silva &amp; I.C. Italiano</i>	421
Design and redesign G. Montagna & M.J. Delgado	429
Marketing and consumption	
Psychographic segmentation of female fashion consumers in Portugal B. Moreira & A. Azevedo	437
Taxhion. Model taxonomy clothing and accessories e-commerce B. Alcoceba, M. García-Ergüín, R. García, D. de las Heras & M. Adsuara	447
Cultural values of minimalist fashion A.P. de Miranda, I. Domingues & N. Souza	455
Emerging platforms for fashion design entrepreneurs: An assessment C.E. Fernandes, L. Ribeiro, M.S. Silva, M. Pereira & M.J. Madeira	463
The use of online advertisement as a TXM branding methodology's tool: FARM's case study <i>L.W. Ribeiro &amp; L.S. Gomez</i>	469
The influence of social network sites on digital branding <i>M. Barreto &amp; L. Ribeiro</i>	479
Teaching and education	
Teaching design in real contexts to preserve local identity and memory A.H. Grácio & C. Rijo	489
Immersive business simulation in footwear design education: A bridge for reality A.M. Terroso, A. Moreno, N. Amorim, H. Palmares & J. Sampaio	497
Bounding fields of knowledge: Co-designing regional pottery of the Cávado sub-region as a strategic potential of museological differentiation and product development J. Sampaio, A. Baganha, F. Gomes & A. M. Terroso	507
A case study of didactic laboratory approach in fashion design education <i>X. Lin &amp; A. Dell'Acqua</i>	515
Feminine magazines and the development of the female labor force in Valparaiso: Analysis of the graphic system of the Rosita magazine (1947–1972) as a didactic strategy for the informal learning of sewing <i>F. Gonzalez, U. Bravo &amp; C. Ruiz</i>	521
<i>Bê a Bá</i> of sewing: Our online friend L.C. de M. Tavares & J.P.C. de Brito	529
Professional education and the formation of garments factory in Brazil V. Feldman & M.S.B. de Held	537
Complex geometry and patterns: Colonizing the surrounding space through the costume <i>M.J. Climent Mondéjar, M.P. Moreno Moreno &amp; A. Cano Redondo</i>	543
Project thinking in fashion design: Strategies for facilitating cognitive and metacognitive processes <i>M.C.F. Sanches &amp; M.A.R. Silva</i>	551

Pattern making books: An analysis of documentary research P.A.A. Spaine, D.M. Brito, L.M. Pereira, N. Pinheiro & R.R. Andrade	559
Interdisciplinarity: Creation of looks and techniques used by UFPE CAA students A. Camargo & R. Alves	567
Active applied methodologies on fashion design teaching: Possibilities and challenges L.E.F.S. Rebello, G.D. Marques & M. Mansur	575
Sustainability in fashion and design	
Fashion that cares for the future E. Araujo, I. Castro, I. Pinto & I. Araujo	585
Design, tradition and culture—past and future united to develop depressed regions <i>I. Oliveira &amp; M.G. Guedes</i>	593
Circular economy: An approach for the fashion industry E. Pinheiro, S. M. B.D. Barcelos & A. C. de Francisco	599
Reversal logistics: Case study in the franchises O Boticário in the city of Itabuna-BA <i>E.N. Velanes</i>	607
Sustainable fashion. Strategies for sustainability and new forms of value creation in fashion and textile <i>M.A. Sbordone, L. Di Lucchio &amp; R.A. Sanches</i>	615
Generation Y's sustainability attitude-behaviour gap J.P. Bernardes, F. Ferreira, A.D. Marques & M. Nogueira	623
Collaborative economy: Case study of new business models S.R. Fernandes, J.M. Lucas, M.J. Madeira, A.I.C. Barreiros & I.D. Honório	631
Imbrications and distances between the creative economy and the sustainability of small fashion brands U.S.T. Barbosa, H.A. Dieb, G.M.J. Sales, L.U. Dantas & A.N. Targino	637
New sustainable fashion business models: "the <i>coworking</i> " case study <i>L.F. Barcellos &amp; A.C. Broega</i>	645
Sustainability: The reconfiguration of fashion, the textile industry and the role of the designer in a new social scenario <i>M. de L. Iracet</i>	653
Tucum fiber: Reflections about Amazonian biodiversity, traditional knowledge and sustainable fashion <i>L. Pennas &amp; J. Baruque-Ramos</i>	659
Silk: Protocols for the verification of socioeconomic impacts in the production of cocoons <i>S.M.B.D. Barcelos, M.G. Guedes, E. Pinheiro &amp; A.C. de Francisco</i>	667
A perspective towards a circular fashion design system B. Melo & A.C. Broega	675
Fashion and sustainability's valences: Exposing gaps R. Puppim, C. Jordão, L.M. Arruda, D.P. Beduschi & A.C. Broega	683
Design and social innovation: Methodological principles for community qualification <i>J. Oenning, J.B. Garcia Jr. &amp; J. Cunha</i>	691
Author index	699