

RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research

Dress, Body, Design:
Innovating fashion design practices within the framework of a triple-transition through design

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Abstract

Fashion embodies a multifaceted reflection of contemporary culture within the cultural and creative industries. It integrates diverse humanities and artistic disciplines, influencing societal dynamics as a cultural medium. At the same time, fashion has historically facilitated acculturation processes and continues to mediate individual and collective identities. As a longstanding manufacturing sector, it plays a crucial role in Western economies and global industrial landscapes. From the early XXI century, these two dimensions of fashion have been colliding because of the transformations promoted by the ecological, digital, and resilience principles (the latter intended as adaptability) that defined the concept of triple-transition.

In light of this framework, integrating digital technologies and tools (i.e., 3D modelling and simulation software, pattern digitizer, virtual and augmented reality) into the upstream phases of the fashion design process enables the re-reading and innovation of the traditional approach to patternmaking. At the same time, this process innovation is influenced by the need for a renewed fashion consumption idea, which impacts the design approach to the collection design and its merchandising and the logic and solutions to design a sustainable item. The challenging of societal norms and cultural conventions, bringing to the surpass of identity and body standards, function as well as propellant to update the design approach to the body and, therefore, the creation process, questioning the concepts of performance and product categories and typologies. This research aims at exploring the potential and limits offered by recent digital technological implementations applied to pattern making of fashion garments for codifying new integrated fashion design practices informing new product categorization and merchandising approaches. In particular, it could focus on modelling didactic methodologies to update fashion design education.

Keywords

Patternmaking, Digital Technologies, Fashion Design Education